conversica

MAP-ping a Better Buyer Journey with Conversational AI

Transform Your Marketing Automation Platform Into a Real-Time, Two-Way, AI Conversation Engine

Introduction

For years now, Marketers have been using email to generate interest in things. Innovative products. New software. Upcoming events. For many years, those emails were basically digital billboards sent directly to inboxes... **with no sense of who was receiving them**. **So the emails were generic and**, dare we say it, **largely ineffective**.

Then came along Marketing Automation Platforms (MAPs). Finally, Marketers could create databases of their audiences and send emails en masse. Tactics started to evolve, and personalization entered the game. As Marketing teams kept more information on their audience, **they began to send targeted messages**. Only interested in classical concerts? Now you only get emails about those events. Love Golden Retrievers? You get the email blasts with products meant for that breed.

But something was *still missing*.

All this time, Marketers were talking at their audience. Sure, recipients might be interested, but **there's a big gap between vague interest and being ready to buy—what we call the Conversation Gap**.

The Conversation Gap

New Leads

MAP Outreach

MQLs

Conversation Gap

Sales Ready

Purchase
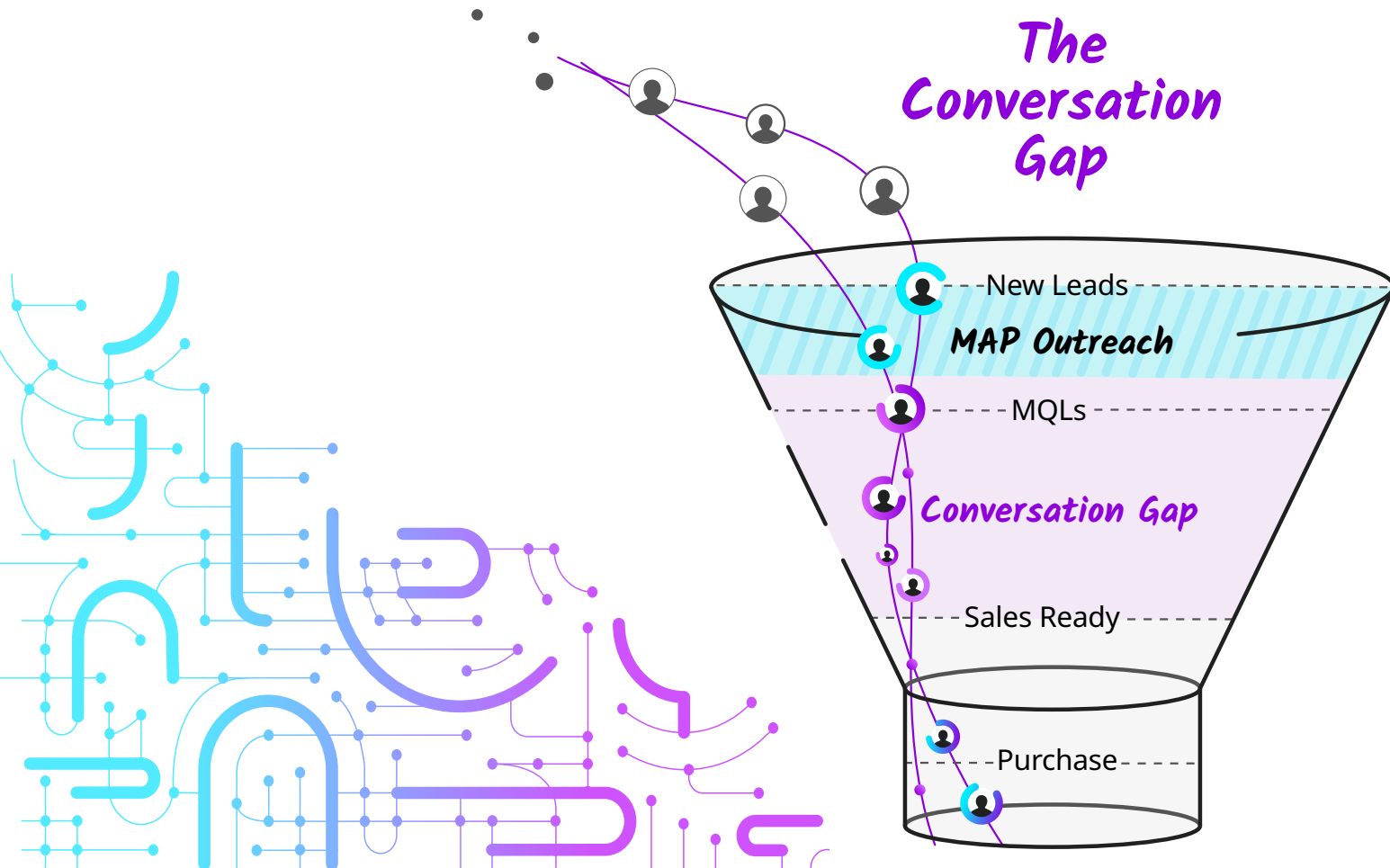
The Limitations of Only Having a MAP

