



Conversational Marketing Software Category

FALL 2025
Customer Success Report





Conversational Marketing Software Category

Conversational marketing software is also called messenger marketing software. It helps you to engage prospects with one-to-one, personalized conversations through which you can present offers or product recommendations. Your brand can use this platform to identify potential customers on product websites or social networks, respond to their questions or concerns, decide ideal sales items and route customers to sales reps to close transactions or to payment gateways.

A conversational marketing system can help your company to deliver better customer support at scale. It simplifies the purchasing process for customers across the world round the clock. You can use this platform to generate qualified, valuable leads, gain high-grade insights into buyer preferences and demographics, and speed up the sales cycle.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions



COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2025 Customer Success Awards

Check out this list of the highest rated Conversational Marketing Software based on the FeaturedCustomers Customer Success Report.



* Companies listed in alphabetical order



2025

**CONVERSATIONAL
MARKETING
SOFTWARE**

MARKET LEADER





ABOUT CONVERSICA



Conversica is the leader in Intelligent Virtual Assistants for Customer Engagement. By automating routine business conversations, and personalizing interactions at scale, Conversica augments your workforce allowing business professionals and AI Assistants to work together harmoniously. The flagship Conversica Sales AI Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, qualifying, and following-up with leads via natural, multi-channel, two-way conversations. With our large library of purpose-built and ready-to-use conversational skills backed by...

156

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We’ve sold almost 300 season tickets through Conversica, which is big deal for us as a smaller team. We’ve sold flex packs, we’ve sold groups, we’ve sold suites. We’re always looking for new ways to add more leads, because we find we increasingly have opportunities to capitalize on. We definitely see the value.”

EVAN ALVAREZ
BUSINESS INTELLIGENCE MANAGER, LOUISVILLE CITY FOOTBALL CLUB

“With Conversica, we’re able to shift up the buying patterns. Someone who might typically buy tickets in May or June is now buying in January. Not only does Conversica convert leads faster, but we see that about a third of the revenue from those campaigns is sales we wouldn’t otherwise make.”

ANDY GIAMBRONI
DIRECTOR, CRM AND CONSUMER STRATEGY, PITTSBURGH PIRATES

“Conversica gives us a system to build on our membership base and get to the next layer of fans we couldn’t touch before.”

KIRK KING
SENIOR VICE PRESIDENT, TICKET SALES & SERVICE, NEW YORK ISLANDERS

“We love Conversica. It’s a great way to reach our customers, former and new.”

SALES AND MARKETING MANAGER
US-BASED SPORTS AND OUTDOOR LIGHTING COMPANY

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ABOUT INTERCOM



Intercom offers the world's leading business messaging platform that delivers real time contextual communications to drive growth at every stage of the customer lifecycle. Intercom is the first to bring a real time messaging-first experience to sales, marketing and support teams and offers the only business messenger that powers more than chat. Its Messenger and suite of customizable toolkits are built on top of a platform that creates brilliant and personal experiences for businesses and customers. Intercom has over 30,000 customers and powers 500 million customer conversations each...

293

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Intercom is really changing the tone of our conversations. A conversation, by default, is much more casual than email, which can prevent tempers from flaring as we work out their support issue. Often the angry emails we received happened because people felt like they had to overcompensate and fill a whole page with capital letters.”

BARRETT
EXPENSIFY

“One of the most valuable features of Intercom is that it gives your teams more at-bats and the more conversations you can start, the more opportunities your team has to qualify those leads.”

CATHYLEE MCNEILL
ACCOUNT DEVELOPMENT REPRESENTATIVE MANAGER,
ENVOY

“From the inbox, I can go to the page the user is on and see exactly what they're looking at, including their last query. I'm often able to make a quick adjustment to solve the problem.”

ADAM KAHN
SUPPORT ENGINEER, KEEN

“Our CSAT scores improved by 5% and our inbound conversation volume decreased by 25% because customers can answer questions on their own.”

GEORGE DEGLIN
CHIEF EXECUTIVE OFFICER, ONESIGNAL

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DISQUS



GURU



copper



ABOUT SALESLOFT

Salesloft.

Salesloft is the provider of the leading sales engagement platform that helps sellers and sales teams drive more revenue. The Modern Revenue Workspace™ by Salesloft is the one place for sellers to execute all of their digital selling tasks, communicate with buyers, understand what to do next, and get the coaching and insights they need to win. Thousands of the world's most successful sales teams, like those at IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information visit salesloft.com.

