



## Customer

KEMP Technologies, industry leader in Application Delivery Controllers and Application-Centric Load Balancers for Layer 4-7 high availability, optimized performance and secure access – providing platform flexibility across hardware, software and cloud ADC solutions.

## Challenge

Scaling engagement and nurturing of web visitors to determine their interest and intent. Optimizing lead qualification via marketing automation in the sales and marketing funnel. Increasing ROI on lead acquisition and providing Marketing Qualified Leads for improved sales team efficiency.

## Conversica Solution

Automated marketing and sales conversion management software integrated with Salesforce, Marketo and Marketing Analytics.

## Conversica Virtual Persona

Olivia

## Conversica Assists

- 100s of web leads engaged weekly
- 25+ Marketing Qualified Leads per month for Sales teams
- 9 Net New Pipeline opportunities within the first 3 months worth over \$100,000

## KEMP Technologies Generates 9 New Opportunities Worth over \$100K in First Month with Conversica®

KEMP Technologies has over 30,000 worldwide customer deployments – enterprises and organizations that demand highly available, scalable and secure e-commerce, web and collaboration applications with the best value-based price and performance. With locations in America, Europe, Asia and South America, KEMP Technologies is the industry leader in advanced Layer 2 – 7 Application Delivery Controllers (ADC) and application-centric load balancing. Since 2000, KEMP has been a consistent leader in innovation with a number of industry firsts, including high performance ADC appliance virtualization, application-centric SDN and NFV integration, innovative pricing and licensing models and true platform ubiquity that can scale to support enterprises of every size and workload requirement.

KEMP's success in the market was accompanied by ever-increasing success in its ability to generate sales leads. But managing the latter had become a major challenge, to the point where leads were falling through the cracks more rapidly than Marketing could qualify and pass them on to Sales. "I think we're probably normal in that," says Deirdre Sarsfield, EMEA Marketing Manager at KEMP Technologies. "As marketing scales, lead management becomes more complex and time consuming. There is a need to nurture and directly engage a larger number of incoming leads. Sometimes you end up focusing on the ones that have immediate opportunities." She observed that, for example, if a whitepaper were downloaded by someone from a global reseller, the lead is immediately passed to a rep to call them, but if by someone with a Gmail address, they would be a much lesser priority. "And that's because there's only finite time and resources so, as time goes on, they don't always get addressed correctly in the marketing funnel and the sales cycle."

KEMP's global presence complicated the matter further, introducing geographic and seasonal hurdles. "It's broken out between all different regions and so it just depends on what's going on in each region. In Europe it tends to be quiet in August, whereas that is not the case in Asia where activity ramps up in August, September, October and then gets quiet again in December." It became impractical to hire enough sales reps to cover raw leads in all

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Deirdre Sarsfield  
EMEA Marketing Manager, KEMP Technologies

regions over all peak periods, and Marketing needed to find a way to automate nurturing and engagement with these type of web leads beyond simple one-to-one email. So KEMP decided to give Conversica® a try.

### The Conversica solution

KEMP Marketing trialed Conversica by first directing their virtual assistant, Olivia, toward their incoming leads, particularly those arriving via their 'freemium' product's separate website. "Many people downloaded the freemium product for trialing and testing; now all those leads get their first contact via Conversica." KEMP also leveraged Olivia to reach out to older and dormant leads. "This gave us a way of reengaging prospects and customers who had longer-term projects who originally came to the site with a basic level of interest, looking to see if KEMP was a relevant fit to their needs – but not engaging with KEMP directly either because the project was a lesser priority or to look at other options first."

Recognizing that Conversica could complement their marketing funnel and automation suite, KEMP chose to integrate it with their Salesforce, Marketo and Marketing Analytics systems. Regarding Salesforce, Deirdre notes that "it's the one tool that all of our salespeople use daily – Salesforce is their first point of call." So she appreciated Conversica's ability to work with Salesforce and provide her reps with a single dashboard and interface. "All the contact information is there; it's easy to view when contact is made and Sales can pull up their details and see the full conversation that the prospect had with Olivia, and we'll know what

information was requested and understand the nature of their intent."

Deirdre admits to having initially thought that perhaps KEMP could set up other tools to do what Conversica does or even build it themselves, but promptly saw the futility of trying to do so. "We quickly realized that Conversica was the right fit to automate many of our real-time and near-time web site interactions. Building an in-house system that would be as intelligent as Conversica would have been a nightmare because it would mean setting up complex workflows, multiple triggers and hundreds of possible replies. It just would not work or be flexible enough, and would be too costly to update and maintain." Instead KEMP integrated Conversica into their marketing funnel, and with Marketo to enable them to amplify and complement each other.

### Conversica assists

They soon discovered what so many Conversica customers do: That Olivia excels at engaging in a human-like conversation with each and every one of their web leads – no exception – and identifies those who are genuinely interested in talking with a KEMP sales rep or should be nurtured by Marketing using Marketo. "Our sales teams can focus on Marketing Qualified Leads that have shown interest and intent further down the buying cycle, rather than having to waste time." She continues, "Because who knows, you might be an excellent sales opportunity, but you could also be anybody from a student trying to learn about low bandwidth to somebody in the development community who's just playing around with our product because it's something for free."

She emphasizes that hearing 'no' was just as helpful to the sales reps as hearing 'yes' because they needn't waste time following up on people who were not buyers or not ready, and can instead focus on the live opportunities – and that Conversica's power in fact lies in its ability to drive prospects to self-identify as a 'yes' buyer, for further nurturing, or as "no interest."

Within a month this resulted in some twenty-five Marketing Qualified Leads – lead engagements that likely would not have occurred without Conversica. Moreover Conversica reengaged dormant leads. "We ran an engagement process aimed at anybody who hadn't contacted us or got back to us or answered our phone calls in six-plus months, generating nine pipeline opportunities with \$100,000+ value."

Deirdre is sold. "How could I not be? I mean, if you just closed one extra deal because of Conversica, you've basically paid for a three month subscription right there." She continues, "It's like hiring three or four sales reps worldwide or adding a set of new Marketing resources, because Olivia's looking after web visitors and leads from the US, from Europe, from Asia, so we're not limited to her being in any one location or any one time zone."

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### 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](#).