☑ MAPs are fantastic tools for sending emails to a ton of people at once. For regular, even targeted, communication, they're a solid part of your tech stack.

⊗ *But what they can't do* is **force a lead to be ready to buy**. And they **can't provide the one-on-one experience** that is **so crucial** to **moving leads through the funnel**.

? *So buyers are left waiting.* Waiting for **someone to talk to them**. For **someone to listen to what they need** and **give them the necessary information**.

When a buyer is kept waiting, they walk away. Conversion rates are *8x higher* if you respond to inquiries in the first five minutes. So slow responses mean lost revenue, pure and simple.
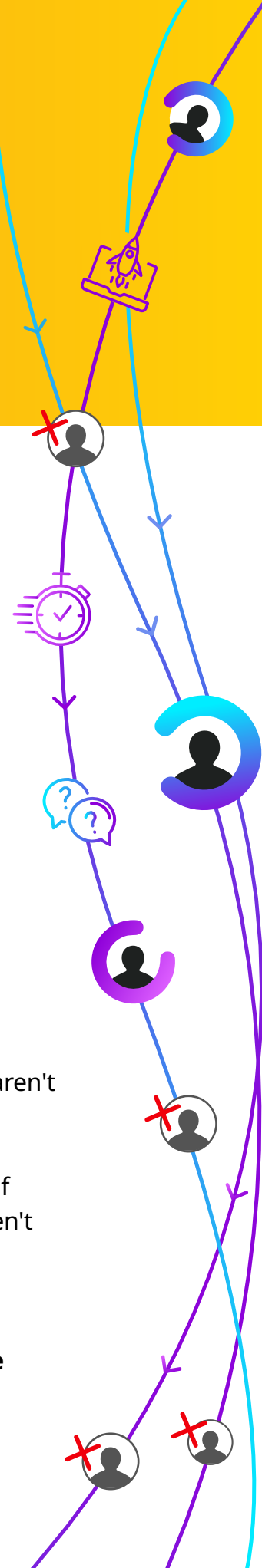
When a buyer isn't listened to, they walk away. Every buyer has their own unique situation. Their needs are unique. Their journey is unique. If you can't adapt to what each buyer needs, you're losing out.

When a buyer doesn't trust the info they're given, they walk away. Leads come to you to learn information about your product or service. If your reps aren't knowledgeable or giving worthwhile information, you'll lose your audience.