227

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“One of my biggest ‘a-ha’ moments was realizing that we could have viable prospect conversations wholly through Drift’s chatbot. I can build out a chat playbook so that it not only delivers great conversation flow, but also handles data collection in terms of customer information and needs. I can handle all of this through the bot, and then get a human involved to wrap things up.”

SHILO PEAY
MANAGER SALES BUSINESS DEVELOPMENT,
PROOFPOINT

“With the Salesloft experience, I’m able to streamline everything a lot easier. And that frees up time for me to meet with people more, dig in a bit more, and have better meetings with them and understand where we need to go next.”

JIMMY MCINTYRE
SALES ENABLEMENT LEAD, WEWORK

“Salesloft has directly impacted our conversion rates because we’re able to get to our leads quickly and we’re also able to provide tailored engagement to leads that come through our funnel.”

VEDANT NAMBOODIRI
GLOBAL SALES OPERATIONS MANAGER, CIN7

“Salesloft does a way better job of helping you stay organized. No matter how many tasks I have open, with Salesloft, I’m able to get through them.”

MAHEK SHAH
ENTERPRISE BUSINESS DEVELOPMENT
REPRESENTATIVE, REACHDESK



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2025

**CONVERSATIONAL
MARKETING
SOFTWARE**

TOP PERFORMER





ABOUT GIOSG



giosg tools help businesses and individuals achieve more with less. giosg combines data and artificial intelligence with feature-rich technology to provide intuitive solutions that deliver the right online trigger, to the right person at the right time allowing your organisation to operate smarter.

159

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Customers can now see our products, have a live conversation with one of our sales representatives, and go through the buying process from their living rooms. We got a lot of positive feedback from our customers and created an amazing NPS rating, so we know we’re on the right track. I’m positive our A1 Liveshop will become the biggest digital shop in our retail network.”

MATJAZ VRACKO
RESIDENTIAL SALES DIRECTOR, A1 TELEKOM AUSTRIA GROUP

“Whisbi’s Conversational Marketing solution helped us to increase trust and transparency with our customers online, and through the Face-to-Face interactions we were able to provide, increased our online lead volume and lead quality.”

JAVIER MENDIZÁBAL
MARKETING SERVICES MANAGER, OPEL

“Our sales team always get support quickly and the pricing is really clear. Both elements are up-to-par and our partnership is working smoothly.”

AKI HEPOKORPI
DIGITAL MARKETING MANAGER, MEDIALUOTSI

“Giosg represents their new software features very well and listens to our wishes on how the software could be further developed.”

PASI TOIVOKOSKI
CHIEF CHAT OFFICER, MOMENT GROUP

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ABOUT HAPTİK



Haptik is one of the world's largest Conversational AI companies, having reached over 100 million devices, and processed over 2 billion conversations till date. The company's intelligent virtual assistant solutions enable Fortune 500 brands globally to enhance customer experience, while saving costs and increasing sales. Haptik has been the recipient of several industry accolades, including the Frost & Sullivan Award for Conversational AI Company of the Year 2018, and recognition as one of the Top 25 AI Companies in the World 2018 by AI Time Journal. Haptik's leading clients and partners include Samsung, Oyo Rooms, KFC, Coca-Cola, Tata Group,...

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TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“We believe WhatsApp is a powerful platform for customer engagement and instant user gratification. By leveraging WhatsApp Business APIs integrated with our core business application platforms, we have just unboxed the beginning of what we'll be able to do to reach our diverse customers with personalized experiences. Now that we can reach more people in the language they prefer, it sets the right foundation for us to build the best possible customer experiences moving forward.”

MUKUL JAIN
CHIEF TECHNOLOGY OFFICER, MAX LIFE INSURANCE

“Haptik is a key partner for Hathway because they are driving real innovation in Conversational AI. Their AI platform is transforming the way we think about fostering meaningful digital interactions and customer engagement. With Haptik we were able to bring speed and efficiency to our customers, improve customer communication and deliver the state-of-the-art digital experiences that achieve impactful results.”

ANIL JHAMB
CHIEF CUSTOMER SERVICE OFFICER, HATHWAY

“The implementation of their AI-powered conversations on WhatsApp has brought a new level of convenience and personalization to our services. Our customers can now interact with us seamlessly through a messaging app they already use every day.”

SACHIN VASHISHTHAN
CHIEF MARKETING OFFICER, PAISABAZAAR

“The Haptik platform is a great source of interested users for us. The chat driven format proves to be extremely engaging for our users, leading to high conversions. Highly recommended.”

