




salesforce

Marketing Cloud

 Integration Data Sheet

Transform Your Marketing

Elevate engagement, accelerate conversions, and eliminate one-way communication challenges with Conversica's seamless integration into Salesforce Marketing Cloud—unlocking the power of adaptive, two-way AI conversations at every stage of the buyer journey.



Get *More* Out of Your Marketing Cloud Investment



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 with automated nurture actions that surface handraisers for you, so reps can focus on the best opportunities without sacrificing the rest.



Hyper-Qualified Leads & Contacts

Get more engagement from Salesforce Marketing Cloud with two-way conversations that increase qualification. Engage on the lead's time and go beyond traditional rigid journey experiences.



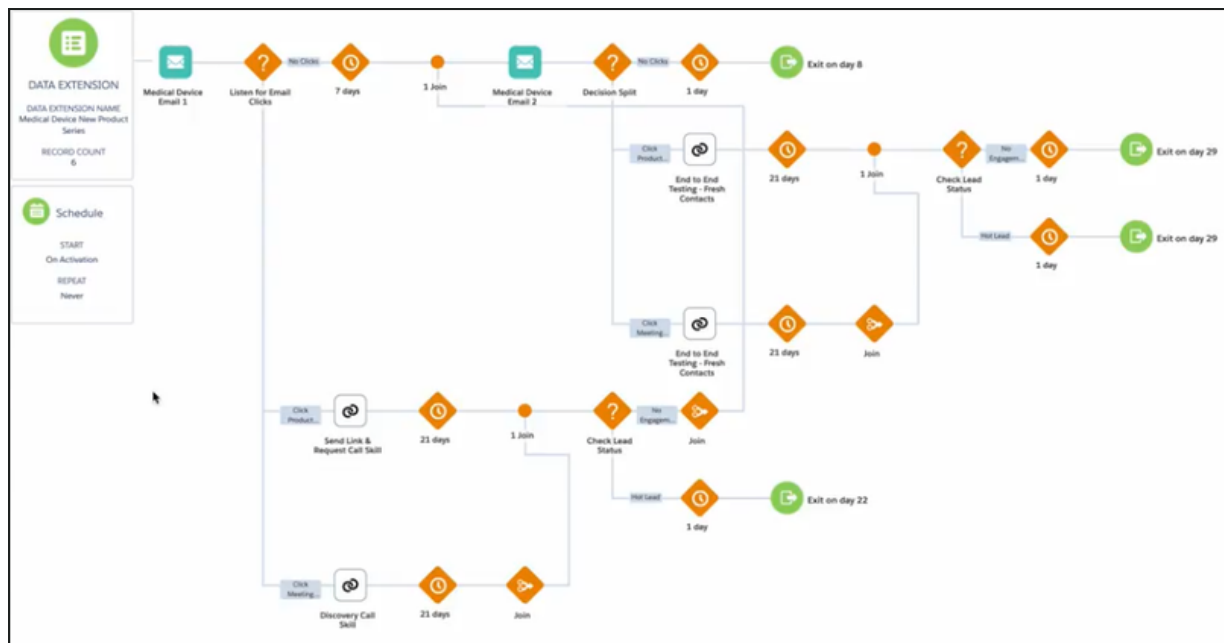
Activate Conversations Within Journey Builder

Drag and drop conversations directly into Journey Builder for effortless multi-step workflows—no complex configurations or coding required. Trigger conversations at any point in the journey.

Top *Use Cases*

1. Announce a new product enhancement to your lead base

Instead of just sending a lead to a web page, trigger a two-way conversation with any lead that engaged with your journey, answering any questions they may have and confirming interest before connecting them with a rep.

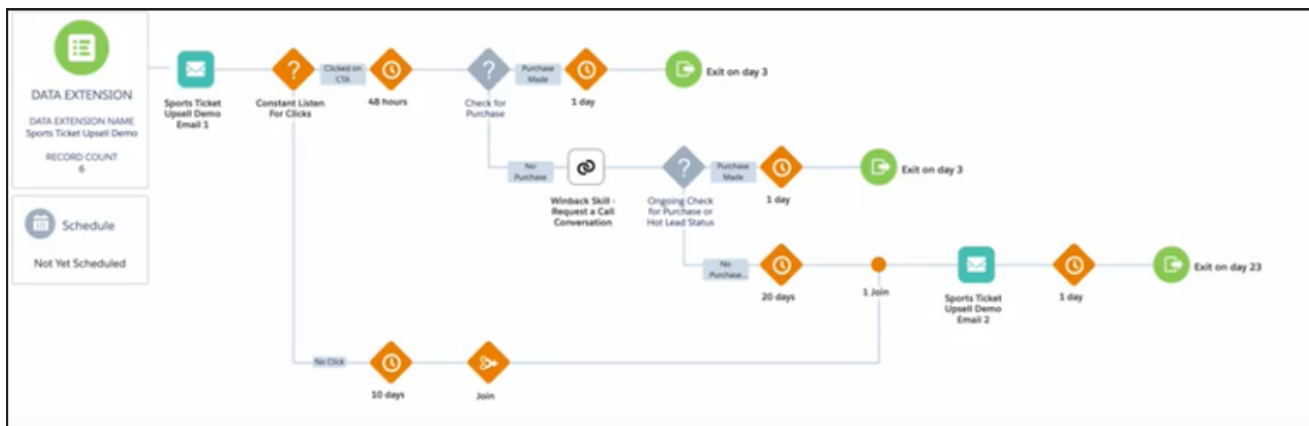


Example: A medical device company announces a new product to lead stock with two different CTAs. If leads are interested in learning more, Conversica sends a link and then sets up a time to call. If leads are interested in seeing a demo, Conversica asks discovery questions to ensure the rep has all the information they need going into the demo call.

