



Conversational Marketing Software Category

FALL 2026
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.

2026 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



2026

**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...

155

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Conversica and our Inside Sales team have great synergy. Dani is a great asset for us—following up on all MCLs or leads in nurture status which allows ISRs to focus on the important MQLs. It’s a perfect match.”

TYLER FIELDS
SENIOR DIRECTOR OF GROWTH MARKETING,
CORELIGHT

“We use Conversica and they are one of our best vendors. From real-time feedback on how well my Internet Team is answering leads to engagement reporting, we’ve used them for 2+ years.”

JOSEPH DAVIS
E-COMMERCE DIRECTOR, EWING AUTOMOTIVE GROUP

“Conversica makes it easier to identify which customers are initially interested in additional products, so our reps can spend more time having productive conversations.”

RICH HELLER
SALES MANAGER, MARTINDALE-HUBBELL

“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

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ABOUT FIN



Fin is powered by their proprietary Fin AI Engine™—a custom-built, modular architecture designed specifically for the scale and complexity of customer service. It combines a custom retrieval system with a rigorous multi-stage validation process, ensuring every layer is optimized to resolve complex queries with speed, accuracy, and consistency. With the most comprehensive set of capabilities available, Fin enables CS leaders to Analyze, Train, Test, and Deploy with full control over how it engages and supports their customers.

30

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Fin Tasks revolutionised how we automate complex rewards and cashback questions. What would have been monstrous workflows, with lots of branching and questions for customers to answer, are now handled by Fin using simple, natural language instructions.”

LEE BURKHILL
PROJECT MANAGER, MONY GROUP

“With Fin we saw a 35-40% deflection rate just in our trial. The biggest win for me is that we haven’t compromised on the quality of the service we were providing. It’s been delight after delight.”

JARED ELLIS
SENIOR DIRECTOR, GLOBAL PRODUCT SUPPORT,
CULTURE AMP

“We use Fin for all of our conversations. It speeds everything up because it can get to the cases before we do it and also gives the clearest answers to our customers.”

ABIGAIL WHITWHAM
CUSTOMER SUCCESS MANAGER, THE ACCESS GROUP

“Fin for Salesforce has been a game-changer. Fin’s seamless integration meant no disruption to our existing setup, leading to faster customer responses.”

ARMINDER SINGH
VICE PRESIDENT, MATTERPORT

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ABOUT INSIDER ONE



Insider One is the #1 platform that brings everything marketing and customer engagement teams need in one place so they can reach their peak potential and become unstoppable. With AI at its core and an integrated Customer Data Platform (CDP), Insider One unites data, personalization, and journey orchestration across the most extensive set of natively supported channels, including WhatsApp, SMS, Email, Web, App, and Site Search. Insider One provides the ultimate vendor experience, proven in fifteen industries and more than 30 countries for more than a decade, to help teams be first, be focused, and be progressive, redefining what it means to lead in...

396

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Selsey is a growing company, in high expansion mode, that competes with brands like IKEA. We work with Insider to boost conversion rate, which is also our main KPI. Insider's mobile suite has proven extremely advantageous for us, as 80% of our traffic comes from mobile devices. Being an eCommerce company, driving conversions through smartphones is not easy. Insider's mobile suite has made the task easier and kept us growing on...”

MARTA OGÓRKIEWICZ
HEAD OF MARKETING AND DIGITAL PRODUCTS, SELSEY

“Insider's capabilities in executing personalized messaging are amazing. It has allowed us to go to market a lot quicker than expected. The Insider team is very knowledgeable and fantastic at providing suggestions to improve ROI and increase conversions. The team is pleasant to work with, and their people are so approachable that it often feels like they're an extension of our...”

JANE HOUGHTON
E-COMMERCE MARKETING MANAGER, BEACON LIGHTNING

“Insider has been instrumental in our efforts to reduce cart abandonment. It has directly impacted our conversions and improved it by 12.56% while lowering cart abandonment by 15%. We were able to create multiple scenarios incorporating push, email, and gamification to deliver better experiences. The Spin-to-Win Wheel feature was definitely a unique approach to deliver incentives and engaged our visitors to sign up or log into...”

WISMAN ODHIN
ECOMMERCE MANAGER, ERAFONE

“Insider's team has been extremely helpful, detail-oriented and has helped us by monitoring data to enable us the level of success and growth across all our channels. In a short span we have been able to increase our AOV by 12% and reduce cart abandonment by 10%. I look forward to a long and fruitful partnership with Insider and greater measurement of success. It's possible!”