ANIKET THAKKAR
VICE PRESIDENT OF MARKETING, COVERFOX



EQUINIX HOTEL

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Coverfox

BLUE DART



ABOUT IADVIZE

iAdvize

iAdvize, the 360° Conversational Platform, empowers more than 2,000 brands to deploy an immersive customer experience at scale, fostering conversation via generative AI-powered messaging throughout the customer journey. Providing a comprehensive solution for marketing, sales, and customer support, iAdvize has one mission—to connect brands and their customers through meaningful conversations. iAdvize also takes building customer engagement a step further by offering interactive live shopping experiences. Major brands like Samsung, Nespresso, OtterBox, Hyundai, and Decathlon have deployed the platform to increase their online...

167

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“In my opinion, a successful conversation is a conversation that makes customers happy! This means they get all the answers to their questions and don't have doubts. I feel satisfied when customers are fully in line with the brand's website and the products offered. My advice may or may not lead to the sale of a product the same day. In any case, customers can come back to the website whenever they want to buy what they want because they know that a whole community of savvy enthusiasts is there to help them and guide them in their search.”

GUILLAUME ROUBY
CHIEF MARKETING OFFICER, BACK MARKET

“Customers are not left without assistance on the website, we can easily help them and the conversation is closed when they quickly obtain the answer they needed: there are no pending cases open. Messaging has become crucial, especially for our important offers like the sales or special offers.”

LINE LECUYER
CUSTOMER RELATIONS MANAGER, PETIT BATEAU

“With iAdvize, we found a solution that can provide both pre-sale consultations through chat, similar to in-store interactions, and handle the entire after-sales process.”

MARIO NEUHOLD
HEAD OF CUSTOMER SERVICE ONLINE, MÖMAX

“Thanks to iadvize social, we are setting off conversations that would not have taken place without the solution, even with a monitoring strategy.”

NEMEA

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AIRFRANCE



BNP PARIBAS

BW Best Western
Hotels & Resorts



KENDRA SCOTT

INTERSPORT



ABOUT QUALIFIED



QUALIFIED

Qualified is the pipeline generation platform for revenue teams that use Salesforce. Headquartered in San Francisco, Qualified is ranked #1 on the Salesforce AppExchange and is led by former Salesforce CMO Kraig Swensrud and former Salesforce product SVP Sean Whiteley. Qualified is funded by Sapphire, Tiger Global, Norwest Venture Partners, Redpoint Ventures, and Salesforce Ventures.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“When we gave buyers the opportunity to “skip the line” and talk to sales immediately, we saw our pipeline skyrocket. That’s been a clear winner.”

MATT ST. PETER
SR. MANAGER, DIGITAL MARKETING AND WEB, BITLY

“Qualified has been instrumental to our success. The platform has unlocked productivity across teams and up and down the sales organization.”

ANITA PANDEY
CHIEF MARKETING OFFICER, DREMIO

“Qualified Conversations has helped us accelerate sales cycles. We’ve seen 400% ROI in just six months. It’s incredible!”

ERNESTO CASTILLO
DIRECTOR, SALES DEVELOPMENT, GEM

“Qualified gave us a route to have a conversation and create leads instantly. That’s exciting.”

KEEGAN THOMSON
MARKETING, ASKSPOKE

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ABOUT RESPOND.IO



Respond.io: AI-powered messaging software for B2C companies, shared inbox, advanced automation, broadcast and supervisor dashboard analytics.

83

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Respond.io's flexible Workflows is a great advantage as it enables us to implement changes and adapt to various situations swiftly. The ability to quickly modify our support Workflow has proven extremely useful. As a result, our response times have significantly decreased and we are now able to promptly address more customer messages in the same amount of time. This feature, along with respond.io's reliable messaging capabilities allow us to deliver better customer experiences.”

CHOONG KWOK MING
HEAD OF PRODUCT, SPEEDHOME

“The flexibility of respond.io's solutions allow us to customize the platform's use for our specific needs. I really like the ability to request and upvote desired features. It shows that respond.io wants to understand users' real-world needs and charts its path forward according to genuine feedback. I've recommended the platform to friends and peers, which is high praise indeed.”

ANDY NOVIANTO
OPERATIONAL MANAGER, JAGOAN HOSTING

“We were really struggling to handle the surge in conversations on WhatsApp but the solutions offered by Respond.io addressed more than just our initial problem. Respond.io allowed us to scale up our sales and support teams, reply to customers on different channels from one place and speed up communication. Our sales skyrocketed as a result.”

FIKRI BISYIR
CO-FOUNDER, H&H SKINCARE

“Respond.io helps me to handle orders that we receive. I had tried some other services to handle WhatsApp conversation and Respond.io has been by far the simplest to setup and get going. The tech support is great, they have handled all issues I have had in a very timely fashion.”

