

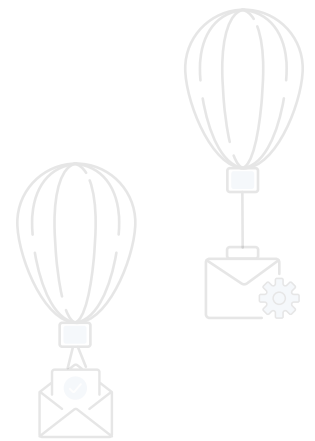
# Maximize marketing

# ROI with SalesIQ



## What is Zoho SalesIQ?

An omni-channel messaging platform that fosters better customer engagement in real-time for maximizing conversions and increasing sales.

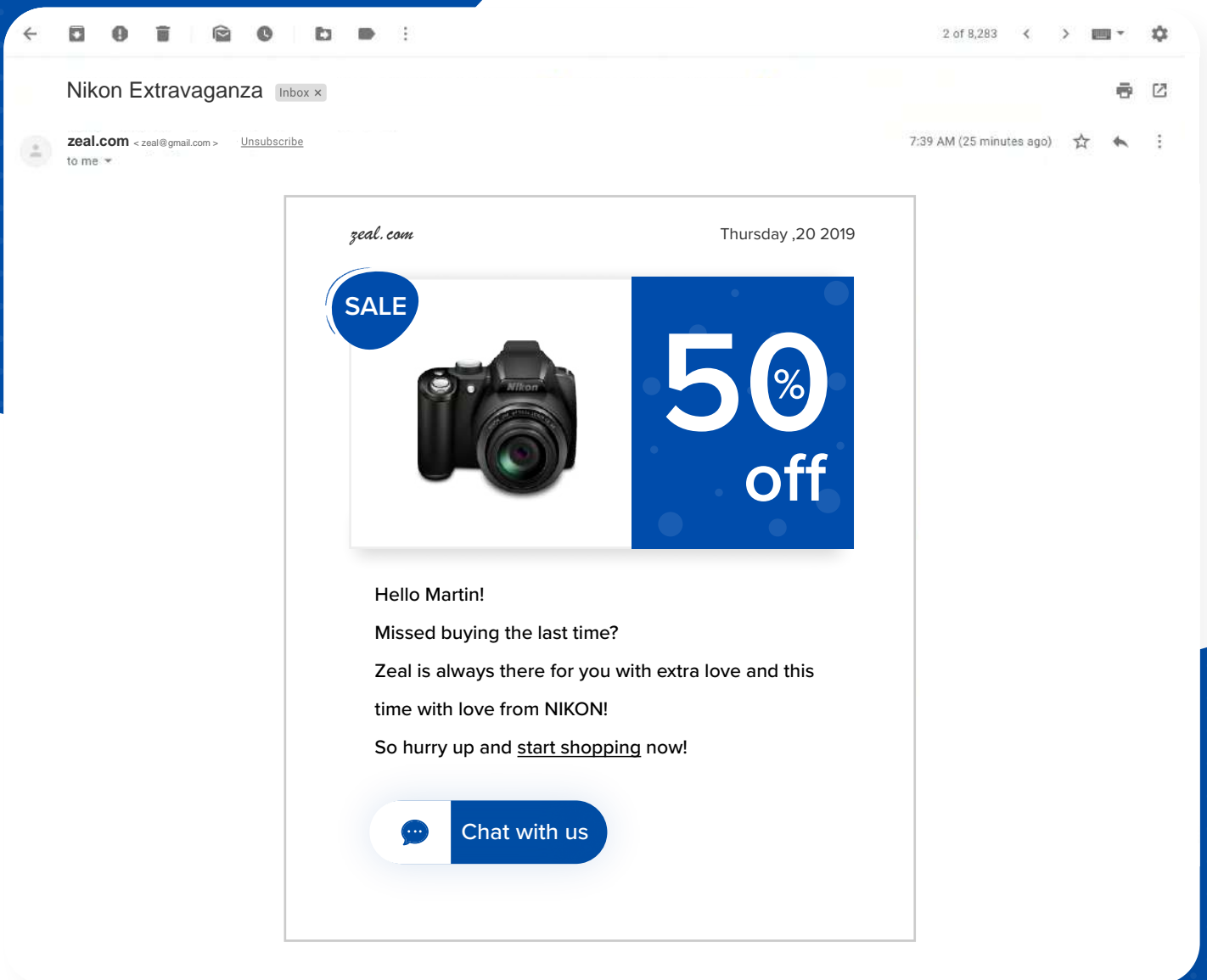


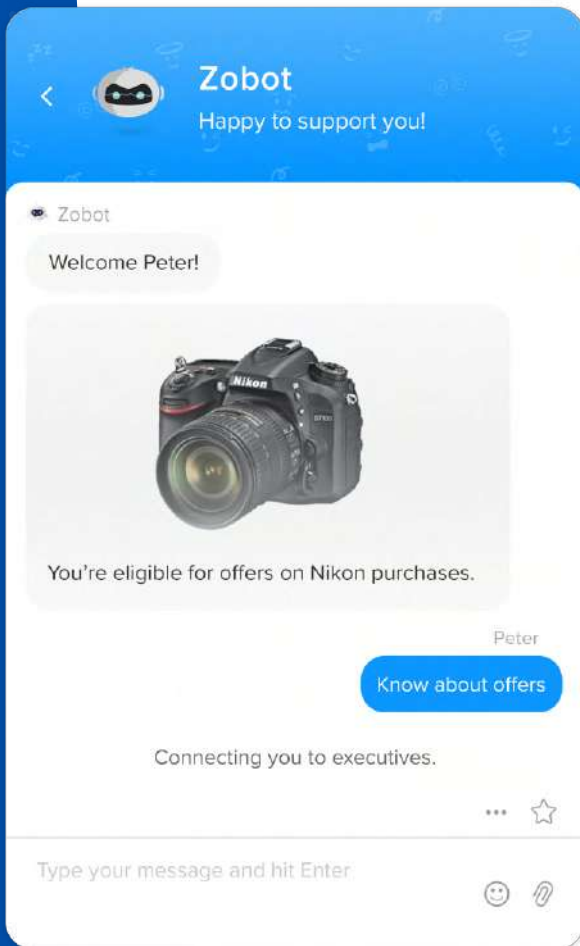
### Why use SalesIQ for marketing?

- Capture and qualify targeted audiences from the respective campaigns
- Personalize your engagement for better conversions
- Retain customers with follow up automations
- Re-target customers based on their website demographics

## Optimize your campaign

Let campaign recipients start a chat directly from the email with the live chat signature option. This will help to initiate prospective customers into the sales funnel.





