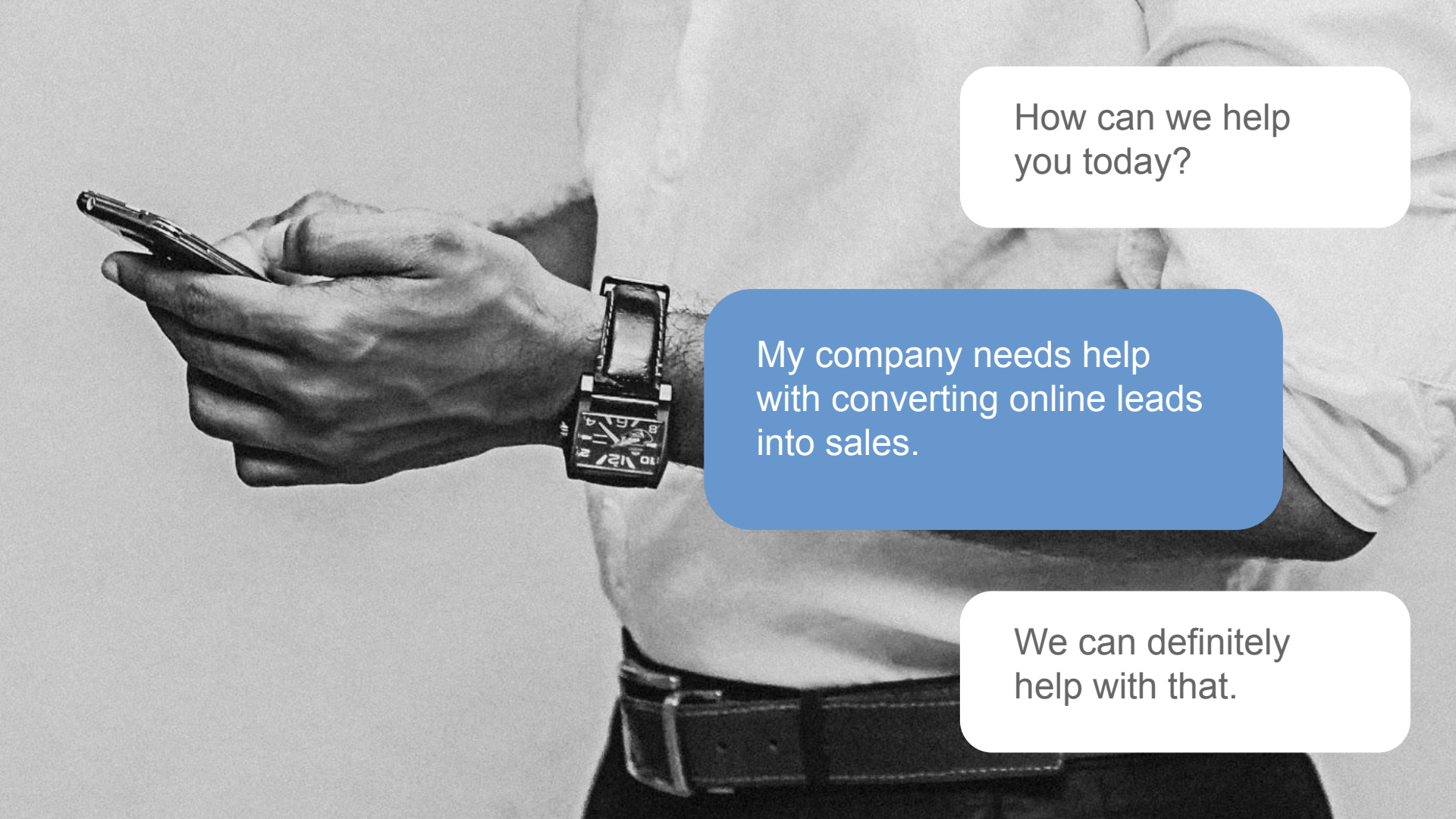
EYELEVEL.AI

Shorten response times.
Get exponentially better results.