LARRY SCHULMAN
BAGEL BOYS

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ABOUT ZOOVU



Zoovu is the ultimate AI-Conversational Marketing Platform. They help brands and retailers create conversations that convert. Zoovu's digital assistants interact with billions of consumers every day to help them find the perfect product by asking questions. Their goal is to bring the human touch to digital channels with conversational AI. Zoovu helps brands and retailers to truly understand their consumers and humanize the digital experience. <https://cdn.featuredcustomers.com/Company.logo/Zoovu.webp>

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Zoovu provides us with a powerful platform and lots of benefits out of the box. The AI-driven decision engine was very easy to configure, enabling us to see results quickly. And thanks to the flexibility of the platform, we were able to translate the interactive advisors into multiple languages and integrate them on over 50 of our country websites.”

ROB THOMAS
EMEA MARKETING STRATEGY DIRECTOR, CANON

“Zoovu's conversational AI plays a significant role in our global digital transformation. The platform sets itself apart with its AI optimization and data onboarding. We don't need market search or extensive user testing because Zoovu provides direct access to user data and how to improve the experience.”

JÜRGEN MUCKENSCHNABEL
HEAD OF DIGITAL, GROHE

“Seeing our average order value increase by 20%, meaning the consumer opts for the best fit for their needs rather than the cheapest model, is a stand out metric for us. Zoovu's driving that for us.”

JAMIE WILMOTT
CONVERSATION RATE OPTIMIZATION MANAGER, PURE ELECTRIC

“With Zoovu, we have chosen a solution that has already proven itself globally many times over, is scalable and secure without turning it into a huge IT project. Zoovu offers a powerful platform that equips Dräger for the future challenges of digitalization.”

DRÄGER

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BOSCH
Invented for life

Canon

CLAIROL®

Dräger

EPSON
EXCEED YOUR VISION



2025

**CONVERSATIONAL
MARKETING
SOFTWARE**

RISING STAR



ABOUT DASHLY



Dashly is a customer communication platform for your SaaS business. It helps acquire customers with data collecting forms, nurture them with personalized automated messages and manage (segment) the leads to return the hottest ones. Install Carrrot and increase the profit of your SaaS business.

73

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We are quite pleased with the results that Dashly brings us. Therefore, we came up with the idea to implement its tools on the showcase pages of our webmasters. This way, they earn more and, as a result, increase our company's revenue. Now we are actively promoting Dashly among our users. For example, we offer our users to get 50% cashback from the one-month subscription to Dashly using a special promo code. We assume that webmasters will increase the referral conversion by purchasing a subscription and installing Dashly on their showcase page. We are currently collecting data to confirm this hypothesis.”

ALEX
HEAD OF CRM, LEADING NETWORK COMPANY

“Thanks to Dashly, our managers are now free from the weight of manual outreach, allowing them to focus on high-quality leads. For me, it's now clear how AI can seamlessly integrate into our processes, truly improving the way we work.”

KATE
COMMERCIAL DIRECTOR, VOICEFIRST

“Thanks to the Dashly team for replying quickly, and giving valuable recommendations on the project. You help us develop our customer service effectively thanks to your involvement in the project.”

CONSTANTINE
DEPUTY HEAD OF THE TRADE DEPARTMENT, SKYSHOP

“We had lots of support from the devs at Dashly who helped us migrate existing Intercom data over and helped us set up the chat widget.”

FOUNDER
IMG.VISION

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ABOUT INSTABOT.IO



Instabot.io is a chatbot that increases conversion where you are already interacting with your users - via your website, mobile app or email. You can build, integrate, and launch Instabot into your campaigns quickly. Combine user responses from the chatbot along with information from your CRM, inventory systems, website and more to see rich analytics, edit your bot on the fly and improve your conversion ROI. Make the most of bots by leveraging them within your existing platforms.

10

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Instabot is an incredibly useful tool for lead capture. Setup was user-friendly and professionally guided by the Instabot team. Within minutes of launching on our website, we were capturing leads and employment inquiries. I recommend this tool for every business, small and large.”

CHRIS GROMEK
DIRECTOR OF SALES & MARKETING, HYBRID TECH

“We’re blown away by the Instabot platform/support thus far. You guys are building something truly special and going about it in all the right ways, and we couldn’t be more pleased with our decision to work with you.”

KEVIN ROSS
HEAD OF GROWTH, BELLHOP

“Instabot is a powerful chatbot marketing solution at a great price. Their customer service guides you every step of the way.”

KIMMO LEHTILÄ
FOUNDER, DWELLET

“Instabot helped energize our campaigns. With an engagement rate of 30%; it was one of our most effective marketing tactics.”

