Get better results from your current sales team.
Let Conversica identify your hottest leads.

What

- A software application that automatically engages and qualifies leads via email interactions and converts them into opportunities

How

- Facilitates one-on-one email interactions with all of your Internet leads
- Interprets every email response from each lead and automatically alerts a sales rep the minute interest changes to intent
- Closes the loop by providing metrics on lead follow-up and response rates, so you can be sure no lead is ever dropped

Why

- Prioritizes leads so your sales people can be more effective
- Increases the number of leads managed by each sales representative
- Significantly improves the quality of leads assigned to sales reps so they can focus on selling and closing buyers
- Deepens the connection with potential customers and boosts dealership satisfaction scores
- Delivers unique insights into sales team effectiveness

Wouldn't it be great if you could focus your current sales staff on just the hot leads that are ready to buy now? You could with Conversica.

Driven by artificial intelligence (AI), Conversica is the only automated software solution that can contact, engage, nurture, qualify and follow-up with leads without the need for human interaction. A custom persona nurtures leads from interest to sales opportunity via natural, two-way email exchanges and when a lead is ready to purchase, the software alerts the sales representative automatically. Sales teams can finally focus on the leads most likely to convert into opportunities – saving hundreds of hours per year.

"With Conversica, our Internet sales organization is confident that the sales team is engaging with highly qualified leads with intent every time."

Neil Gandhi
Director, Digital Marketing, The Faulkner Organization

CONVERSICA
Converting Leads into Opportunities

Conversica increases engagement, productivity and sales opportunities for dealerships

Leads

Sales Conversion Management

Dealership CRM

DealerSocket

Dominion
DEALER SOLUTIONS

ELEAD1ONE

CAR-RESEARCH XRM

cars.com

Dealix

CONVERSICA
Converting Leads into Opportunities

CarsDirect

AutoTrader.com

autobytel
Your Lifetime Automotive Advisor

If your dealership is buying leads from autotrader.com, cars.com, Dealix and other aggregators, Conversica will increase your ROI immediately. That's because Conversica provides the missing piece of automation for the most critical stage of the lead lifecycle – when a lead decides to engage in the sales process. Best of all, Conversica hands over hot leads at the time they are ready to buy so your reps can focus on selling and closing real opportunities instead of chasing dead leads.

How to use Conversica for lead conversion

Conversica supports your Business Development Center (BDC) and makes it more effective in closing more deals. Even if you don't have a BDC, Conversica will revolutionize how you sell.

Use Conversica to:

- Connect with and develop leads in real time
- Engage leads and qualify their intent
- Re-engage stale leads
- Nurture leads from interest to intent

In the future, Conversica will help improve your brand reputation by emailing satisfied customers, encouraging them to leave positive comments using embedded social media links.

Subscription and implementation

Conversica is a cloud-based application so no onsite installations or upgrades are required. Conversica will work as a stand-alone system and can be integrated with any CRM application. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is most cost-effective when purchased as a yearly subscription.

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of sales conversion management software for marketing, inside sales and sales organizations. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 7,500 sales representatives worldwide and has assisted in the creation of more than US$7.6 billion in sales revenue.

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CONVERSICA
Converting Leads into Opportunities

The fastest, easiest way to convert leads into opportunities

What

- A sales conversion management platform that engages and qualifies leads via email interactions and converts them into opportunities

How

- Facilitates one-on-one email interactions with all of your inbound leads
- Interprets every email response from each lead and automatically alerts a sales rep the minute interest changes to intent
- Closes the loop by providing metrics on lead follow-up and response rates, so you can be sure no lead is ever dropped

Why

- Prioritizes leads so your sales people can be more effective
- Increases the number of leads managed by each sales representative
- Significantly improves the quality of leads assigned to sales reps so they can focus on selling and closing buyers
- Deepens the connection with potential customers to help increase brand loyalty
- Delivers unique insights into sales team effectiveness

Sales conversion management. Only from Conversica.

Nurturing leads takes time, effort and close monitoring. This is just not possible for the typical sales team if there are hundreds or thousands of leads to work and not surprisingly, some good opportunities get dropped. Now you can leave all of that to Conversica.