How can we help you today?
My company needs help with converting online leads into sales.
We can definitely help with that.

Who We Are

Artificial Intelligence Experts, Innovators and Thought Leaders

We are developers and innovators of many foundational technologies for chat and voice automated conversations

Our Team Worked Closely Together at IBM Watson

- 20 Years Combined as IBM Watson Product Leaders
- 25 Years Combined IBM Research experience
- 10 Years Marketing Agency experience
- 10 Years Startup experience

Why you need us

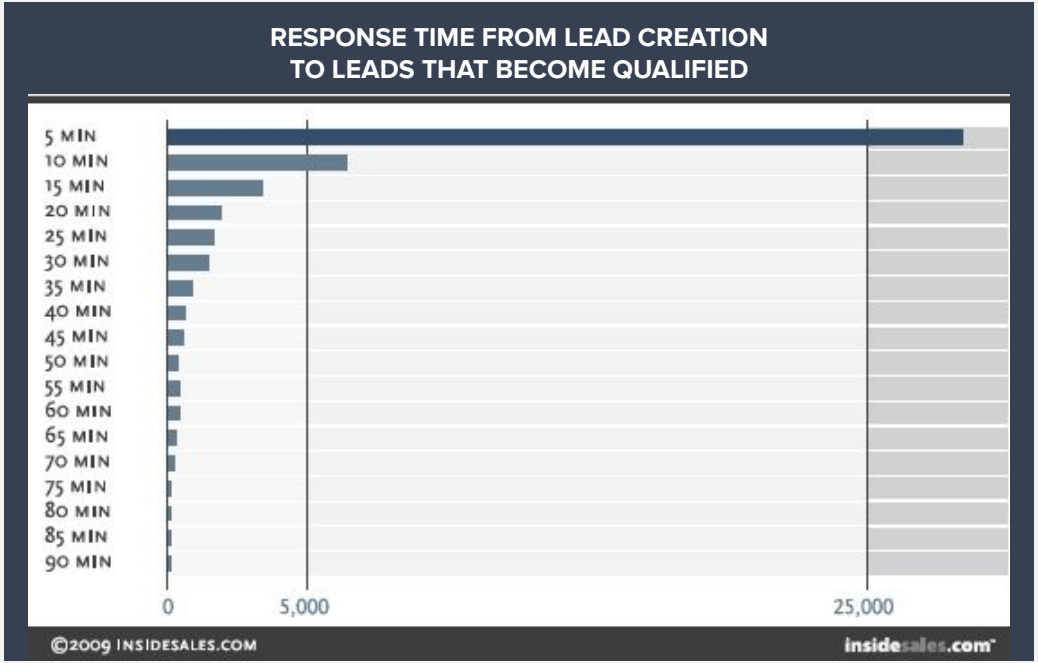
Online sales leads must be contacted immediately.

In fact, they demand it.

The odds of qualifying a lead decrease by 21x after five minutes

Any longer is a waste of valuable digital ad spend

Return on Ad Spend (ROAS) increases exponentially as response times decrease



The Lead Response Management Study

And 90% of companies don't respond within that critical 5 minute window

Major response delays are often the result of legacy, highly manual practices fraught with issues including:

Insufficient automation

Difficulty **prioritizing** leads

Issues with **routing** and **distribution** of leads

The Short Life of Online Sales Leads

The Drift Lead Response Report

How EyeLevel helps

EyeLevel.ai is the fastest, smartest and most efficient way to connect with leads and close sales

We instantly connect quality leads directly to your sales team

increasing ROAS up to **15X**

Automatically pre-qualify and capture lead information

Instantly transfer to a sales rep, exactly as the lead prefers: phone, chat, video, scheduling

Marketing Benefits

- Simple to use
- Agency-like onboarding and ongoing support
- Integrates with existing tech stack
- Multi-channel

Sales Benefits

- Make up for lost in-person sales
- Higher close rates
- Shorter sales cycles
- Higher quality interactions

