



# ZOE

CADENCE MARKETING AI  
CHAT • EMAIL • PHONE

# CADENCE

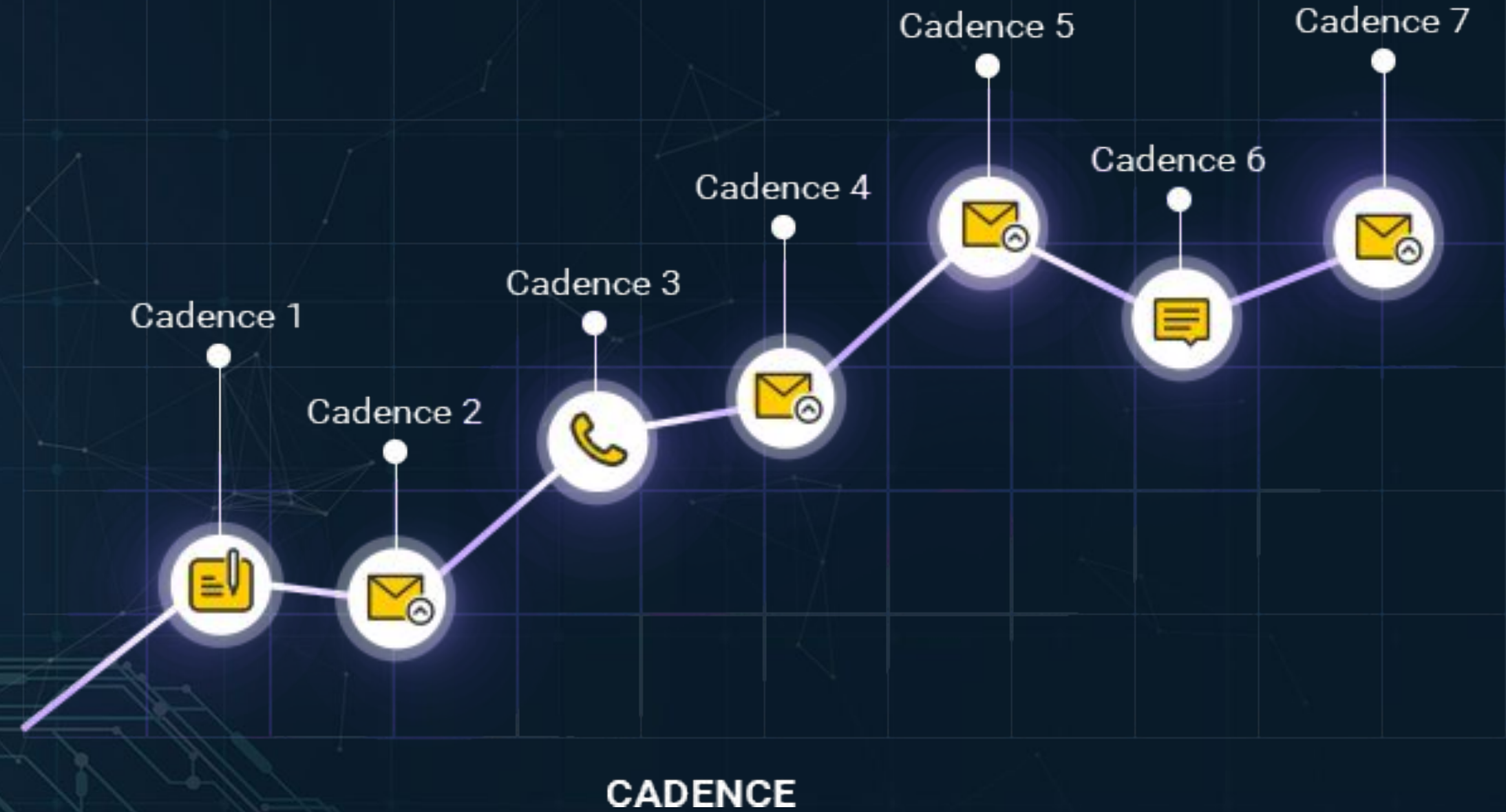
Marketing AI



100%

LEAD RESPONSES

0%





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# NEED, PROBLEM & SOLUTION

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# **Sales Assistant AI & Cadence Assistant AI**