The typical sales person may send a handful of emails and place a few phone calls before giving up. In contrast, Conversica starts engaging leads via email within minutes and continues to engage and nurture until Conversica converts the lead into an opportunity or the lead opts out - which could be in one day, four months or even a year.

Conversica delivers a level of customer engagement, responsiveness and efficiency that will truly revolutionize the focus and productivity of marketing, inside sales and sales, providing a competitive edge and a potentially significant sales boost. Conversica's sales conversion management application ensures each response to every inbound email is unique and natural. Best of all, Conversica never forgets to respond, engage and ensure one of your sales team has followed up.

Conversica increases the effectiveness and ROI of all your marketing and sales automation tools. You'll find that Conversica increases efficiency by providing the missing piece of automation for the most critical stage of the lead lifecycle – when a lead decides to take action and intends to make a purchase. Best of all, Conversica bridges the gap between marketing, inside sales and sales by improving the quality of leads handed off to sales reps so they can focus on selling and closing opportunities.

"Conversica hands over hot, prequalified leads at the time they are ready to buy."

Conversica increases sales opportunities and ROI from the tools you already have

How to use Conversica for sales conversion

Unlike a sales team, Conversica can handle thousands of leads at one time – even daily – and no lead is ever dropped. With our sales conversion management software you can:

- Connect with and develop leads in real time
- Engage leads and qualify their intent
- Re-engage stale leads
- Nurture leads from interest to intent

In the future, Conversica will help improve your brand reputation by emailing satisfied customers, encouraging them to leave positive comments using embedded social media links.

Subscription and implementation

Conversica is a cloud-based, software-as-a-service application so no onsite installations or upgrades are required. Conversica will work as a stand-alone system and can be integrated with any CRM application. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is most cost-effective when purchased as a yearly subscription.

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CONVERSICA
Converting Leads into Opportunities

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Converting Leads into Opportunities

The fastest, easiest way to convert prospective student inquiries into enrollment opportunities

What

- An enrollment platform that engages and qualifies prospective students via email interactions to develop more enrollment opportunities

How

- Facilitates one-on-one personal email interactions with each prospective student
- Interprets every email response from a prospective student and automatically alerts an enrollment officer the minute interest changes to intent
- Closes the loop by providing metrics on student follow-up and response rates, so you can be sure every prospective student is receiving personal attention

Why

- Prioritizes prospective student inquiries so your enrollment officers can be more effective
- Increases the number of prospective students managed by each enrollment officer
- Allows enrollment officers to focus on students who are more likely to enroll
- Treats each prospective student as an individual, developing a personal relationship with each one
- Delivers unique insights into enrollment team effectiveness

More efficient recruitment and enrollment. Only from Conversica.

Nurturing prospective students takes time, effort and close monitoring. This is just not possible for the typical enrollment team if there are hundreds or thousands of prospective student inquiries. Not surprisingly, some good opportunities get dropped. Now you can leave all of that to Conversica.

The typical enrollment officer may send a handful of emails and place a few phone calls to a prospective student before giving up. In contrast, Conversica starts engaging prospective students via email within minutes of inquiry and continues to engage and nurture until Conversica generates an enrollment opportunity or the student opts out – which could be in one day, four months or even a year.

Conversica delivers a level of engagement, responsiveness and efficiency that will truly revolutionize the focus and productivity of your enrollment team, providing a competitive edge and potentially a significant boost in enrollment

"Conversica delivers a level of engagement, responsiveness and efficiency that will truly revolutionize the focus and productivity of your enrollment team."

one time – even daily – and every prospective student is engaged and nurtured without fail. With our platform you can:

- Connect with and gauge interest of prospective students in real time
- Engage prospective students and qualify their intent
- Re-engage prospective students who indicated interest in the past
- Nurture prospective students from interest to intent

After enrollment, Conversica will help improve your school's reputation by emailing satisfied students and encouraging them to leave positive comments using embedded social media links.