End-user Benefits

- Self-qualification
- Communicate with sales in preferred channel
- No wait time when interested
- Uninterrupted experience



EyeLevel makes it **much easier** for your **marketing team**

- **Enhance** your digital marketing channels with our **automated chat** technology to qualify and route leads
- Leverage our **easy to install** marketing integrations for interoperability and transparency
- Use our **unique**, multi-modal **sales transfers** to get **instant results**
- Rely on **complimentary account support** to quickly launch **pilots**
- Opt in to **ongoing account support** to continuously **improve performance**



Your **marketing team** makes your sales team **more successful**

- **Automatic** & accurate lead **pre-qualification**
- **Instant transfer** to a live agent, eliminating unnecessary steps and **wasted time**
- However your leads **prefer**: phone, chat, or video - giving your customers **control**
- **Faster**, simpler, **better** ability to close sales
- More **engaging**, **satisfying** customer experience

How EyeLevel works

Once you create an account, EyeLevel makes it easy to build and launch automated chats that integrate with your social advertising, like Facebook and LinkedIn. And we offer agency style onboarding to get your campaign off the ground.

Connect your accounts for top 3rd party platforms, including Slack, Drift, Intercom and Mailchimp, and click-to-call. These become outcomes for your leads.

The people that reach these outcomes will auto-transfer to sales teams for immediate conversations!