## Always up and prospecting!

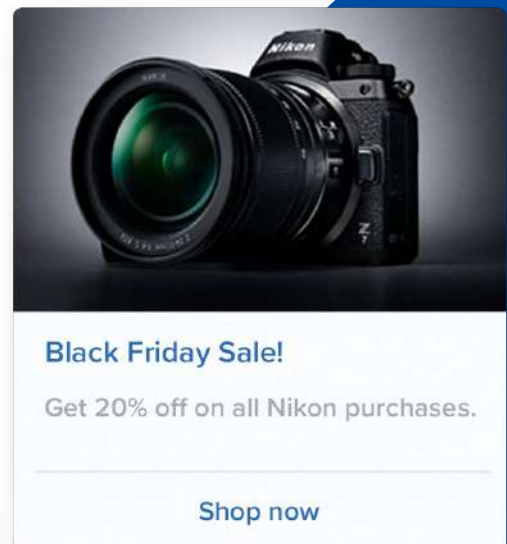
No matter how many customers you have, Zobot can capture MQLs (Marketing qualified lead) and handoff to the right executives for quicker conversions.

## Bait for targeted customers

Don't let your campaign efforts go in vain. Engage prospects when they initially visit your website with personalized messages based on their campaign name, source, and content.

If **Campaign Name** contains **Black Friday Sale**

Send **Black Friday discount** after **5 Seconds**



## Talk the data

Keep tabs on the campaigns sent to the customer while continuing the conversation to upsell or cross sell.