LUKAS JORISSEN
CHIEF MARKETING OFFICER, IBOOD.COM

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ticketmaster

SHANGHAI TANG
上海唐



PER|CEN|TIL



ABOUT 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.

230

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Salesloft is different because it's a true revenue workspace. A lot of the sales engagement tools that I looked into for our company were specific to cadencing, and they don't offer a holistic look at the go-to-market strategy.”

ELI HATTERSLEY
REVENUE OPERATIONS ANALYST, KLARIVIS

“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 gave us the flexibility to customize the platform based on what each team needs. Sales can do what they want. We can do what we want. It doesn't interrupt the other side.”

CHRIS SEXTON
DIRECTOR OF ENTERPRISE CUSTOMER SUCCESS,
SEAMLESS.AI

“Salesloft gives us the insights we need to move our C players to B players, B players to A players, and help guide them in ways to be more effective.”

JESSICA NELSON
GLOBAL VP OF SALES, STREAM

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2026

**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.

166

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"Giosg provides personal support, feeding us new ideas on how to use their features to develop our business. [It] truly adds value and helps us to develop our partnership further."

ANNA NIEMELÄ
ECOMMERCE MANAGER, STAPLES

"We are very pleased with the collaboration with giosg. The system is stable and easy to work in, both for agents and administrators."

MALIN SKAAR
CUSTOMER SERVICE MANAGER, APOTEK1

"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

"giosg's Interaction Builder has opened new perspectives for thinking about customer experience."

VAASAN SÄHKÖ'S

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SKANSKA

TELCO

FINNAIR

Fonecta®

HOAS



ABOUT HAPTIK



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,...

111

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Our collaboration with WhatsApp as an intuitive and widely used communication platform and Haptik as a trusted development partner has redefined customer engagement at Kotak Life. Together we have created a seamless and personalized experience for our customers, where brand and product discovery for customers is delivered via digital marketing...”

PRASAD PIMPLE
EXECUTIVE VICE PRESIDENT & HEAD OF DIGITAL BUSINESS UNIT, KOTAK LIFE INSURANCE

“We launched Haptik just as the Covid crisis hit, and there is no doubt that it has helped us maintain a high level of customer satisfaction and one of the highest NPS scores in the country. WFH and increasingly high volumes have put additional strain on our CS team, but Haptik and our brilliant bot Netty have risen to the occasion and helped us deal with these pressures.”

BRUCE SCHWACK
CHIEF COMMUNICATIONS OFFICER, NETMEDS

“Haptik has been instrumental in our support scaling efforts by helping our customers with the most accurate solutions across channels. Since partnering with Haptik we've been able to reduce our support wait times by almost half, thereby reinventing our digital DNA through innovation and operational excellence and achieve impactful improvements in customer experience.”

CHRIS LIPMAN
CHIEF CUSTOMER OFFICER, STARHUB

“Haptik has helped us better understand and execute the order management cycle. Moreover, we've overcome the operational challenges owing to network issues by leaps and bounds.”

PUNEET SHARMA
FOUNDER, ZOOP

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ABOUT 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...

172

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Thanks to the iAdvize team's support and availability, we were able to roll out the AI assistant across 6 countries without a hitch. The integration was fast, intuitive, and extremely well supported.”

MARIE PONTOIZEAU NOËL
PROJECT MANAGER, MON LIT CABANE

“After A/B testing, we realized that the strategy implemented with iAdvize was more effective in terms of the number of interactions, and, above all, achieved better conversion.”

THIBAUT BONNETON
DIGITAL & TELESales DIRECTOR, ORANGE

“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

“We deployed iAdvize to guide, accompany and advise website visitors, to remove friction in their browsing and generate more leads.”

AUDREY HEISER
E-COMMERCE MANAGER, RENAULT RETAIL GROUP

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BW | Best Western.
Hotels & Resorts

AIRFRANCE /

TOSHIBA

SENNHEISER

PHILIPS



ABOUT 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.

182

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"We're most excited about leveraging Piper's advanced AI capabilities to further personalize and scale our prospective and existing customer interactions as we move towards incorporating an upsell motion into our funnel."

SEAN MCCAFFREY
DIRECTOR OF MARKETING OPERATIONS, CIN7

"Piper delivers the personalized experiences marketers have been chasing for decades."

KEITH PEARCE
CHIEF MARKETING OFFICER, GAINSIGHT

"Piper helps us scale our inbound pipeline without increasing SDR headcount."

TRICIA GELLMAN
CHIEF MARKETING OFFICER, BOX

"With Piper, I have full control over the entire funnel."