design and automate conversations with potential customers



auto create & configure click to chat social media campaigns



segment leads based on their answers

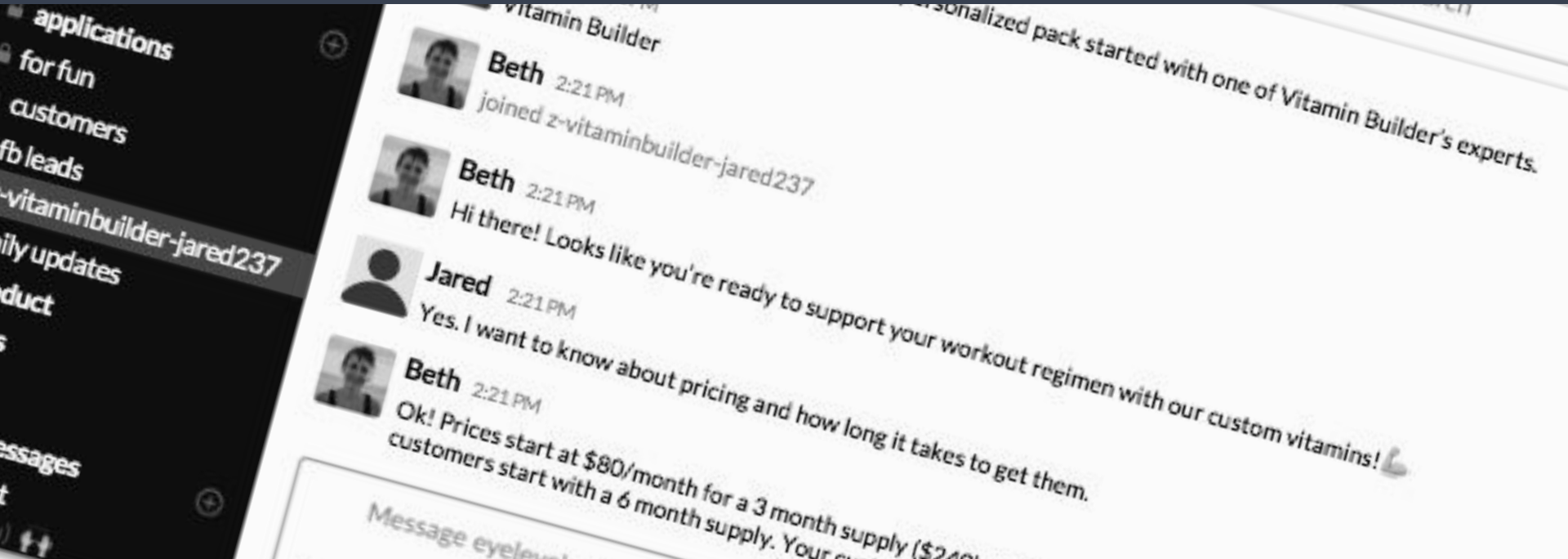


