

Add Human Dimension Into Marketing Automation

Conversational AI + Marketing Automation

DATA SHEET

SalesboxAI with Marketo

Conversational AI Avatar powered by SalesboxAI compliments your Marketo to add a Human dimension to your Demand Gen efforts.

SalesboxAI engages in natural two-way conversations with each of yours Leads at an Account Level over channels like Email, Messenger, Facebook... etc. to turn them into leads that Sales can engage with.

The SalesboxAI powered two way conversation compliments Marketo related activities on the lead by adding more context and background info that Sales can utilize.

Why Conversational AI

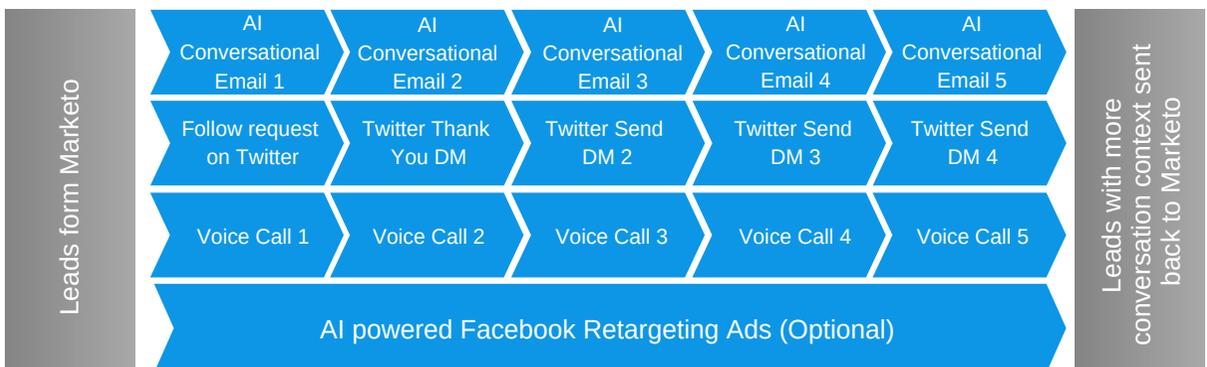
Brings a powerful human dimension to marketing automation

Engages with the customers in the channel which they prefer

Sends hot lead alerts to sales only after identifying interest

Omni-Channel engagement with AI Conversations

Your Conversational AI Avatar engages in natural 2-way sales conversations over multiple channels with leads passed from Marketo to get them talking. Channels like Email, Voice, Twitter, Chat or Text, are used in conjunction to get the desired action.



Lead Qualification with no Human Intervention

Imagine asking every inbound lead a personalized question. "Hey Sam, I saw that you stopped by our expo yesterday. Would you like some specific info? I can have our product advisor Anna chat with you". Those who are ready are quickly routed to sales and those who want to learn more are perfect for Marketo nurturing programs. Your sales reps will love the hot leads since it contains contact info and appointment booked into their calendar.



Integrate with easily with Marketo

Like Marketo, SalesboxAI is a cloud-based software-as-a-service application, so no onsite installations or upgrades are required. SalesBoxAI can integrate seamlessly with your Marketo through our Marketo Launchpoint Connector. Your account manager can guide you through the simple process with few steps. Targeted leads who reach a specific score or other custom criteria are then transferred to SalesboxAI from Marketo to work on.

AI Avatar engages with the leads and sales alerts are sent back to Marketo so that it can be sent to your CRM. The full conversation with each lead is available in your Marketo lead record.

How it Works

Bring in the right leads from Marketo

Engage with each Lead via natural 2 Way Communications.

Qualify leads based on responses and send back to Marketo for further processing.

All conversations will be available in market lead record

About SalesboxAI

SalesboxAI is an AI-powered platform that delivers Sales Traction for your Business. We help B2B technology firms with demand generation, audience development and branding through AI-powered multi-channel marketing programs. Our AI-powered Conversational Avatar helps you engage with customers via digital channels like Email, Web, Twitter, Facebook, Chat, Text and Call. SalesboxAI, sales and marketing software use artificial intelligence to help you discover and engage customers to boost sales and loyalty.

SalesboxAI was launched in 2014 with offices in the US, Singapore and India.

