



# Convert user comments into hot leads on social media

We help you drive leads by automating personalized responses, on social media

## THE PROBLEM

Everyday, brands on Facebook & Instagram get thousands of comments on social posts

3 billion

49%

9%

COMMENTS/DAY

CONTENT FROM BRANDS

YEAR-ON-YEAR GROWTH

But scale is too large for brands to respond to everyone — which means, leads left on the table



Products/Offers



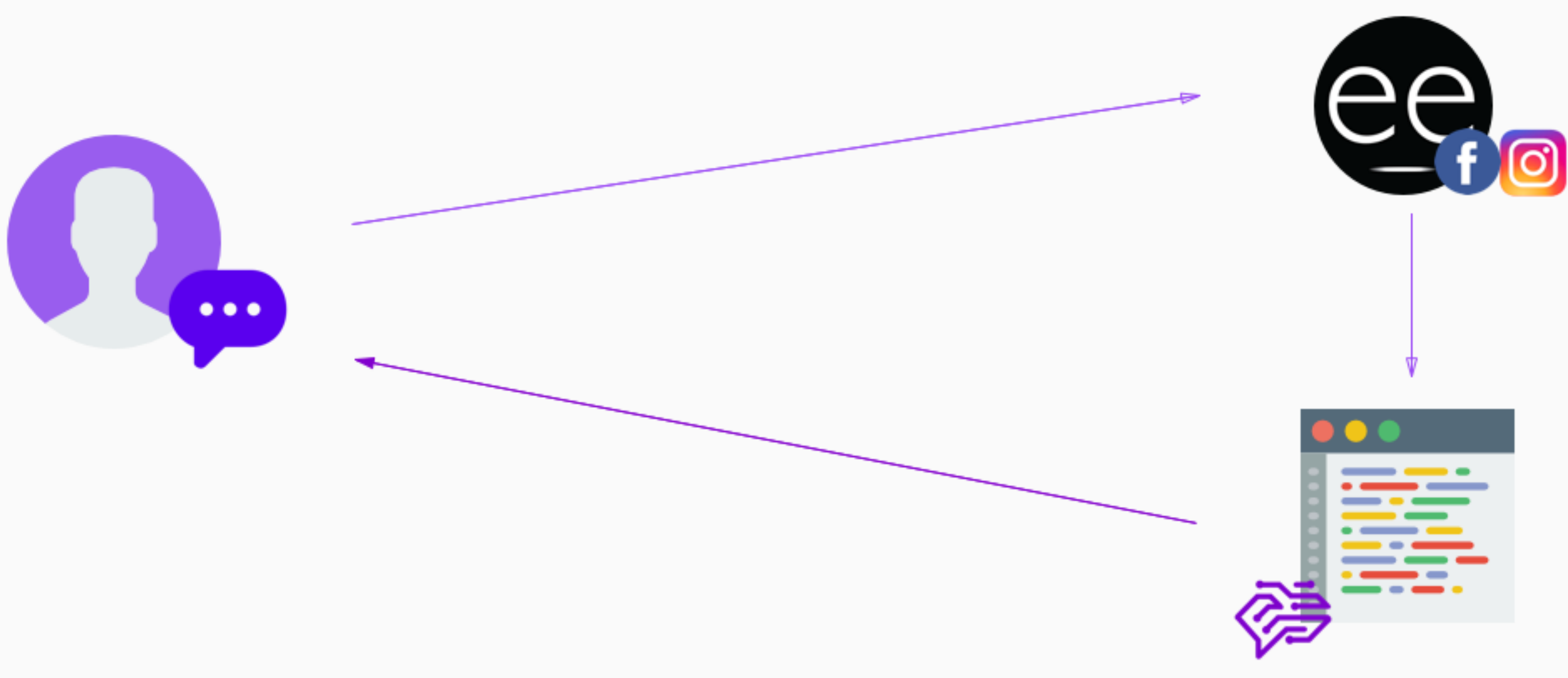
limited customer service



limited brand safety

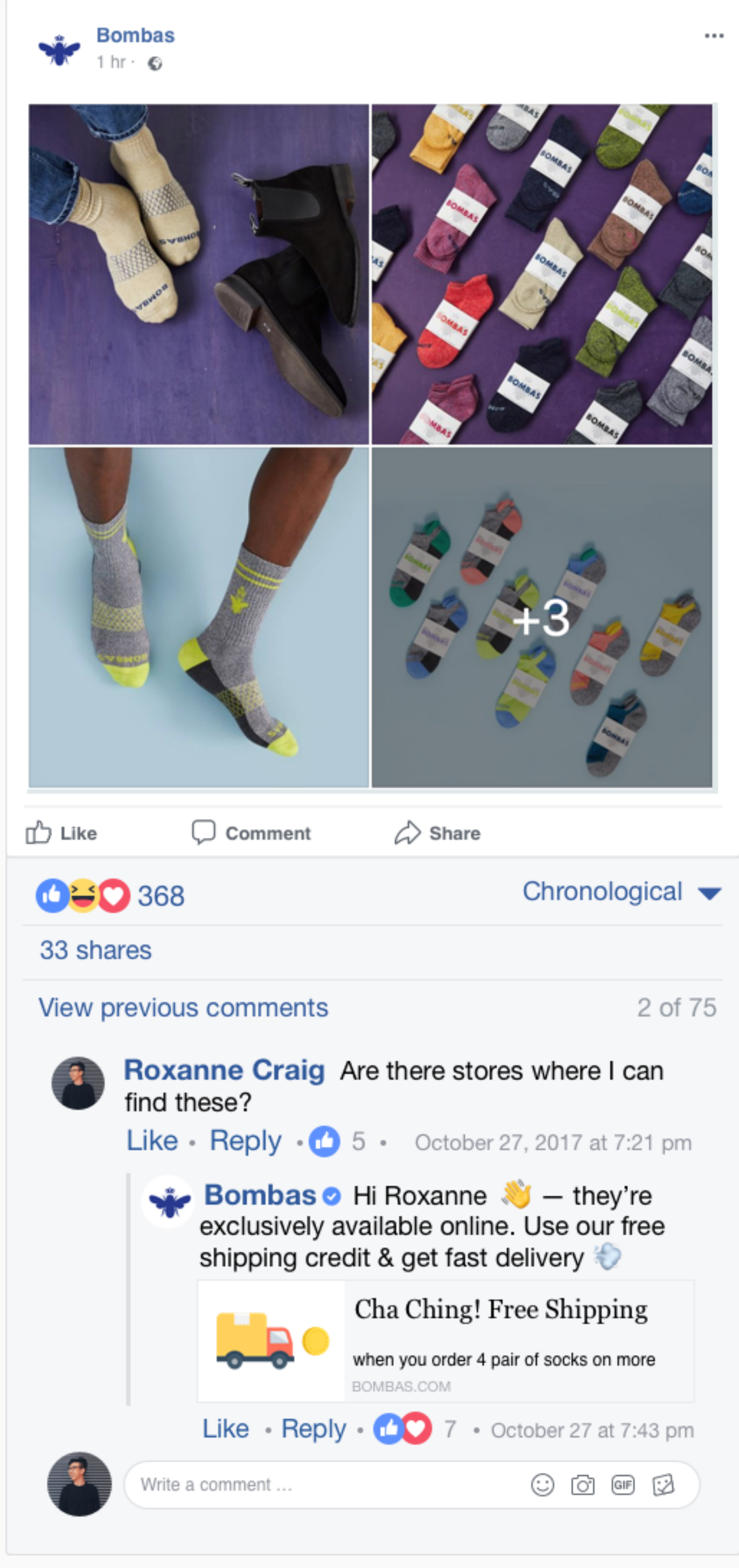
## THE SOLUTION

Convert Incoming social comments into Hot Leads



## HOW IT WORKS

Echo ingests comments on social posts and auto-responds based on key data points



Converts FAQs into hot leads



Echo indexes hundreds of auto-responses, so users receive personalized & unique experiences

Social Ads on Dark Posts? No Problem.



Drive Leads



Answer FAQs



Detox Spam

## EARLY SUCCESSES

someecards

SHOWTIME

TV LAND

Our Artificial Intelligence has produced some great results



30% Click-Thru Rate AVERAGE



22% Increase in Positive Social Reations ON RESPONSES DELIVERED



Created > 1M views PER BRAND