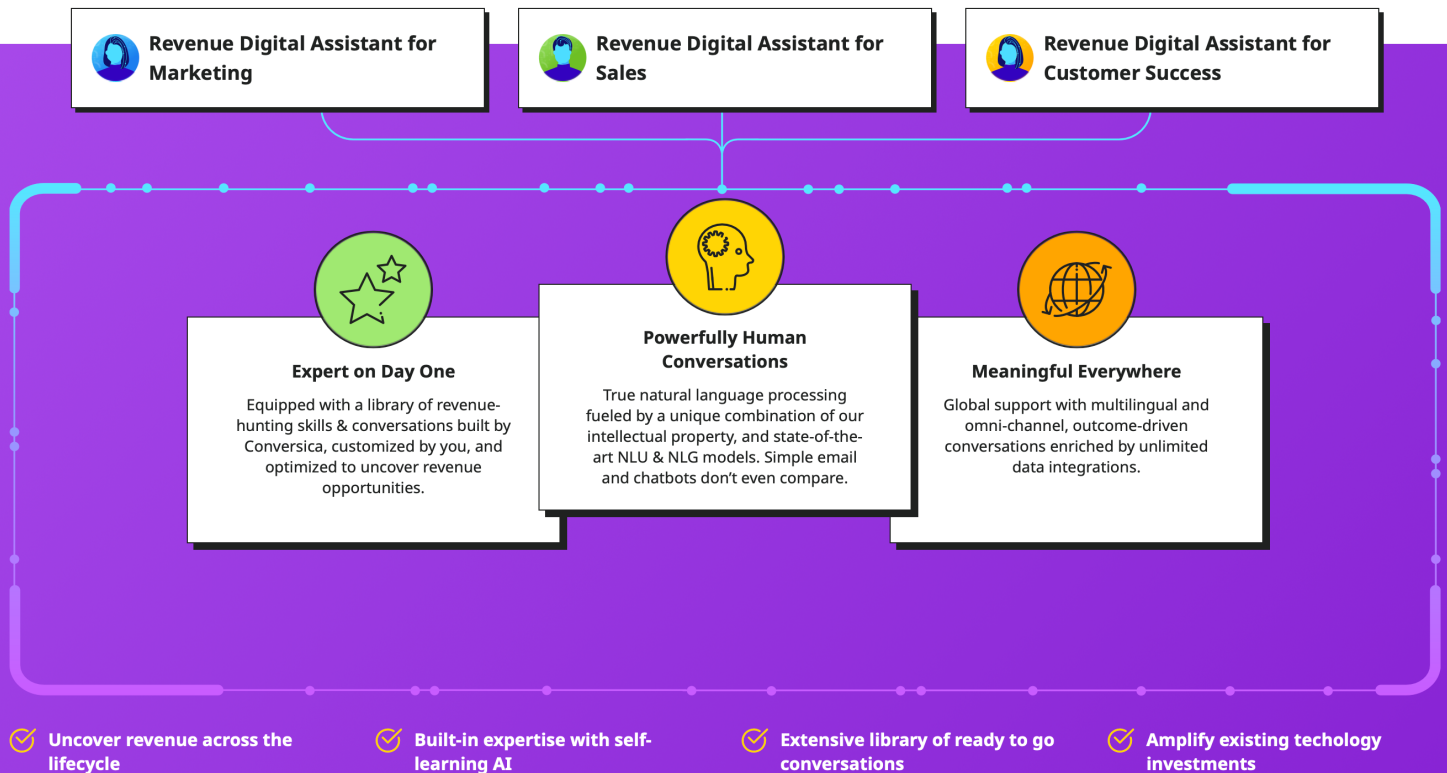**When a buyer falls through the cracks, they walk away. For good**. Even if your MAP successfully gets someone ready to buy, handoffs to Sales often aren't seamless. When someone **gets left behind, they're never coming back**.

To keep these buyers from falling through the Conversational Gap instead of reaching the end of your funnel, **you need more than what your MAP alone can provide**.

You need conversational AI.

How to Close the Conversational Gap

Revenue Digital Assistant for Marketing

Revenue Digital Assistant for Sales

Revenue Digital Assistant for Customer Success

Expert on Day One

Equipped with a library of revenue-hunting skills & conversations built by Conversica, customized by you, and optimized to uncover revenue opportunities.

Powerfully Human Conversations

True natural language processing fueled by a unique combination of our intellectual property, and state-of-the-art NLU & NLG models. Simple email and chatbots don't even compare.

Meaningful Everywhere

Global support with multilingual and omni-channel, outcome-driven conversations enriched by unlimited data integrations.

✓ Uncover revenue across the lifecycle

✓ Built-in expertise with self-learning AI

✓ Extensive library of ready to go conversations

✓ Amplify existing techology investments

When you start talking with your audience instead of at it, something magical happens. Having real conversations tailored to each lead that recognize their needs and give the information they want and the personal attention they crave converts leads to buyers.

Integrating a generative AI-powered Revenue Digital Assistant™ (RDA) into your Marketing Automation Platform closes the Conversation Gap. With an RDA, you can instantly start providing the real, two-way conversations your buyers want. With the Gap closed, you'll see higher conversions and more revenue.

MAP Limitations

- Rigid user personas
- Static, one-way communication
- Delays in lead responses
- One-size-fits-all buyer journeys
- Variability in human interactions
- Overlooked leads

VS.