transfer lead information to existing marketing pipelines

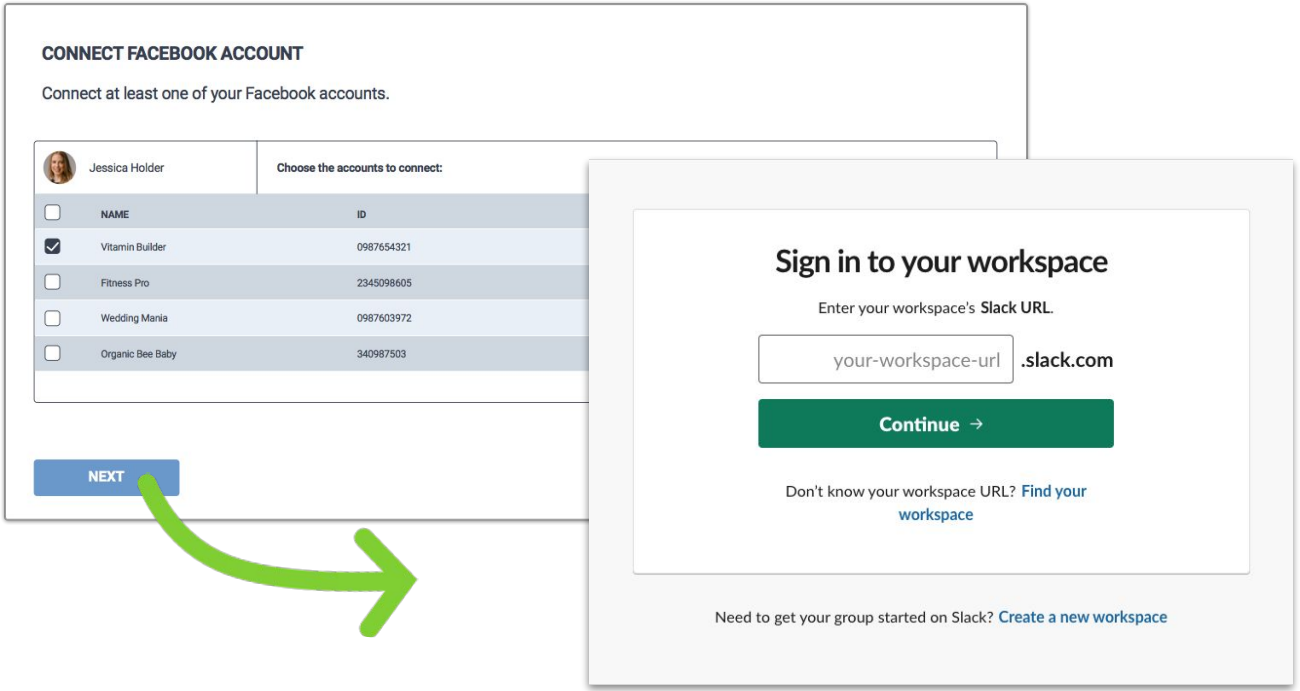


handoff “hot leads” to sales

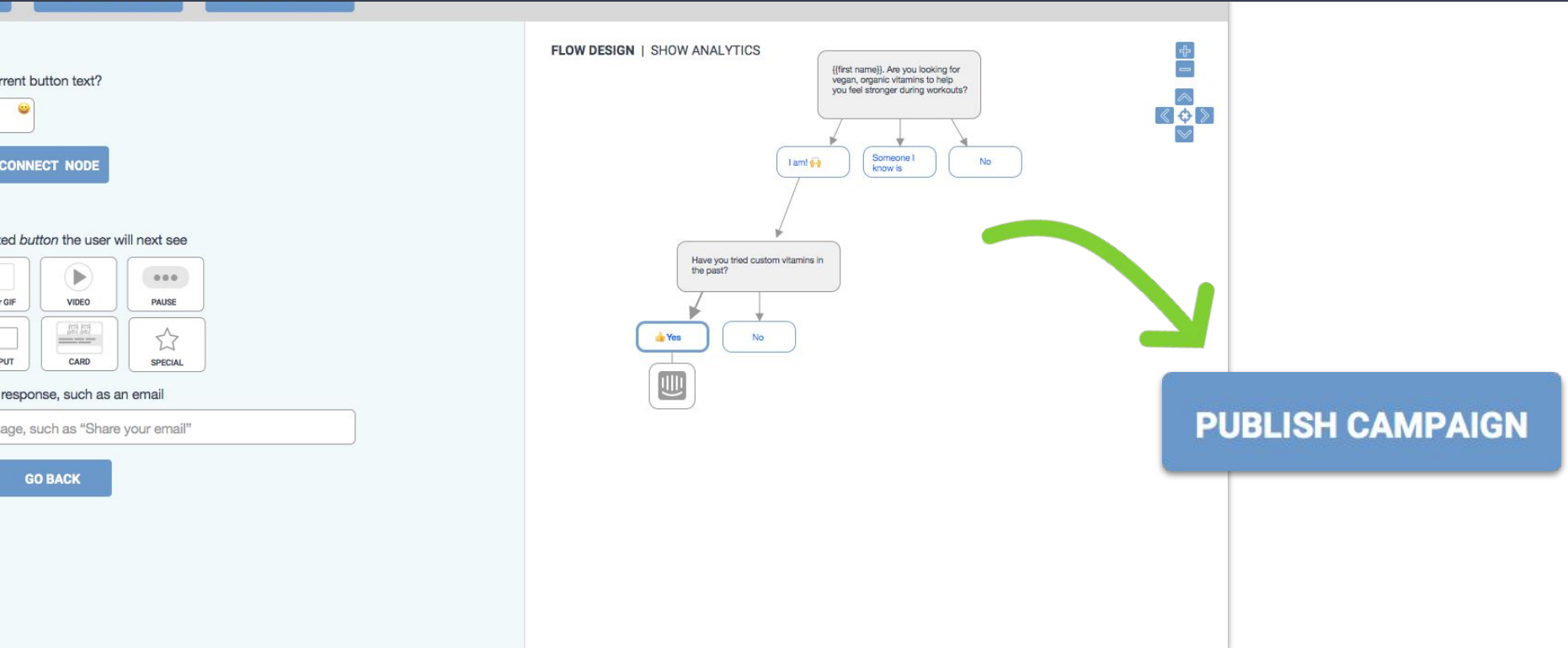
Sample EyeLevel campaign with Facebook and Slack Integration



