



Get *More* Out of Your Marketo Investment

Elevate engagement, accelerate conversions, and complement your lead management process with perfectly timed AI-powered two-way conversations. Conversica unlocks the power of adaptive, two-way AI conversations at every stage of the buyer journey.



Accelerate Funnel & Lead Conversion

Strike while the iron's hot: Go straight from one-way, static outreach to engaging, two-way conversations the second a lead takes an action to move buyers through the funnel faster.



Expand Business Value, Productivity & ROI

Improve nurture performances and get to conversions faster triggering a dynamic personalized conversation based on action to a nurture email.



Hyper-Qualified Leads & Contacts

Surface handraisers, assess interest, validate fit and set up meetings on behalf of Sales. Free reps to focus on the best opportunities without sacrificing the rest.

Top Use Cases

1. Quickly respond to all inbound leads with two-way conversations that encourage conversion

Inbound leads need to be engaged quickly, but you can't rely on scoring or Sales to accurately assess and follow up. Conversica Revenue Digital Assistants™ quickly engage in personalized, two-way conversation to discover where the lead is in their journey and take the next best action, providing additional resources or qualifying on behalf of sales.



FORM FILL CONFIRMATION

Inbound leads at target accounts run through long-tail nurture campaign

**Clicks email but no conversion: pause nurture track*

CULTIVATE LEADS CONVERSATION

Good afternoon,

I see that you requested a demo of our AI software so I wanted to check in. We provide AI solutions to thousands of organizations like yours. We can't wait to show you how it works.

To give me a better understanding of your interest, can you tell me about any challenges you're having with your lead follow-up?

Hey, thanks for reaching out. We are having issues keeping up with our inbound run rate.

Thanks for that information. I'm happy to set up a call to discuss more. When is a good time to connect with you during the day?

