Trifacta Hyper-Personalizes Two-Way Communication With Target Accounts Thanks to Conversica ABM Skill

TRIFACTA

Customer
Trifacta

Challenge
- Engaging high-quality prospects with relevant customer stories
- Hyper-personalizing AI-driven outreach
- Delivering autonomous two-way conversations at scale
- Accelerating opportunities through the customer journey

Conversica Solution
Conversica AI Assistant for Conversational Marketing

ABM Outreach Skill
Conversica's ICP Outreach allows you to reference a customer testimony in your AI Assistant's outreach

AI Assistant Personas
Sara Martin

Conversica Assists
- Unlimited scalability in an affordable manner
- Integration with Salesforce and synced with Marketo
- Increased number of opportunities assisted by the AI Assistant
- ABM Outreach is the highest performing conversation: with a **20% better opportunity conversion** than all other conversations combined

Trifacta Hyper-Personalizes Outreach Thanks to ABM Skill From Conversica

Trifacta is an industry pioneer and established leader of the global market for data preparation technology. With an AI-assisted, self-service approach, Trifacta democratizes data for analysts and engineers to assess, correct, and validate data quality, accelerate transformation, and automate robust data pipelines at scale.

Trifacta has been a Conversica customer since 2017, leveraging their AI Assistant to augment marketing efforts, accelerate sales-ready leads, and drive revenue opportunities. When Conversica introduced a new "skill" focused on scaling hyper-personalized, two-way outreach for Account-Based Marketing (ABM), Trifacta was intrigued.

"What interested us in testing this new skill was its messaging capabilities based on different titles and personas," says Jill Marguette, Director Demand Gen & Marketing Ops at Trifacta.

As a data preparation company, Trifacta understands the value of leveraging relevant information—and appreciates the opportunity to match pertinent customer stories with prospective accounts via their AI Assistant from Conversica.

"Every company in these industries uses our product in such a different way," says Marguette. "With Conversica's ICP Outreach, we can reference specific pain points and share the key selling points of Trifacta in our AI-driven conversations."

> "What's exciting to us about the new ABM Outreach skill is the ability to match specific pain points—whether it be by persona, title, or industry—with a tailored value statement increasing the relevance to the contact. The impact of these added variables, in the ICP Outreach conversation, has led to an engagement and hot lead rate +10% higher than our standard Conversica conversations."
>
> **Jill Marguette**
> *Director Demand Gen & Marketing Ops*

Conversational Marketing Skills

OUTREACH
ABM Skill

CULTIVATE
Early Interest

RE-ACTIVATE
Dormant Demand

ABM Outreach is Trifacta's highest performing conversation: with a 20% better opportunity conversion than all other conversations combined.

Trifacta Leverages Conversica's ICP Outreach Conversation Delivers Higher Opportunity Revenue and Count

Conversica offers several "skills" for its AI Assistants. Skills are a collection of conversations deployed for a specific use case. In this case, Conversica's **ABM Outreach Skill** includes **ICP Outreach**, **Target Customer Outreach**, and **Customer Solution Outreach**.

Trifacta decided to leverage the **ICP Outreach conversation**, which allows their AI Assistants—Sara Martin—to reference customer testimonies during AI-driven outreach.

Trifacta used this new conversation to target leads coming into Marketo from top-of-funnel advertising, content downloads, webinar attendance, and virtual event attendance. If those leads mapped to a target account list, they were matched with a suitable use case complete with pain points and customer examples.

For example, if the lead is from the retail industry, they are matched with a retail conversation from the AI Assistant. Although these contacts had not yet MQLd, the AI Assistant directly asked them if they are interested in learning more and if they would like to set up a meeting with a Salesperson. If the contact indicated interest, they are passed over to a Sales Development Representative for follow-up.

"We split up our business into a corporate segment and a strategic segment based on annual revenue. The strategic segment is where we are trying to do our ABM play," says Marguette. "Our job is to bring in MQLs through our typical lead scoring process to hand over to the strategic SDRs to work."

Within just two months of exploring the new ICP Outreach conversations, Trifacta saw some promising results.

"The number of opportunities assisted by Sara Martin was much higher in a shorter period of time compared to our other Conversica campaigns," says Marguette. "We really use Conversica for nurturing. With the ICP Outreach conversations, we are putting people in faster since we know they are from a target account."

The Trifacta team had some learnings along the way. First and foremost was going after specific pain points in their outreach and matching them with industry-specific customer case studies in conversations delivered by the AI Assistant. For contacts that do not match a specific use case or target audience, the AI Assistant delivers generic messages that help qualify them as sales-ready or at least progresses them through the funnel. Additionally, Trifacta deploys different conversations based on where the prospect is in the funnel.

"Even in this short period of time, we've seen higher response rates to our hyper-personalized ICP Outreach compared to traditional nurture campaigns which share generic content assets."

Jill Marguette
Director Demand Gen & Marketing Ops

⊘ conversica

What does the future hold for Trifacta? The team continues to leverage its ICP Outreach from their Conversica AI Assistant alongside traditional nurture programs through Marketo.

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision & policy management, business process automation, and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages. The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit conversica.com and follow the company on Twitter, LinkedIn and Facebook