



www.8milesolution.com

CONVERSATE 2023



Prepared by

8 Miles Solution

City Vista A, 2nd Floor,
Office No. -001, Kharadi,
Pune, Maharashtra 411014

@8milesolution

***Let's walk the journey
together!***



Content Highlights

- Introduction
- Company Background
- Campaign Objectives and Success Metrics
- Customized Approach for Engaging Prospects
- Conclusion
- Impact and Significance of Achieved Conversion Rate



Yellow.ai Named a Challenger in 2023 Gartner® Magic Quadrant™

for Enterprise Conversational AI Platforms!

[Request demo](#)



www.8milesolution.com

The Company at a Glance



2016

Year of
establishment

100+

Integrations

900+

Employees

7+

Awards

1000+

Clients

HQ

San Mateo

Let's walk the journey
together!

Introduction

In an increasingly digital landscape, leveraging webinars as a strategic marketing tool has become imperative. This case study delves into the successful collaboration between 8 Miles Solution and Yellow.ai, specifically focusing on the webinar campaign titled "Conversate." The campaign's achievement was noteworthy, with 300 registrations and an impressive 72 actively engaged attendees. The success of this campaign was rooted in a tailored, multi-step approach that facilitated a remarkable 23.4% conversion rate, signifying the efficacy of a customized engagement strategy.

Client Background: Yellow.ai

Yellow.ai stands at the forefront of AI-powered conversational engagement, providing innovative solutions that redefine customer interactions. With its AI-driven conversational platform, Yellow.ai caters globally, enhancing customer experiences through personalized, automated conversations.

Campaign Objectives and Success Metrics:

The primary objective of the "Conversate" webinar campaign was to engage a targeted audience, offering valuable insights while showcasing Yellow.ai's expertise in conversational engagement. The campaign aimed for 300 participants and succeeded in garnering 72 actively engaged attendees, achieving a remarkable 23.4% conversion rate, a testament to high audience engagement and interest.

Customized Approach for Engaging Prospects:

The success of the "Conversate" webinar campaign hinged on a thoughtfully crafted, three-step approach designed to captivate and retain prospect interest:

23.4%
Attendees

12x ROI

Invitation and Topic Briefing

The campaign commenced with personalized invitations offering insights into the webinar's topics and highlighting key takeaways. This initial engagement aimed to capture attention and generate interest in the valuable insights to be shared.

Nurturing with Awareness Emails:

Prospects were nurtured through a series of strategically crafted awareness emails about the webinar. These emails provided valuable information snippets, building anticipation and emphasizing the event's value proposition.

Confirmation via Telecalling:

To solidify attendance, prospects received personalized telecalling efforts to confirm their interest and reiterate the event's value. This step aimed not only to confirm attendance but also to reinforce Yellow.ai's commitment to delivering a valuable experience.

Impact and Significance of Achieved Conversion Rate:

The culmination of this multi-step approach resulted in an outstanding 23.4% conversion rate. For an event requiring in-person attendance, this rate underscored the campaign's efficacy and Yellow.ai's resonance among the target audience.

Conclusion:

The success of the "Conversate" webinar campaign for Yellow.ai highlights the potency of a meticulously designed, multi-step approach in fostering engagement and driving conversion rates. By integrating personalized invitations, strategic email nurturing, and tailored telecalling efforts, the campaign not only met but exceeded its objectives. This case study emphasizes the effectiveness of an integrated, engaging strategy in amplifying audience engagement and nurturing prospects effectively in the realm of AI-driven conversational engagement.

www.8milesolution.com

Get in Touch

8 Miles Solution

Visit

City Vista A, 2nd Floor, Office
No. -001, Kharadi, Pune,
Maharashtra 411014

Call

+91-937-346-2454

Website

www.8milesolution.com

Let's walk the journey
together!

and
Follow Us @8milesolution



www.8milesolution.com