I'm available Thurs, 1-5 PM Pacific. Can you call me on my cell? XXX-XXX-XXXX

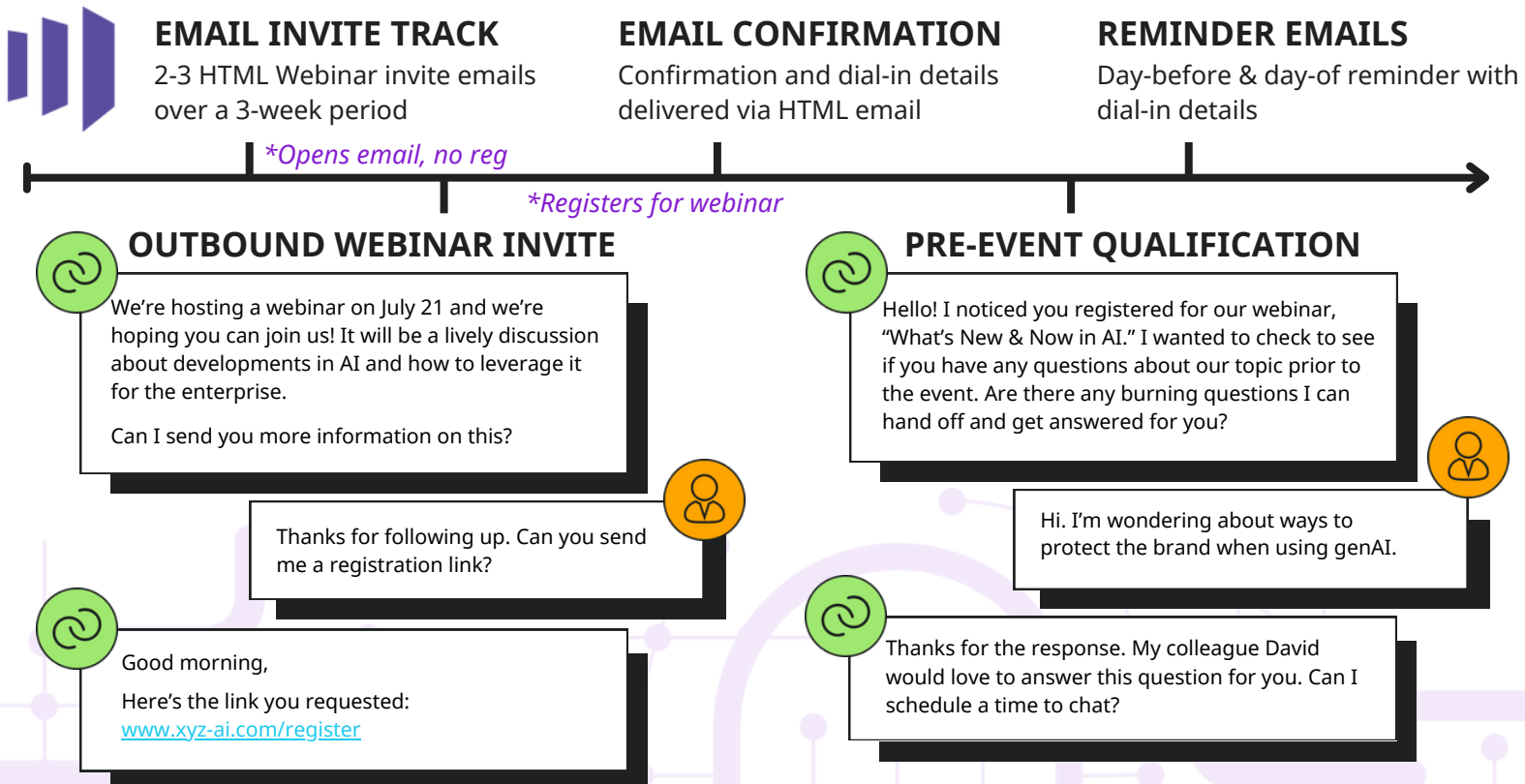
Top Use Cases

2. Reach out to interested leads that have not hit the scoring threshold

Conversica RDAs are great at turning warm leads hot. Using the knowledge of the lead and account actions and demographics, the RDA can engage leads, answering any lingering questions and driving to conversion.

3. Increase participation and ROI of webinars and events

Set up an integrated outreach that leverages both Marketo sends and Conversica two-way conversations to increase registration and improve engagement during and after the event.



Top Use Cases

4. Scale outreach to target accounts

Use Marketo to see if there is any interest with key accounts and quickly move it over to highly personalized engagement to warm them up for Sales.



ACCOUNT-BASED NURTURE

Lead runs through industry-specific nurture track

**Clicks email but no conversion: pause nurture track*

ACCOUNT-BASED NURTURE

Unpause nurture track, continue down track path



ACCOUNT-BASED OUTREACH

3 WEEKS LATER



Hi Chris,

Today's business climate comes with unique challenges, and Perfect Fit Co. can help you adapt. As teams in the tech industry get more and more global, companies have used Perfect Fit Tech Productivity Software to help employees work asynchronously without missing a beat.

With your position as VP of Product, I'm hoping this has piqued your interest. Can I set up a 15-minute call to learn more?



Hi Chris,

You mentioned now would be a better time to have a conversation about using Perfect Fit Tech Productivity Software for your team.

Can I set up a time to chat?



Hi Chris. I wanted to follow up on my email about your interest in productivity software. We would love to start a conversation about how we can get your product team maximize their efforts.

May I set up a call for you to learn more?



Hello. Checking in again to see if we can help answer any of your questions about productivity software. Our customers see an average of 50% increase in ticket completion by using our solution.

Can I set up a call?



Thanks for following up. Much better time. Tuesday morning is mostly free for me.



Hi. We're in the midst of a major product sprint. Can we connect again in a few weeks when I'm less busy?

How the Integration Works

Conversica integrates easily with Marketo using published APIs. Through business-defined criteria and triggers, leads are automatically added to a Marketo list that's sent to Conversica, segmented and engaged in personalized conversation.

1. Leads from your Marketo list are **automatically sent** to Conversica.
2. Use Conversica conversation rules to **segment and route leads** to the appropriate tailored conversation.
3. Conversica **leverages insights** from Marketo, ABM and CRM platforms to further personalize each engagement.
4. Conversica updates the conversation status **back to the Marketo lead record** so you can score, alert or take another action
5. The **full back-and-forth conversation** with each lead and insights collected are available in the Marketo lead record, Conversica's dashboard, optional email alerts and your CRM system.

Conversica: Fully Automated, Two-Way Conversations that Convert

- ✓ Dynamic, two-way conversations that engage at the buyer's pace.
- ✓ Instant, tailored follow-up at the right time, embedded within the campaign.
- ✓ Seamless, accurate, brand-aligned communications.
- ✓ Comprehensive engagement—no lead goes unnoticed.

MAP Alone: One-to-Many Outreach with Manual Follow Up

- ✗ Static, one-way communication with one-size-fits-all buyer journeys.
- ✗ Relies on humans to continue the conversation after initial outreach.
- ✗ Variability and inconsistency in human interactions.
- ✗ Overlooked leads and stalled nurture.