Connect social ad manager accounts and 3rd party platforms

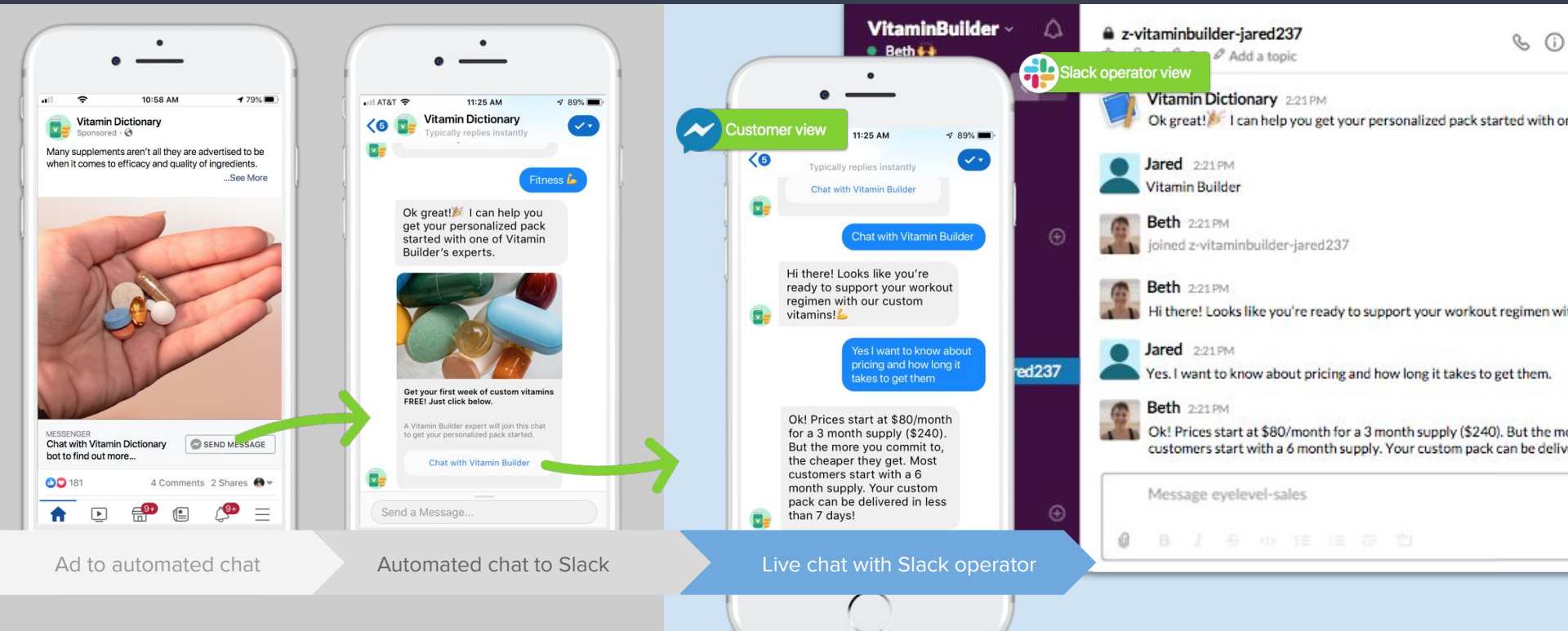


Create your campaign flow with the Intercom transfer outcome and publish to ad account



The click-to-Messenger ad is set up automatically. Just update the media and text and launch through Ads Manager.

