

Which Leads Are Ready for Sales? Just Ask with Conversica®.

Seamlessly integrated with Marketo



What

- Conversica AI Assistants manage personal, two-way conversations over email, website chat, and SMS text dialogues using artificial intelligence to qualify leads and alert Sales

Why

- Gives voice to your Marketing Automation Platform
- Brings natural two-way engagement to marketing automation
- Leads share more information and convert at a higher rate into sales opportunities
- Sends hot lead alerts to Sales after identifying interest
- Provides higher quality leads to Sales

How

- Add leads to Marketo lists and Conversica AI Assistants manage the conversations
- Determine a lead's readiness for Sales by asking questions about product interest and intent to buy
- Automatically update status of lead engagement and conversations in real-time in Marketo

Marketo LaunchPoint™

Certified Integration

Using Conversica® with Marketo

Conversica brings natural two-way engagement to marketing automation. Rather than relying on guesswork and predictions, Conversica AI Assistants identify the best leads by asking them—and leads answer.

Marketo and Conversica integrate to allow your AI Assistants, powered by Conversational AI, to converse with each of your marketing leads, engaging and qualifying leads via natural, two-way email, website chat, or SMS text conversations. Conversica sends straightforward messages to leads that elicit genuine responses. Conversica then interprets the context and tone of the message and takes the next best step—such as nurturing the contact or passing handraisers over to your Sales team.

Imagine receiving a message like this: "I saw you stopped by our booth at ExpoCon. Would you like any more information? I can have you talk with Mike in Sales."

The lead responds, and the AI Assistant continues the conversation. The lead reveals the level of interest, contact phone number, the best time to call, and details about the purchasing decision.

Get Objective Lead Qualification Without the Help of a Sales Development Rep

Because lead engagement is completely automated yet fully personalized, you can touch every single inbound lead, right at the top of your funnel. Those who are ready for a Sales conversation get routed quickly for follow-up, while those who want to learn more are perfect candidates for Marketo nurturing programs. Sales loves the hot leads, especially since they include updated contact information and a good time to call.

Integrates Seamlessly with Marketo

Conversica integrates easily with Marketo using published APIs.

- Using your criteria and triggers, add leads to a Marketo list you've associated with a specific Conversica conversation type
- Leads from that list are automatically sent to Conversica and the conversation begins
- Conversica updates conversation status back to the Marketo lead record so you can score, alert or take another action
- The full back-and-forth conversation with each lead is available in the Marketo lead record, in Conversica's dashboard, in optional email alerts, and in your CRM system.
- Conversica gives voice to your campaigns by automating a personalized touch in tandem with Marketing Automation Platform.

How to Set Up Conversica with Marketo

Your Customer Success Manager will walk you through a few simple steps to connect Conversica with Marketo using Marketo's REST API and to set up fields for the information the Conversica AI Assistants discover, such as best phone number, most recent response, and status. Leads are then synced with Conversica through lists in Marketo. When you add a lead to a list, Marketo sends that lead to Conversica to be engaged. AI Assistants engage the lead, gather information, and send status updates and hot-lead alerts based upon a workflow you set. You can use all the information uncovered from the lead to adjust scores, manage engagement campaigns and send alerts.

Subscription and Implementation

Like Marketo, Conversica is a cloud-based software-as-a-service application, so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

Explore Conversica for yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.



AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

About Conversica

We make every connection personal. Conversica is the leading provider of Conversational AI helping companies attract, acquire and grow revenue across the customer lifecycle. Our omnichannel AI Assistants engage in human-like, two-way dialogue in real-time or on buyers' time to boost productivity, increase performance, and ultimately drive revenue opportunities.

With built-in best practices and over a decade of experience with 1 billion interactions, Conversica AI Assistants help Marketing, Sales, and Customer Success teams work smarter to meet customer expectations. Empower your revenue teams with true, sophisticated AI-powered by Natural Language Processing (NLP), deep learning capabilities, and business process automation.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).