

# Case Study

Marketing Automation



## Customer

BombBomb helps salespeople get face to face with more people more often through simple video. This personal touch improves follow up, nurturing, conversion, retention, and referral. They offer a subscription-based, easy-to-use, and low cost video email platform

## Challenge

With their largest customer segment in a highly seasonal industry, BombBomb was challenged with thoroughly following up with all leads every day of the year, without hiring additional salespeople who would be unnecessary during slower months

## Conversica Solution

Conversica's **AI Sales Assistant with Unlimited Bandwidth**

## Conversica Virtual Persona

Angie

## Conversica Assists

- Conversion rate from free trials to paid subscriptions increased 43% in less than six months.
- Sales hiring now done at an efficient level, rather than to accommodate peak months.
- Average ticket substantially increased.
- Lifetime value of customers increased due to Reps freed to focus on upsells and add-ons.

## BombBomb Increases Lead Conversion 43% in Less Than Six Months with Conversica®

Located in Colorado Springs, Colorado, BombBomb makes it easy to build relationships through simple video in email, text messages, and social media. By simple, they mean smartphone, tablet, or webcam. By easy, they mean in the Gmail inbox, with their browser-based web app, or with their mobile app. They minimize the steps required to make it as quick as typing out messages. To improve follow up, BombBomb tells you exactly when emails are opened, links are clicked, and videos are played – and who did it. Auto responders and drip campaigns with video can be automated, as well.

It's the classic lead management rollercoaster: Too few people to follow up on all their leads one month; too few leads to keep all their people busy the next. On the whole, BombBomb was growing so rapidly that the number of leads they were generating had far exceeded their sales team's ability to manage them. But at the same time, while BombBomb is used in multiple industries, it has seen particular success in Real Estate, which is a highly seasonal business.

This seasonality had imposed a rollercoaster effect upon their lead flow. Some months of the year saw tremendous spikes in leads, while others saw deep valleys. The flow made it difficult to hire a "right" number of salespeople; hiring enough for the peaks would leave them idle during the valleys (wasting money), hiring just for the valleys would result in missed leads during the peaks (wasting opportunities).

"It's about the cadences of our strategic marketing efforts. We do large national shows with thousands of real estate agents, that pop up in early Spring and then in the Fall," says Dale Warner, Vice President of Sales at BombBomb. "This generates a lot of buzz, a lot of leads, and a ton of interest in our free trials. But then we also traditionally see dips – especially in the agents' busy Summer season."

The primary goal of their sales and marketing outreach is to elicit a firm "yes" or a "no" from prospects. "People are busy, they sign up for a free trial always with the best of intentions that they're going to be able to try it out and do their due diligence and give it a

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*Dale Warner, Vice President of Sales at BombBomb*



fair shot,” says Dale. “But the reality is life gets in the way, things come up, and they don’t have as much time to investigate as they did the day they signed up.” So it requires many touches to catch them and he has to touch them at the right time. “I’m okay with a ‘no’ but not okay with a ‘maybe’.

### The Conversica solution

Conversica® went live at BombBomb in late 2014 after an uneventful implementation. They found that they could easily integrate Conversica with their existing processes to maximize lead responses. An example would be a prospect signing up for a demo: On day one, as before, they will receive an email containing their username and password, and probably a personal phone call. But on day two Conversica kicks in and BombBomb leverages its **AI Sales Assistant with Unlimited Bandwidth** to continue trying to engage them via several more conversational emails over the next seven days.

Leveraging Conversica, Dale discovered that his response rate increased dramatically and he attributes this to its sheer tenacity and human-like conversations. “One of the most surprising things we observed was that when people respond, it’s often to the fourth or fifth Conversica email, but they respond as if that was the first contact they’d received,” he says. “The person will legitimately believe that this was the first outreach, even though they’ve actually received many prior calls and emails. You just have to catch them at the right time. Conversica lets us do that.”

And he finds people actually welcome these multiple touches. “All the time we see people responding with ‘Hey I really appreciate your persistence, thanks for the emails’. They’re B2B and other business professionals themselves, so they really appreciate a high level of persistence and tenacity. They actually respect it more than someone who just calls them one time or emails them one time. And they don’t mind because they can always just say ‘no thank you’ and then everything stops.”

### Conversica assists

Conversica has empowered BombBomb to dramatically increase the effectiveness of their lead efforts during both peak and valley months, without the costs and complications of overstaffing. And unlike before, Conversica enables them to touch all their leads quickly, at whatever volume they’re coming in, and find the hot prospects and get them over to the salespeople. “One of the things that Sales executives hate is when sales reps have to spend a lot of time on bad leads,” Dale says, “Often there’s this tension between the Sales and Marketing departments – Sales says ‘Marketing gives us bad leads’ – but Conversica really helps us quickly get to the good leads and sift out the bad ones.”



Since implementing Conversica:

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As a result, the lifetime value of their customers has increased because “now our sales training and sales efforts are focused on upsells and add-ons and having conversations only with the really qualified people, and less on chasing down people for whom we don’t even have any kind of gauge on their level of interest.”

“Hands down this was the best thing I could have done for automating the SDR role.”

### 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](mailto:sales@conversica.com) or visit [www.conversica.com](http://www.conversica.com) to set up a product demonstration.

### About Conversica

Conversica is the only provider of lead 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 12,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

Founded in 2007, Conversica is a portfolio company of Kennet Partners and Toba Capital, and is headquartered in Foster City, California. To learn more, visit [www.conversica.com](http://www.conversica.com) and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and [@myconversica](#) on [Twitter](#).