Subscription and implementation

Conversica is a cloud-based, software-as-a-service application, so no onsite installations or upgrades are required. Conversica will work as a stand-alone system and can be integrated with any CRM application. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is most cost-effective when purchased as a yearly subscription.

numbers, acceptance rates, high school class standings and/or test scores. Conversica increases efficiency and ROI of all your enrollment automation tools. You'll also find that Conversica provides the missing piece of automation for the most critical stage of the enrollment lifecycle – when a prospective student decides to take action and intends to enroll. Best of all, Conversica bridges the gap between recruiting and

enrollment by improving the interest level of prospective students, so enrollment officers can focus on students who are serious about enrolling.

How to use Conversica for enrollment

Unlike an enrollment team, Conversica can handle thousands of prospective students at

For more information

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CONVERSICA
Converting Leads into Opportunities

Leap from lead scoring to identifying intent
Conversica makes marketing automation smarter and sales more effective

Marketing automation systems such as Marketo, Pardot and Eloqua can help you create and execute campaigns to generate demand. However, only Conversica can automatically contact, engage, nurture, qualify and follow up with prospects via natural, two-way email conversations with no human intervention required. As a result, Conversica helps enterprises maximize sales opportunities by optimizing sales rep productivity and increasing ROI from the marketing and sales automation tools you already have.

Why you also need Conversica

Integrating Conversica with your existing marketing automation tools can help you leap quickly from simple lead scoring to prequalifying leads, identifying purchase intent and communicating that information to sales teams in real time. Conversica provides the missing piece of automation for the final stages of the sales cycle – when a lead decides to take action and intends to make a purchase. That means with Conversica, your sales teams can prioritize talking with the hottest, prequalified leads.

Using our unique sales conversion management platform, Conversica builds upon the demand generation advantages of marketing automation solutions by:

- Creating automated, two-way email-based communication with leads using a human persona
- Obtaining lead contact information automatically, such as the best number to reach them
- Determining the lead's intent in real time by interpreting text in the email response
- Alerting the salesperson to contact qualified leads who indicate intention to buy now
- Following up after the salesperson's initial contact to continue to nurture the lead and get additional information or feedback

As a result, integrating Conversica with marketing automation tools empowers your sales team with the best of both worlds – a steady stream of inbound Internet leads from the marketing automation system that can then be prequalified in more detail by Conversica. Sales reps can now focus more time on what they do best: closing sales with leads that want to buy and building strong relationships with people that want to do business with you.

Bridge the gap between marketing and sales

Is the high-scoring lead who downloaded five technical white papers a qualified decision-maker or just a student doing research? Conversica can tell you before a sales rep makes a call. Uniquely, Conversica enables leads to respond to emails and indicate their intent to buy now – or later – in email text that Conversica can interpret. Conversica alerts the sales team to call hot leads, while continuing to engage and nurture other leads 24/7.

Working silently in the background with no human intervention required, Conversica will empower your sales team and help them close more deals.

Conversica truly aligns marketing and sales

- Improves the effectiveness and ROI of all current marketing and sales automation tools
- Increases efficiency by providing the missing piece of automation for the penultimate stage of the lead lifecycle – when a lead decides to take action and intends to make a purchase
- Bridges the gap between marketing, inside sales and sales by improving the quality of assigned leads so reps can focus on selling and closing prequalified buyers with intent
- Makes salespeople more productive by prioritizing leads
- Increases the number of leads managed by each sales representative

While Conversica is designed to contact, engage and nurture each and every Internet lead, you can modify our platform to fit your specific business needs. You can configure Conversica to send a personalized, timely email response to every inbound lead, to only those leads that have been scored high by the marketing automation system, or to leads your inside sales team cannot reach. It's your