MAP + Conversica

- Instant, tailored outreach
- Dynamic, two-way conversations that engage at the buyer's pace
- Seamless, accurate, and brand-aligned communications
- Comprehensive engagement— no lead goes unnoticed

Close the Conversation Gap with RDAs
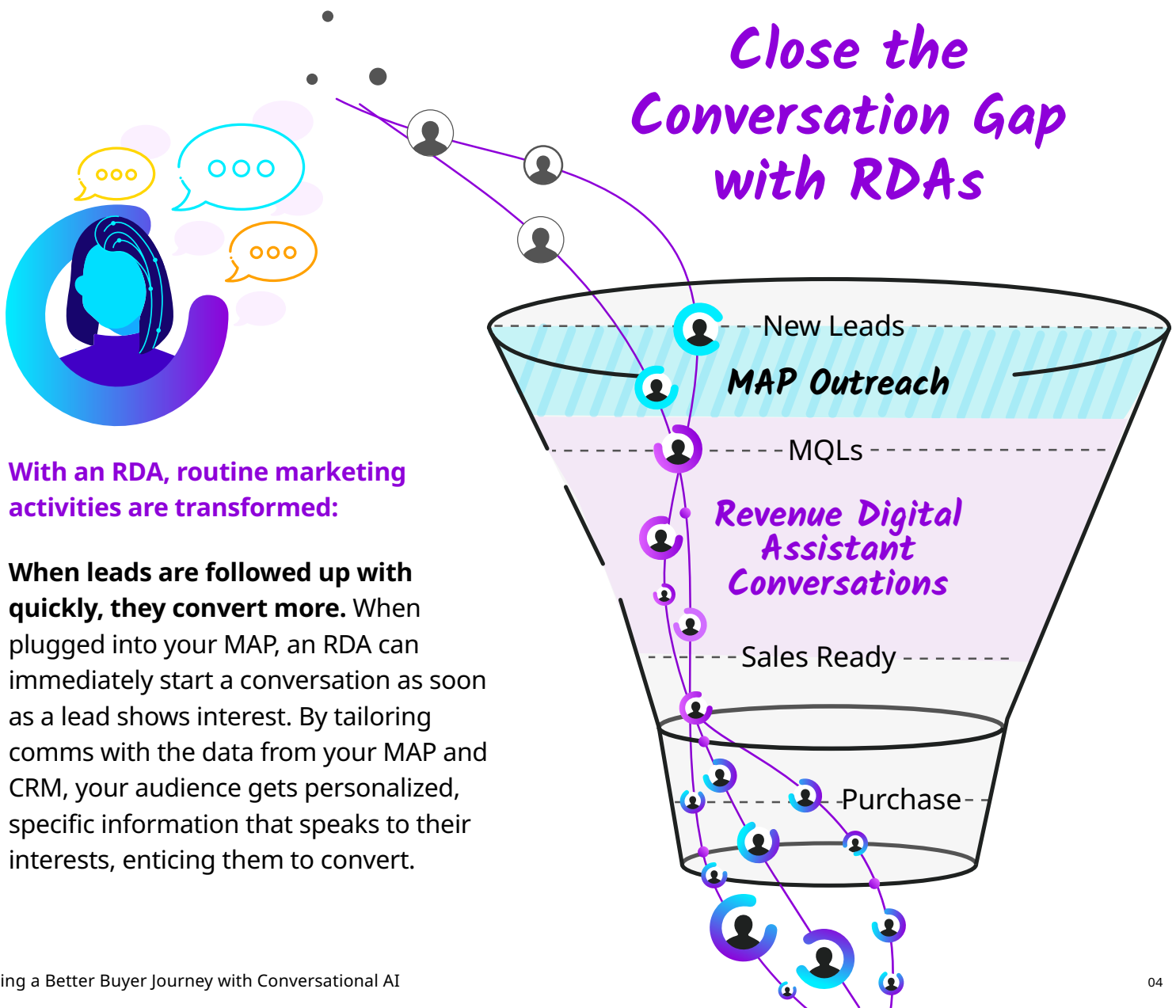
With an RDA, routine marketing activities are transformed:

When leads are followed up with quickly, they convert more. When plugged into your MAP, an RDA can immediately start a conversation as soon as a lead shows interest. By tailoring comms with the data from your MAP and CRM, your audience gets personalized, specific information that speaks to their interests, enticing them to convert.