### Black Friday Sale

*Zeal*




Tuesday 18, 2019

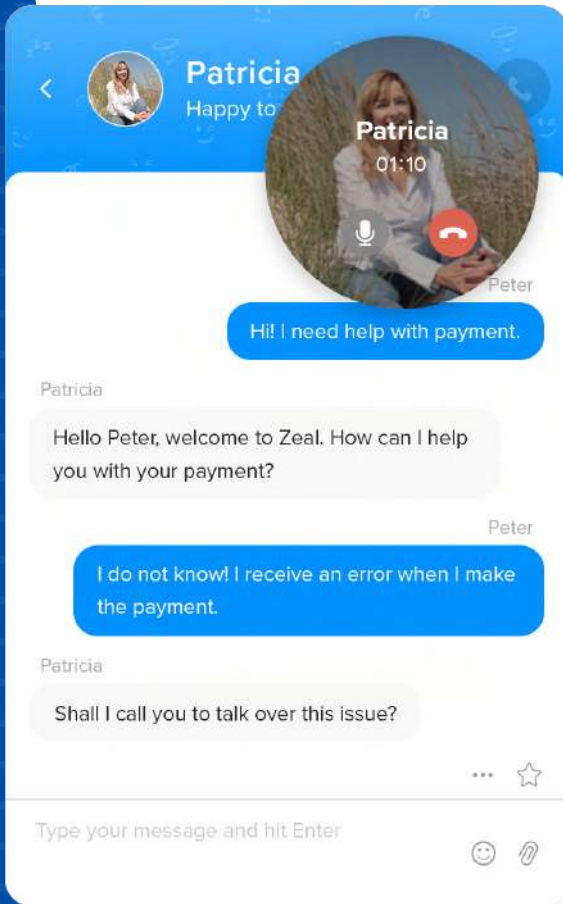


Hello Martin!

Missed buying the last time? Zeal is always t

#### Recent Campaigns

- |  |              |
|--|--------------|
|  Black Friday Sale    | Today        |
|  Delivery email       | Yesterday    |
|  Special offers email | 22 May, 2019 |