Conversica's sales conversion management platform provides the missing piece of automation in the sales cycle
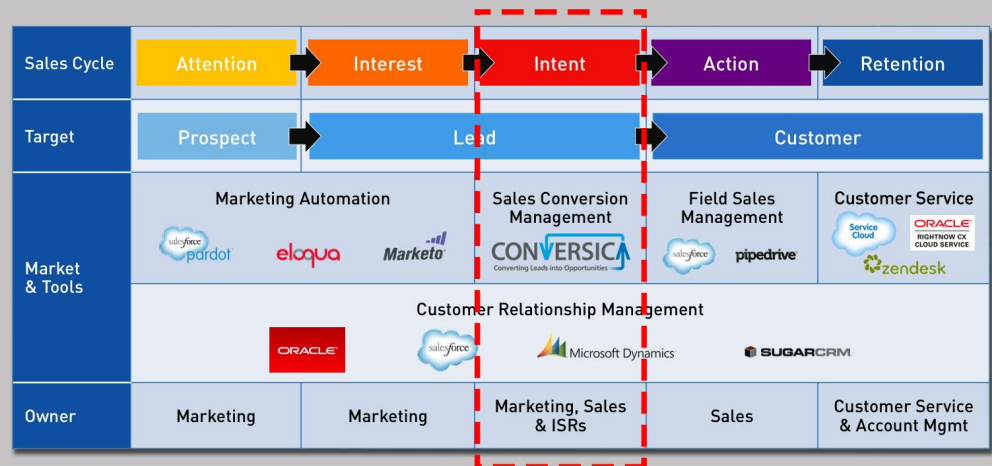
choice – Conversica is ready to work for your sales team 24/7. Best of all, because Conversica automatically qualifies leads and gauges intent, marketing can hand off higher quality leads that intend to purchase to inside sales and sales groups.

Conversica also has a strong integration with Salesforce and is available on the Salesforce AppExchange. The platform is easy to deploy and easy to use by inside sales or sales teams.

How to use Conversica with marketing automation systems

Using Conversica and marketing automation solutions, marketing, insides sales and sales

organizations can collaborate more effectively, save time and focus on closing sales with leads ready to buy now:

- **Marketing**
  Conversica can work as a middleman between marketing and sales to accelerate the lead qualification process. Conversica only alerts sales to the leads that show intent and request to speak with a salesperson, so the most qualified leads receive the highest attention. Conversica also closes the loop by asking leads if they received all the information they requested and whether the sales rep contacted them. This provides great insight into how effectively the inside sales or sales team works leads.

- **Inside sales and sales**
  Salespeople can save time and focus on closing sales while Conversica does the heavy lifting of engaging, nurturing and qualifying intent. Sales can also use Conversica to engage older leads, those with lower scores, leads that were not contacted, or other segmented lists so that no lead is ever dropped. Conversica can work with accounts and contacts to help win back old customers, upsell current ones, or simply check-in to determine if there is any purchase intent.

It's a new era of sales conversion management – and Conversica is leading the way.

For more information

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CONVERSICA
Converting Leads into Opportunities

Congratulations! Your tradeshow or campaign generated a ton of leads. Now what?

How Conversica can benefit your business

- Connect and engage with leads in real time
- Encourage people with incomplete online orders to finish
- Prompt leads to purchase
- Re-engage stale or inactive leads
- Win back old customers
- Upsell/cross-sell products to existing customers
- Provide first line customer support

"Conversica's software application automatically works your leads by creating automated, two-way email-based conversations, using a custom human persona."

At many companies, marketing programs are flooding Sales with tons of leads from campaigns and events. But Sales doesn't want a ton of leads. Sales wants great leads.

Perhaps you already use marketing automation tools such as Marketo or Pardot to launch your demand generation campaigns, along with a customer relationship management (CRM) system such as Salesforce. You may hand off your leads to Sales right away, or when the lead scores high enough based on activity levels. But this is where things begin to fall apart.

You've done all this great work generating leads, yet Sales doesn't gain much traction and complains the leads are no good. Here's why:

- **Lead scoring is not an indicator of purchase intent –** While the lead may have downloaded some documents from your website and have a lead score assigned by Pardot, Marketo or other marketing automation tools, true purchase intent remains unknown. Is the person that downloaded five white papers a hot lead or just a graduate student doing research? The fact is, 79 percent of marketing leads never result in a sale.[1]

- **No lead sorting and prioritization –** Because lead scoring is so vague, it's very difficult for sales reps to accurately sort their leads and prioritize follow-up. Hours are wasted contacting leads that have no intention to purchase – such as the graduate student mentioned above. That's why sales reps typically spend 80 percent of their time chasing and prospecting and only 20 percent closing deals. For a successful sales organization, that time allocation should be reversed.