Top Use Cases

2. Reach out to past customers to drive repeat business or sell a complementary product

Proactively reach out to every customer with personalized suggestions based on purchase history, providing promotions and answering questions to get customers to “Yes.”

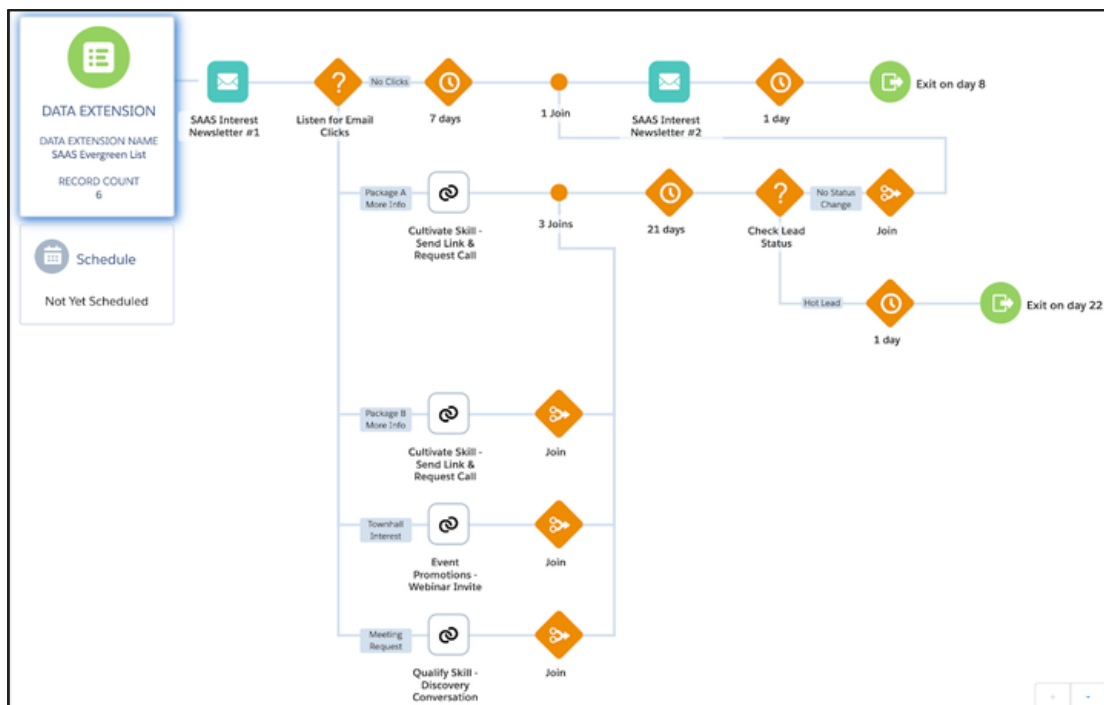


Example: A sports team contacts previous ticket purchasers to see if they would be interested in buying a ticket package or season tickets. If leads click on the CTA, a Conversica conversation is triggered to engage the lead in AI-powered conversation to gauge interest and set up a call with the right rep.

Top Use Cases

3. Turn a standard nurture campaign or newsletter into a conversion engine

Every organization has a drip campaign or newsletter they use to keep their brand top of mind, often including a variety of calls-to-action. Leverage an RDA to reach out and follow up on each of those CTAs differently. Turn a basic drip campaign into a funnel mover and shaker.



Example: A SaaS company sends a drip campaign to leads. Clicks on the “More Info” CTA drive Conversica to send a link and schedule calls with the right rep. Leads who click on a CTA for a town hall meeting are engaged in conversation to drive event registrations. The “Meeting Request” CTA starts a qualification conversation.

How the Integration Works

Conversica's AI-powered Revenue Digital Assistants™ (RDAs) seamlessly integrate into the Salesforce Marketing Cloud Journey Builder, responding in real-time to capture interest and guide leads through your Sales funnel.

1. Create a "Journey" (workflow) in Salesforce Marketing Cloud.



2. Add Conversica to a step in the Journey, mapped to a specific Conversica conversation based on your goals.



3. When leads hit the Conversica step in the Journey, your AI-powered Revenue Digital Assistant™ starts the conversation.

How the Integration Works

4. As Conversation Qualified leads are uncovered, the RDA advances them to the next step, such as handoff to a Sales rep.

The screenshot shows a notification for a new meeting scheduled for October 15 at 10:00 AM PST, with an SFDC link. Below it is a table of lead statuses:

LEAD STATUS	Name	Count
Appointment Set	W...	
Disqualified	Fred	2 total
Conversation Qualified	Michelle	3 total (2 new)
Further Action	Zhen	555-9302

5. Lead data (e.g., lead statuses) is stored in Salesforce Marketing Cloud and Salesforce CRM.



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 Journey.
- ✓ 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.



Powerfully Human[®]

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Close the Conversational Gap with Conversica

The path to a better buyer journey starts with augmenting your tech stack. With 50+ out-of-the-box integrations with all the popular platforms—including Eloqua, Marketo, Salesforce Marketing Cloud, and more—Conversica amplifies your current systems to do more than you thought possible. With Conversica's RDAs working hand-in-hand with your MAP, you can discover more leads, cultivate an amazing buying experience, and generate more revenue than ever.

Transform your Sales and Marketing funnel and close the Conversation Gap with Conversica. Request a demo today.