# How can 100 perform like 1000

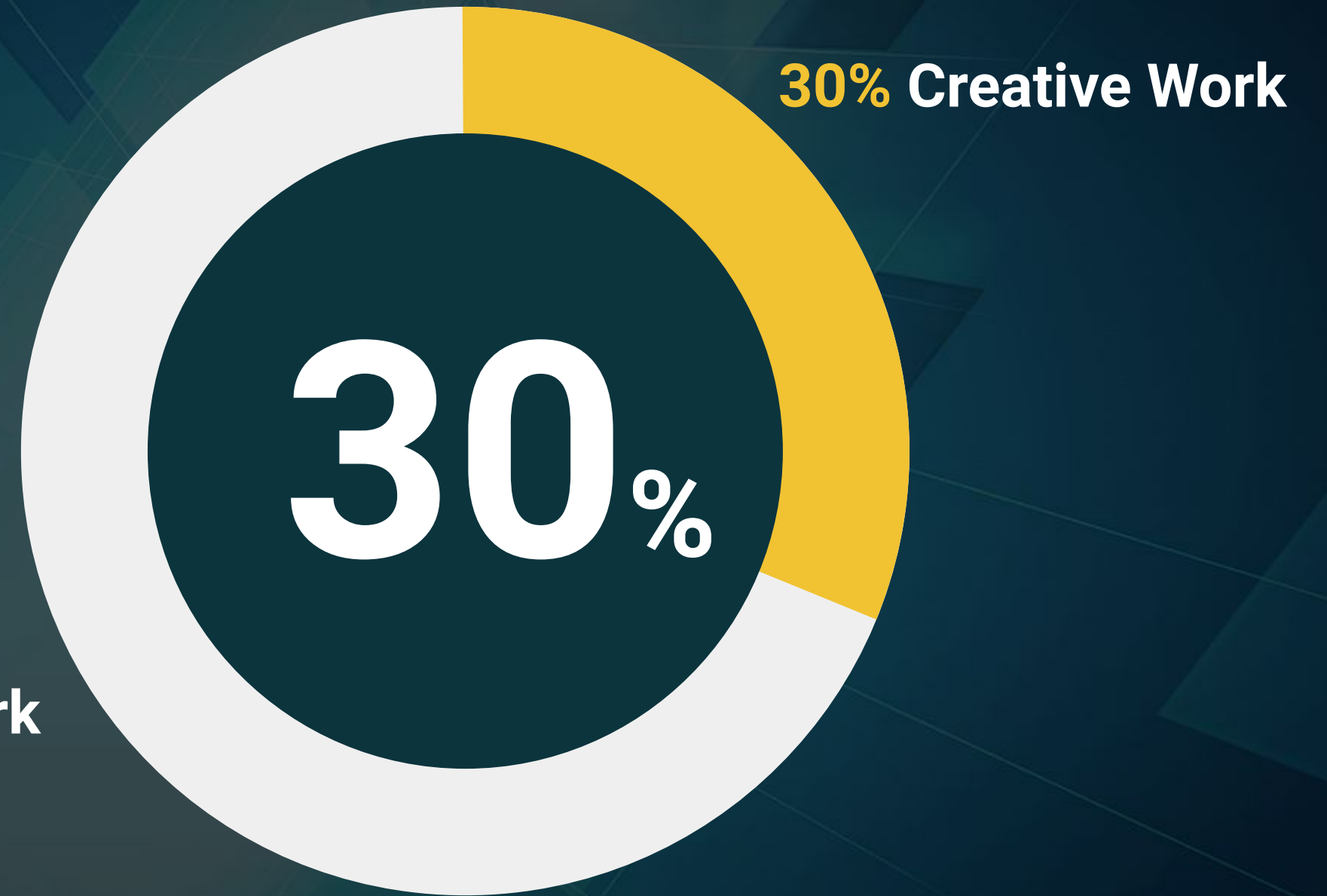


- SCALE
- PERSISTENCE
- PRECISION

# Do You ReachOut & Nurture **ENOUGH?**



# PEAK PERFORMANCE REALITY



70% Grunt Work