- **Missed sales opportunities –** Because Sales cannot sort and prioritize their leads effectively, they may only make a few contact attempts with each lead. This means some good leads that have purchase intent become stale or overlooked due to time and resource constraints.

1. MarketingSherpa, http://www.hubspot.com/marketing-statistics

- **Never enough sales resources –** The more leads your marketing programs bring in, the more leads Sales will have to chase. A study by Converisca found that only 27 percent of leads received a timely call or information from a rep. Today's sales model lacks scalability. It's a losing battle.

- **Short term goals conflict with long-term sales cycles –** Sales is focused on meeting weekly or monthly quotas, so reps look for the low hanging fruit and try to close deals quickly after just one or two contact attempts. The trouble is, 80 percent of sales are made after the fifth through twelfth contact attempts but only 12 percent of reps try to reach a lead more than three times.[2]

Wouldn't it be great if you could hand-off just the hot leads that are ready to buy now? You can with Conversica.

Conversica's software application automatically works your leads by creating automated, two-way email-based conversations, using a custom human persona. Yours, for example, could be Sandy, a customer service representative. Because the system is driven by artificial intelligence, Sandy is able to determine a lead's purchase intent in real-time by interpreting text in the email response. Better yet, Sandy will automatically alert a sales representative to contact the qualified lead, as soon as that purchase intent is expressed, so the rep can contact the lead immediately. Sandy will also follow up to continue to nurture the lead

2. AA-ISP; Mind Capture Group
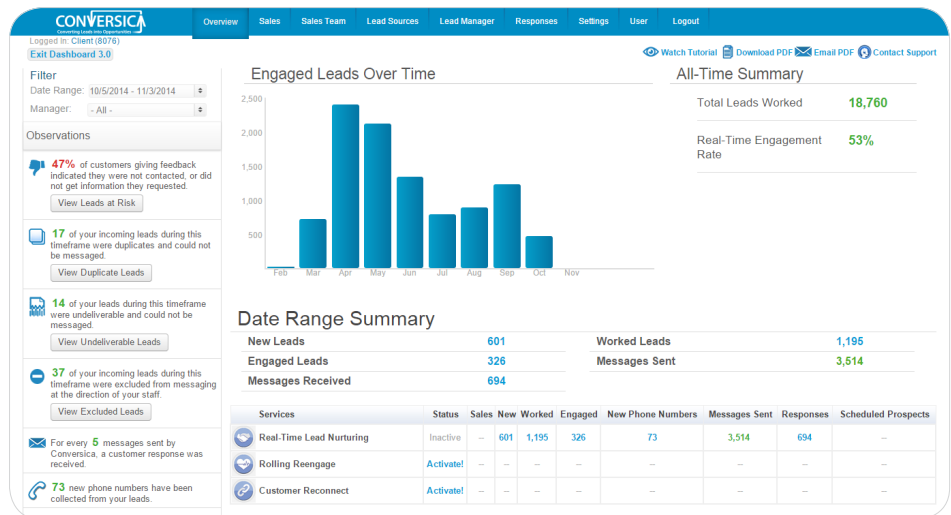
You can track lead status, engagement and conversion rates, and other metrics through Conversica's stand-alone dashboard, from within Salesforce or through any other CRM system.

and obtain additional information or feedback. Bottom line: Marketing becomes the hero by delivering great leads to Sales, and Sales closes more deals, more quickly by focusing on the right leads.

With Conversica you can finally:

- **Sort and prioritize every lead –** Because Conversica can automatically qualify your leads, you'll know which leads to nurture and which to hand-off to sales for immediate follow-up. No more vague lead scoring and guesswork.

- **Let Sales spend more time selling, instead of chasing –** Because Conversica automatically identifies which leads are ready to buy now, Sales can focus on the most qualified leads, saving hundreds of hours per year spent chasing dead-end leads and improving the bottom line.

- **Increase ROI –** Conversica improves the effectiveness of CRMs (Salesforce) and marketing automation tools (Marketo, Pardot, Eloqua, etc.) and bridges the gap between marketing, inside sales and sales. Deep analytics enable better decisions, such as identifying which lead sources provide the best leads, so you can invest marketing dollars more effectively.

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