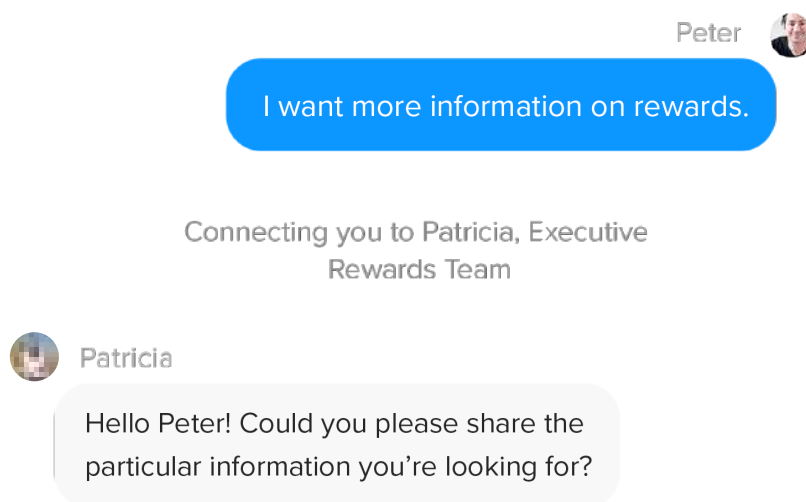


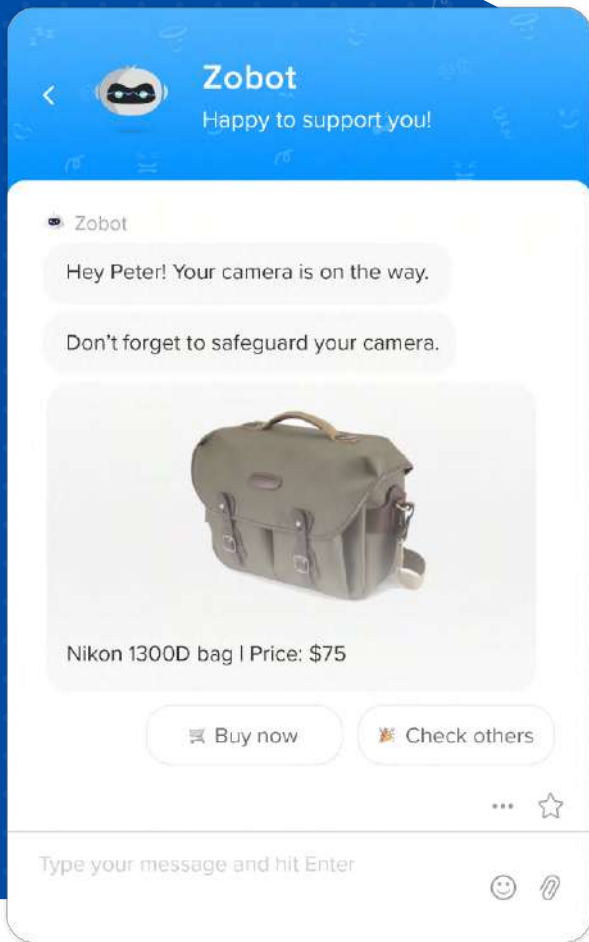
## Personalized engagement

Sometimes messaging gets out of hand. But when customers talk to a human, they gain trust for the brand, thereby boosting customer satisfaction.

## Channel to experts

Direct campaign recipients to the right executive based on campaign data for effective conversions.



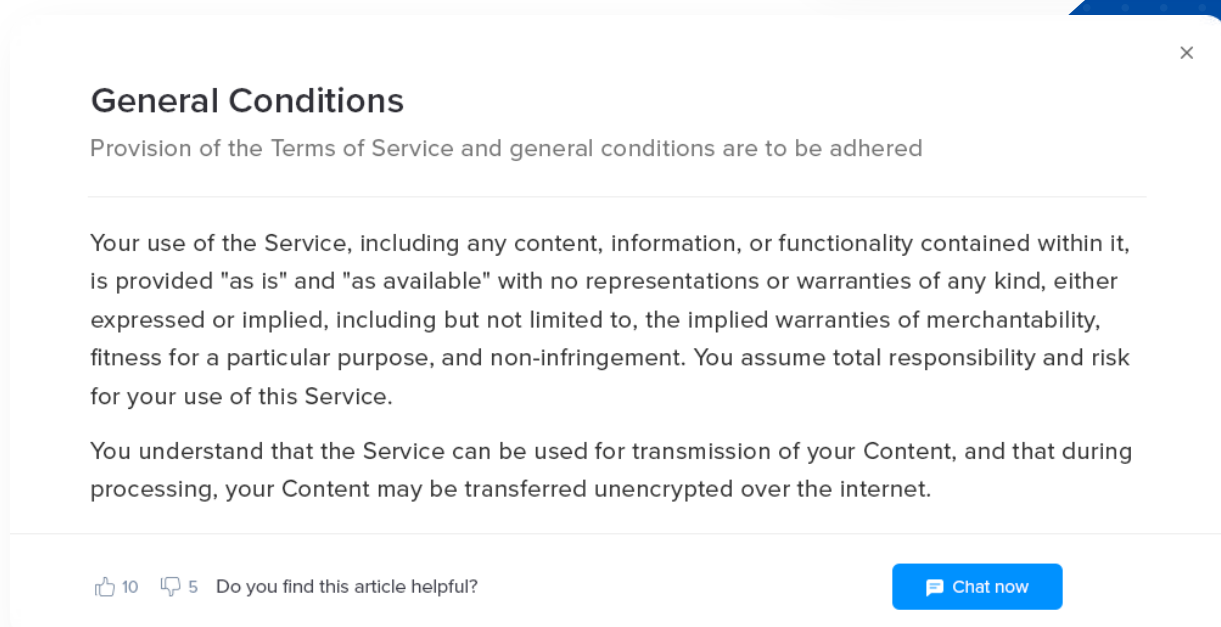
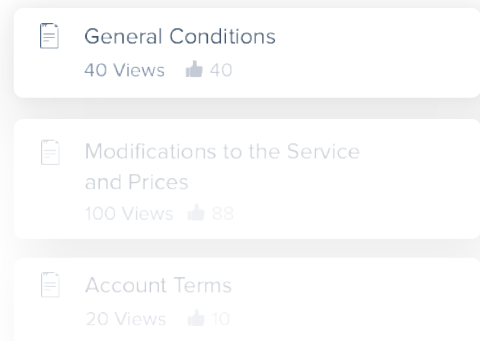