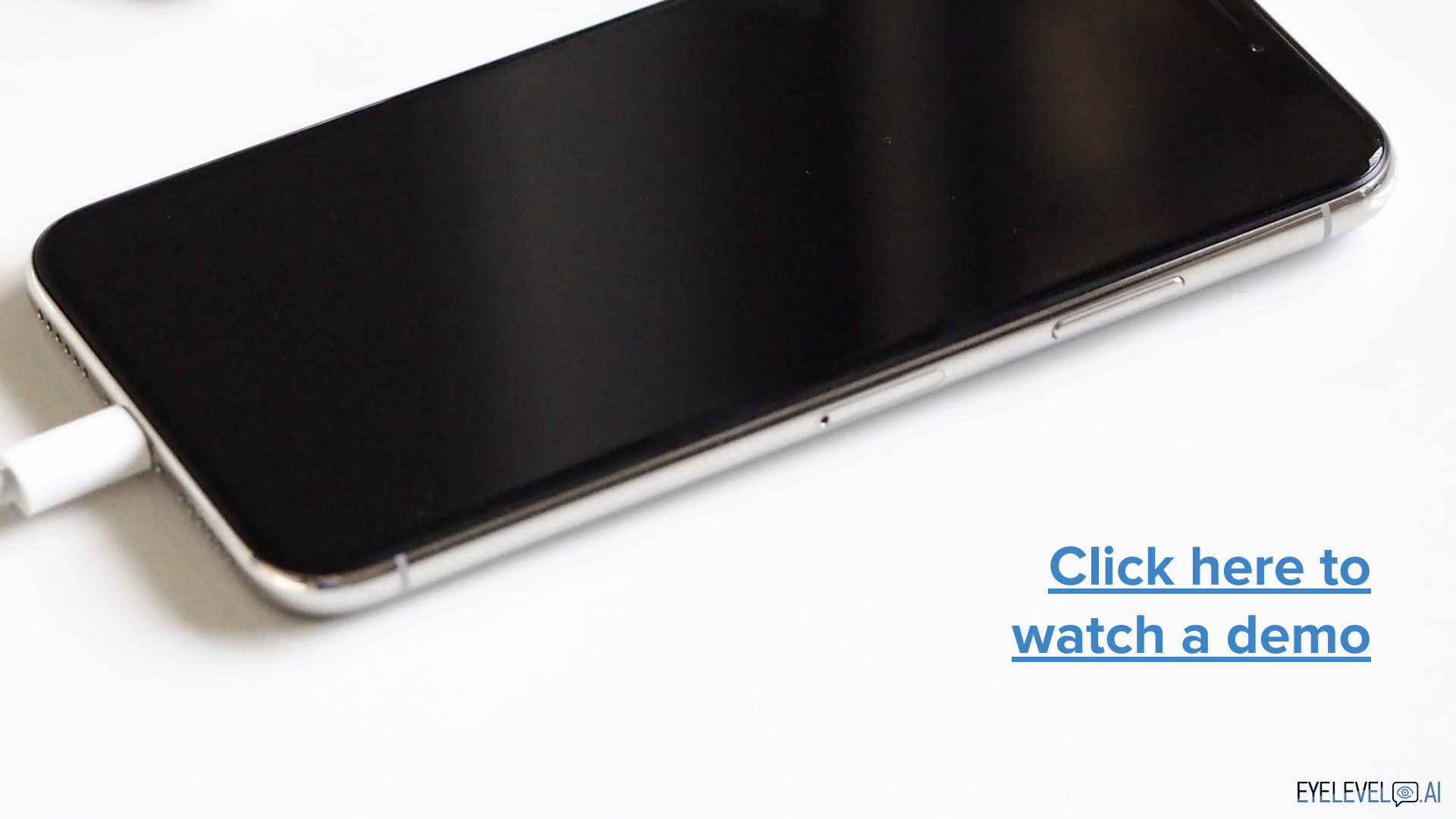
People that interact with the ad will transfer to Slack.



Ad to automated chat

Automated chat to Slack

Live chat with Slack operator



[Click here to watch a demo]

EYELEVEL.AI

Case Studies

TVItaly.live

Italian Live TV Streaming Subscriptions
(4/20 - 4/30)

OVERALL

16.7x ROAS

Campaign Overview

12 hours
Account creation to campaign launch

3 campaign iterations
in 4 days

Campaign observations

Lead Preferred Communication
80% Chat
20% Phone

Campaign Results

25%
Conversion MQL to SQL

20%
Closed

Learnings

- Rapid concept testing and ad optimization were key
- Shortest possible response time was crucial, whether chat or phone
- Understanding of customer needs via pre-transfer chat extremely beneficial
- Ability to re-engage with customers in chat meant leads were never “lost”
- Was the most successful Facebook campaign TV Italy had ever run

Eargo

Inner-ear Hearing Aids
(4/20 - 4/30)

OVERALL

+500% conversions
vs Eargo online channel average

Campaign Overview

Facebook click-to-Messenger campaign using retargeting audience data

Chat used to pre-qualify and categorize leads before transfer

Campaign observations

The shorter the response time after sales transfer, the higher the conversion rate

Changed CTA from click-to-call to click-to-chat after comments on ad content

Campaign Results

+500%
mql to sql conversion

-25%
cost per lead

Learnings

Chat was the preferred method of interaction for the target audience, because of hearing loss

Understanding of customer needs via pre-transfer chat extremely beneficial

Sales team mainly interacted with qualified leads because people self-qualified based on information discovered during automated chat

Critical to have training for Intercom operators responding to leads from automated chats

Thanks!

We hope we get to work together soon.

I'M READY! LET'S START!