New Leads

MAP Outreach

MQLs

Revenue Digital Assistant Conversations
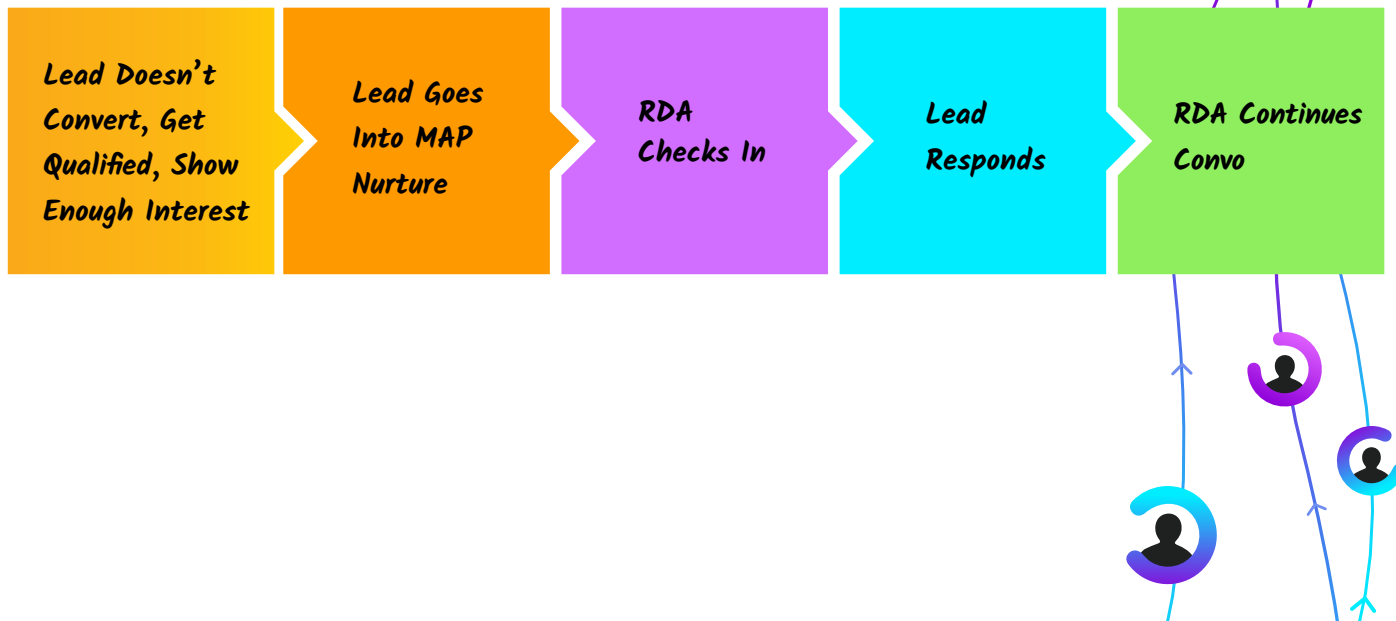
Sales Ready

Purchase

When leads are properly qualified, they convert better.

With the powerful combo of an RDA and your MAP, you can more easily and confidently qualify your leads. Depending on the scoring or activity rules you set, an RDA can immediately flag qualified leads to Sales and give the team all the info learned from its conversations. This ensures quick follow-ups on leads that are truly Sales-ready.

| Lead Reaches Score or Activity Threshold | The RDA Qualifies Lead in Convo | RDA Pushes Convo Info to CRM/MAP, Sends Qualified Lead to Sales | RDA Continues Nurturing Qualified Leads | Sales Gets Only Sales-Qualified Leads |

When leads are continuously nurtured, more buyers get surfaced.

No matter what you do, some leads just won't be ready to buy immediately. Rather than set your MAP or Sales team on a wild goose chase, an RDA can continuously nurture leads no matter where they are in their lifecycle, routinely sending out feelers to wake up dormant leads. And as soon as one's ready, your RDA can resume the conversation.

| Lead Doesn't Convert, Get Qualified, Show Enough Interest | Lead Goes Into MAP Nurture | RDA Checks In | Lead Responds | RDA Continues Convo |

Powerfully Human®

eloqua.

salesforce

Marketo

conversica

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.