

Conversica Launches Crush Your Quarter Promotion

Have 3,000 leads worked for up to three months for just US\$1,500

San Francisco – Dreamforce ‘14 - October 13, 2014 – Conversica, the leading provider of sales conversion management software for marketing, inside sales and sales, announced today that it is launching a special promotion exclusively for Dreamforce ‘14 attendees.

Driven by artificial intelligence technology, Conversica is the automated software solution that can contact, engage, nurture, qualify and follow-up with leads without the need for human interaction. A human 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 assigned sales representative automatically. Sales teams can finally focus on the leads most likely to convert into opportunities, versus chasing dead or unresponsive leads - and saving sales reps hundreds of hours per year.

“The *Crush Your Quarter* promotion will illustrate the unique capabilities of Conversica’s sales conversion management software,” said Mark A. Bradley, chief executive officer at Conversica. “With Conversica’s sales conversion software, you can apply new approaches to help convert marketing leads into closeable sales opportunities, and do so faster and more efficiently.”

The terms of the exclusive Dreamforce ‘14 promotion are:

- Offer is restricted to Dreamforce attendees who visit the Conversica booth N2041 or www.conversica.com/dreamforce14
- Conversica will work up to 3,000 leads for up to three months for only US\$1,500
- The promotion is available beginning Oct. 13, 2014. The Conversica Salesforce App must be installed and configured by Nov. 16, 2014 and trial must conclude by Jan. 16, 2015.
- Free integration to Salesforce is provided with onboarding and complementary account management
- No further obligation of any kind is required (not a recurring contract)
- Offer is restricted to new customers only

Conversica’s sales conversion management software will automatically work up to 3,000 leads by creating automated, two-way email-based communication using a custom human persona. The system is able to determine a lead’s intent in real-time by interpreting text in the email response and will alert a sales representative to contact every qualified lead who indicate intent to purchase. The software application will also follow up after the agent’s initial contact to continue to nurture the lead and get additional information or feedback. Those taking advantage of the special promotion will be able to track lead status, engagement and conversion rates, and other metrics through the Conversica dashboard available within Salesforce.

How to sign up

To sign up, visit the Conversica booth N2041 during Dreamforce '14 or visit www.conversica.com/dreamforce14. A simple click-through license agreement will be provided and will need to be accepted to lock in the special promotional rate. All other terms of the promotional must be met.

About Dreamforce '14

Dreamforce '14 is the world's largest software event. It unites Salesforce experts, partners and customers to demonstrate how companies of all sizes and industries are running their business from their phones and connecting with customers in a whole new way. With keynotes that showcase visionary technology, more than 1,500 specialized sessions, thousands of live demos and inspiring customer stories, attendees will learn how to transform how they sell, service, market and engage for the Internet of Customers.

About Conversica

Conversica is the leading provider of sales conversion management software for marketing, inside sales and sales organizations. Presented as a customized online persona, the application automatically contacts, engages, nurtures, qualifies and follows up with leads via natural, two-way email conversations until the lead converts into an opportunity or opts out. Used by more than 7,500 sales representatives worldwide, Conversica maximizes sales opportunities by optimizing sales team productivity and has helped create more than US\$7.6 billion in sales revenue.

Conversica is a portfolio company of Kennet Partners and is headquartered in Foster City, California. To learn more, visit www.conversica.com and follow us on [Google+](#), [YouTube](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

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