JAMIE DOMENICI
CHIEF MARKETING OFFICER, KLAVIYO

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ThoughtSpot

Revenue

Brandfolder
by smartsheet



asana



Birdeye



ABOUT RESPOND.IO



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

89

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Respond.io allowed us to establish a line of communication with patients quickly and effectively during a time of crisis. Launching a dedicated app for Covid-19 communication would have been too slow and expensive, and we foresaw low adoption rates, especially among less tech-savvy audiences. Now that we're out of crisis mode, we see great potential in respond.io's solutions for wider use in the healthcare industry and beyond.”

HEALTHCARE INTEGRATION ARCHITECT AND
CONSULTANT
TRS,INK

“Respond.io is an innovative company that has boosted our interactions with clients in a way that wouldn't be possible with other platforms. Now we can broadcast WhatsApp messages at scale, which was impossible before. The vulnerabilities we had in the past are long gone: No more lost conversations and no more agent restrictions.”

ELIAS ROSA
BUSINESS INTELLIGENCE ANALYST, FARMACIA LA
BUENA

“Respond.io helps us offer the necessary support to retain and attract customers. We doubled our subscribers in two months without compromising on support quality. We are also more data-centric in making decisions now with the insights provided. This is definitely the platform that will allow us to scale and achieve the growth we want to see.”

DIEGO CASABE
CHIEF OPERATING OFFICER, KLETA

“With Respond AI handling routine questions, and WhatsApp giving us direct access to phone numbers, everything clicked—our consultants could focus on high-quality leads that were far more likely to convert into paying customers.”

DAVID FIALA
CO-FOUNDER, PRAGA MEDICA

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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>

56

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“With Zoovu, we found a technology partner that combines an extremely intuitive and flexible platform with an experienced team, available integrations, and the know-how to transfer our unique requirements into a successful solution.”

DENNIS WINTER
TEAM LEAD, IT AND BUSINESS APPLICATIONS, SALES,
MAPAL

“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

“With Zoovu we could quickly roll out digital assistants across hundreds of retailers. They provide great support too!”

KERSTEN SCHULTE
CORPORATE BUSINESS DEVELOPMENT MANAGER,
MIELE

“We found that with Zoovu. Its white glove implementation process was a big reason for choosing them.”

DAN LEEDER
VICE PRESIDENT AND CO-OWNER, NOBLE KNIGHT
GAMES

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EPSON
EXCEED YOUR VISION

CLAIROL®

brother®



BOSCH
Invented for life

Ansell



2026

**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.

74

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Dashly team’s commitment to our success really amazed me. We diligently met week after week, analyzing the numbers and fine-tuning our approach if needed. Our 700% ROI proves that I made the right decision. And this isn’t just about the numbers. I see the real, tangible time saved for my team. I’m so thrilled to see what else we can achieve with these guys by our side.”

KEIR
CMO, ADVERTISING SOCIALS

“Thanks so much to Dashly guys! With your assistance, we’ve increased our project’s turnover thanks to the correct implementation of the tools we didn’t use before. We liked the approach itself and the working process very much. Be sure to try Dashly — they’re worth it, and you won’t regret it! Dashly team, you’re great.”

MICHAEL
HEAD OF SAAS PROJECT, LEADING SAAS 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

“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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APPMAGIC





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

“If you don't have the resources to dedicate to a full-time live chat representative, Instabot is a fantastic alternative. Instabot is a perfect platform for qualifying leads and collecting user data. Along with lead generation, Instabot can act as a customer service representative, educating potential customers about your business and answering users' most frequent questions. I would highly recommend giving Instabot a try, and with a two week trial period, you'll have more than enough time to learn all about the platform for yourself.”

TRANSIT SYSTEMS INC

“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

“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 was easy-to-build and had full analytics, so I was able to quickly measure its effectiveness.”

JEFF HOWARD
EXPERT IN SEO AND CONVERSION OPTIMIZATION, NEW JERSEY HOTELS NEAR NYC

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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.

22

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Our support team faced steady challenge handling the influx of customer queries. But with the AI-powered Chatbot handling 85% of inquiries, our team could focus on addressing critical issues promptly. REVE Chat has significantly improved our response time and overall customer satisfaction.”

LAXMAN TARI
HEAD OF MARKETING, LEGRAND

“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

“Transcom Digital is using REVE Chat to generate leads from www.transcomdigital.com. We got new leads last year & are using the Click to Chat/Call link in the social media campaigns.”

FARIDUL AMIN
HEAD OF ECOMMERCE & OMNICHANNEL OPERATIONS, TRANSCOM DIGITAL

“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

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