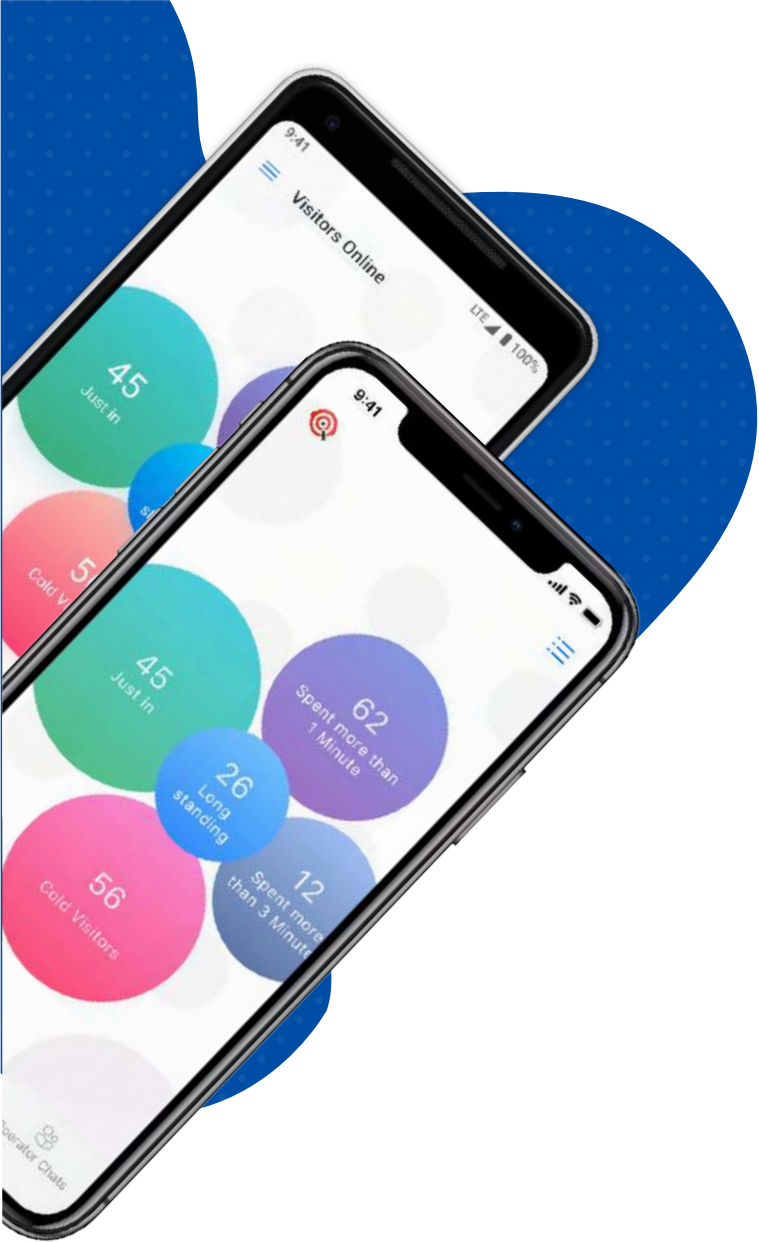
## Re-target opportunities

Generate better re-engagement lists by targeting customers based on their website activity. This way you can bump conversion rates and improve the overall customer experience.

## Self-service articles

Let customers find answers to their questions with in-chat articles that are always available.





## Reach your customers from anywhere

Opportunity knocks at any time. Continue supporting your customers with our mobile app, even when you're on the move.



## Supercharge your mobile app

*“62% of customers expect a live chat when they visit a mobile app”*

When they're on the move, customers can still reach you through our Mobile SDK for support anytime, anywhere.







Scan the QR code to learn more  
about SalesIQ



After embedding Zoho SalesIQ on our website and operational platform we are closing deals faster and the customer support never was so efficient. With [Zoho SalesIQ](#), we raise the bar of customer relationship.

Rodrigo Ferrer

CTO | Pró-Laudo



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