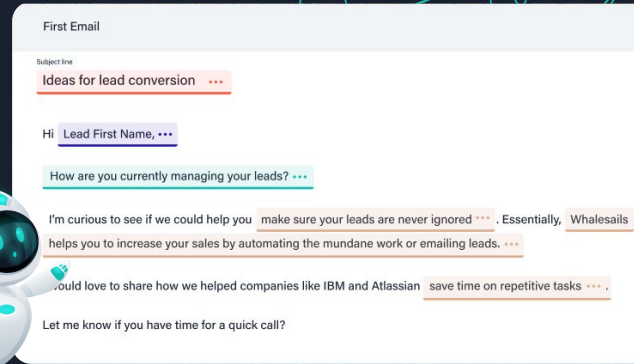
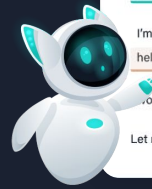




6sense® Conversational Email

Increase pipeline quality and velocity with conversational AI



Leverage conversational AI to craft relevant, on-brand email campaigns for effective, efficient pipeline generation.

Ignored or underworked accounts are a major source of friction between sales and marketing, leading to insufficient follow-up, forgotten leads, and missed revenue opportunities. In the face of pressure, revenue teams respond by doing more – more campaigns, more events, more calls – starting the cycle all over again. What if you could ensure every opportunity is engaged quickly and professionally with the power to reach accounts with emails that compel conversations and get meetings booked.

6sense® Conversational Email gives demand gen teams the ability to engage every account, at scale. A customized generative AI Writer can learn your brand identity, voice, and product knowledge to help you craft the most relevant and compelling emails, while an AI Assistant automates follow-up replies and loops in a sales team member at the right moment, so you can scale your email campaigns – without capacity constraints or manual information gathering and copywriting.

Innovative companies around the world use 6sense® Conversational Email to increase conversion rates, optimize pipeline efficiency, and boost revenue.

38%

Email Open Rate



\$6M

Net-new pipeline in 8 weeks



33%

Marketing Closed/Won Revenue



How Revenue Teams Use 6sense Conversational Email

1

Accelerate accounts through the buying journey

2

Engage unworked accounts & contacts with timely, relevant responses

3

Multi-thread across open opportunities

4

Re-engage closed/lost opportunities

5

Qualify and convert low intent leads & webinar/event follow-up

6

Run product upsell/cross-sell campaigns to customers

7

Set-up onsite meetings with attendees pre-event

8

Fill gaps in BDR coverage

Execute Demand Gen Campaigns in Record Time with AI

AI Email Writer

Use your best content to train your own generative AI with your brand identity, voice, and product knowledge for drafting and optimizing emails designed to generate pipeline.

Prompt Library

Brief your AI Email Writer on the intended audiences, message objective, and necessary talking points using prompts. Choose from a curated list of prompts or create your own. Access prompts across teams and quickly generate email copy.

AI Assistant

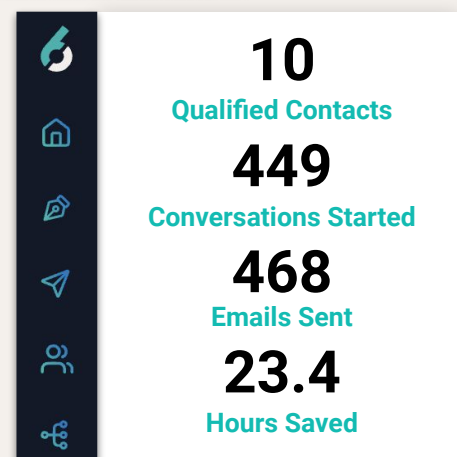
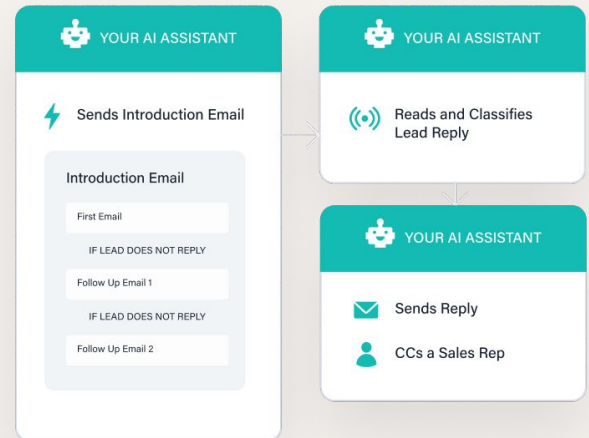
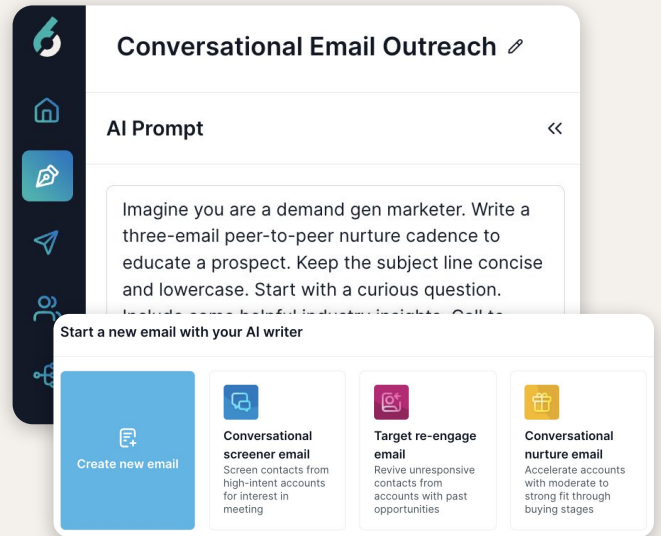
Leverage AI to interpret and automate responses for each conversation scenario. The AI Assistant works on your behalf to schedule follow-up based on out-of-office replies, send targeted content, and loop sales into qualified conversations.

Workflows

Automate repetitive tasks by setting up workflows to perform specific actions based on rules and triggers on objects like conversations, leads, accounts or campaigns.

Insights

Know the number of conversations started and meetings booked to understand your impact on pipeline. Track performance by any time period across teams, campaigns, or AI Assistants.



About 6sense

6sense reinvents the way organizations create, manage, and convert pipeline to revenue. 6sense Revenue AI™ captures anonymous buying signals, targets the right accounts at the ideal time, and recommends the channels and messages to boost revenue performance. Removing guesswork, friction, and wasted sales effort, 6sense empowers, sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably. 6sense has been recognized for its market-defining technology by Forbes Cloud 100, G2, and TrustRadius.