



Enabling 1:1 Conversations at Scale



Sales Engagement Platforms are the new frontier Of B2B selling helping sales organizations maximize agility, customer engagement, and business value © Forrester Research, Inc.



Challenges

- B2B businesses seek the ways to speed up deal cycle – from interest phase to purchase.
- Sales reps need to process more leads and focus on closing deals to grow business faster
- Reduce the amount of nonselling administrative work on sellers
- Out-of-the-box solution to be launch in hours

Organizations utilizing sales enablement tools that track engagements have cut their sales cycles by 18% (Aberdeen Group)



Ideal Solution

Solution #1: Automated Inbound sales process: Lead capturing > lead nurturing > CRM integration

Solution #2: Automated outbound sales process: Lead generation > highly targeted email campaigns > CRM integration

- Automated sales processes increase conversion from lead to customer and reduce time spent on nonselling operations
- Ability to reach out to target audience and scale communications, while keeping them personal.



Desired Outcomes

- Improved business metrics – conversion from lead to customer, amount of new customers per month, etc.
- The solution designed for managing hundreds of communication campaigns



Reply - Enabling 1:1 Conversations at Scale



Reply is a **sales acceleration platform**, which automates one-to-many conversations and scales your outreach capability, while keeping it completely personal.

Enabling personal conversations at scale

Reply automates and scales personal communications:

- Specify your message for target audience and scale outreach
- Never miss a follow-up
- Automate your flow based on conversation scenarios

Out-of-the-box tool to accelerate sales

Enjoy the benefits of SaaS tool:

- Set up and start testing your conversational flow in hours
- Reply offers several subscription plans to match the requirements of individual users, businesses and enterprises, with monthly and annual contracts.

Add Reply to your Software Ecosystem

Leverage Reply integrations for a seamless workflow

- API
- Zapier

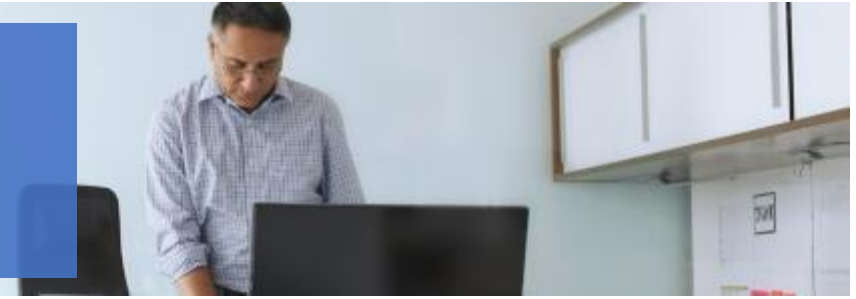
Why your solution is better on Microsoft

- Reply is hosted on MS Azure infrastructure
- Proven history of working with Microsoft email services

"Using Reply sales automation we were able to reduce our number of cold calls by **10 times**, while getting more customers. We also significantly scaled our outreach with no extra hires."

- Adam Taylor, Keptify

Reply.io + Microsoft Business Solutions



Enabling 1:1 conversations at scale in your Microsoft Business Solutions

Solution Alignment

Reply + Outlook

- Automated email communications via Outlook
- Reply directly connects to your Outlook email account and allows to follow up with your contacts on your behalf
- Get your Outlook Inbox automatically sorted in Reply



Reply + Office 365

- Sync your contact database between Office 365 and Reply
- Push your contacts to email campaign in Reply
- Get more visibility with enterprise-level email tracking



Reply + MS Dynamics CRM

- Embed Reply to your lead gen and sales processes to get higher conversions and more engagement
- Instantly get prospects and activities using the power of Zapier (integrated with Reply in Dynamics CRM)



Customer Success Story



The App Solutions works with their clients to create high performing custom mobile apps.

Using Reply for their lead automation, they were able to successfully:

- Set up and configure campaigns in as little as 30 minutes
- Use Zapier integrations to improve workflows
- Maximize both inbound and outbound leads

*“Some of our cold email campaigns have a **70% open rate** because of a personalized email subject that includes the recipient’s name or a company name.”*

Win Results

“After using Reply in search for applicants in Bulgaria with a short email template, we got a 37% reply rate after initial send out.”

— Andrew Stetsenko, RelocateMe

“Using Reply sales automation we were able to reduce our number of cold calls by 10 times, while getting more customers. We also significantly scaled our outreach with no extra hires.”

— Adam Taylor, Keptify

“About 50% of deals closed are now following a Reply campaign. Value is obvious and the ROI is strong. We got our whole sales development team on it.”

— Yannis Moati, HotelsByDay