EMY KANE
HEAD OF DEVELOPMENT, STRAWLESS OCEAN.ORG

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ABOUT REVE CHAT



REVE Chat is a multi-channel customer communication platform that provides real time sales and support assistance with AI powered chatbots to automate chats along with human touch. With REVE Chat, offer support to your visitors and customers across website, social, mobile and messaging apps. It also offers a complete suite of customer engagement tools such as co-browsing and video chat to interactively engage customers via personalized conversations and deliver virtual in person experience.

14

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“REVE Chat helped us to assist our customers virtually with co-browsing and live chat support. We were also managed to get a better idea on our visitors activities and guide them properly.”

GRACE CHIPOFYA
CONTACT CENTRE OPERATIONS MANAGER, TELEKOM NETWORKS MALAWI

“REVE Chat is a great tool for customer support. We are using both the bot & live chat. While the bot helps to resolve FAQs, chat allows engaging customers with co browsing & video chat.”

SUSAN FOO
BUSINESS DEVELOPMENT MANAGER, PUBLIC GOLD

“With REVE Bot, we were able to handle 85% of our support queries. We noticed a significant increase in the satisfaction rate and happier customers.”

MASSIMILIANO CIARROCCA
CHIEF TECHNOLOGY OFFICER, PARDGROUP

“We offer telecom solutions to enterprise clients. With REVE Chat, we managed to generate 30% higher inquiries by connecting with them instantly.”

ELIAS DE LA CRUZ CROSS
CHIEF OPERATING OFFICER, CIBELES TECHNOLOGY

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TRANSCOM
DIGITAL

SOFTWARE[®]
SUGGEST

pardgroup[®]
UNCONVENTIONAL FIELD MARKETING

GetApp

crozdesk[™]



ABOUT SIGNALS

Signals

Signals is a signal marketing platform and consulting solutions provider. They help companies identify their web traffic, and utilize chatbots and other forms of engagement to personalize the buyer's journey. By blending the technology and strategy of signal marketing with conversational marketing, buyer insights become much more actionable across the entire sales funnel.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Signals makes our business development team more productive by allowing us to have the right conversation with the right person at the right time.”

MARIE PATTERSON
CHIEF MARKETING OFFICER, ARCHIVE360

“Our Sales Team knows that Signals is a system they can rely on, that it's a system they can trust to get them the right leads at the right time.”

DAVID PEARSON
MARKETING MANAGER, LIVEVIEW TECHNOLOGIES

“Signals' Event Agents helped us drive 4% registration, engage 30% of our customer base, and lift pipeline by 20%—all without adding headcount.”

MARK BOOTHE
CHIEF MARKETING OFFICER, DOMO

“I love the data-driven approach Signals utilizes. Specifically, A/B testing has led to impactful discoveries and improvements.”

SARAH FRUY
DIRECTOR OF MARKETING, PANTHEON

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ABOUT SPECTRM

SPECTRM

Spectrm is the conversational marketing platform that powers many of the world's leading chatbots. From disruptors to Fortune 100 companies, teams rely on Spectrm's platform, conversational AI and customer success to design experiences for their customers. The era of chatbot hype is over. Personalizing customer experience at scale in 1:1 conversations is a reality. The future of commerce is conversational and the opportunities are limitless. Their mission is to give you superpowers to build a bot that your customers love. Think of Spectrm as mission control for launching your brand into the conversational marketing...

77

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Powerful marketing platform. Amazing service! Spectrm has a very intuitive, easy-to-use conversation builder and really useful analytics. After initial onboarding, we were able to continuously optimize our experience and performance. Spectrm's team was also very helpful with best-practices and recommendations.”

MARIO D.
GLOBAL HEAD OF PERFORMANCE MARKETING, LOVOO

“Spectrm is one of our cheapest sources of user acquisition in terms of CPLs. We were able to build a highly engaging chatbot conversations which resulted in 52% higher impression to install rate compared to Facebook App Install campaigns.”

SVIATOSLAV HNIZDOVSKIY
MARKETING SPECIALIST, BETTERME

“The conversation element of AdLingo helps us reach customers in a noisy, competitive environment. We are always looking for how we can rise above banner blindness and I think AdLingo has something really unique.”

ROB TOWNE
DIRECTOR OF PERFORMANCE MARKETING, PURPLE

“AdLingo has proven to be an excellent way to scale personalized conversations with our users at a lower cost than Facebook Messenger ads.”

MATTIA VELTRI
SENIOR MARKETING MANAGER, GROUPON

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purple



CLARINS

Brownie

Better Me.