**PEAK PERFORMANCE ⇒ + (TIME & SPACE)**

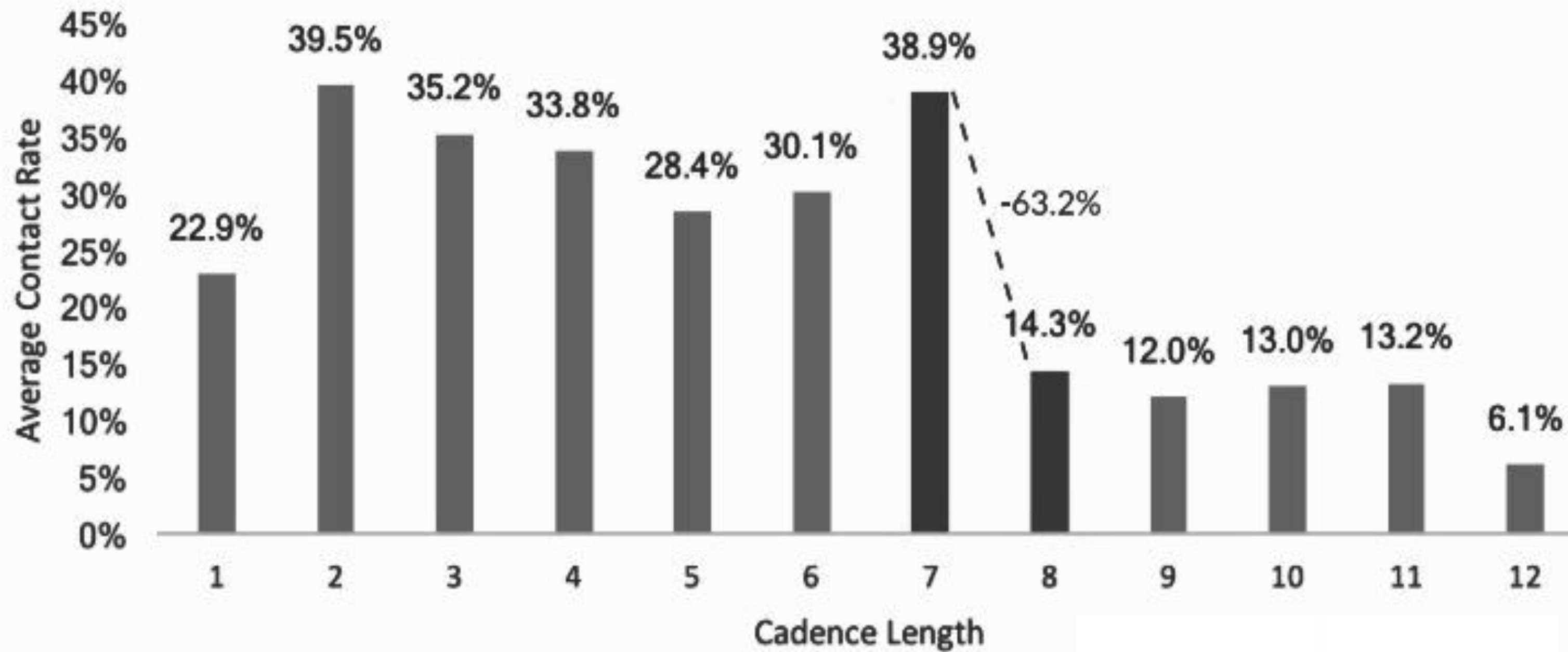
OVER  
**80%**  
REPS STOP  
FOLLOW UPS

AFTER  
**2**  
ATTEMPTS



# CADENCE METRICS

## Average Contact Rate by Cadence Length



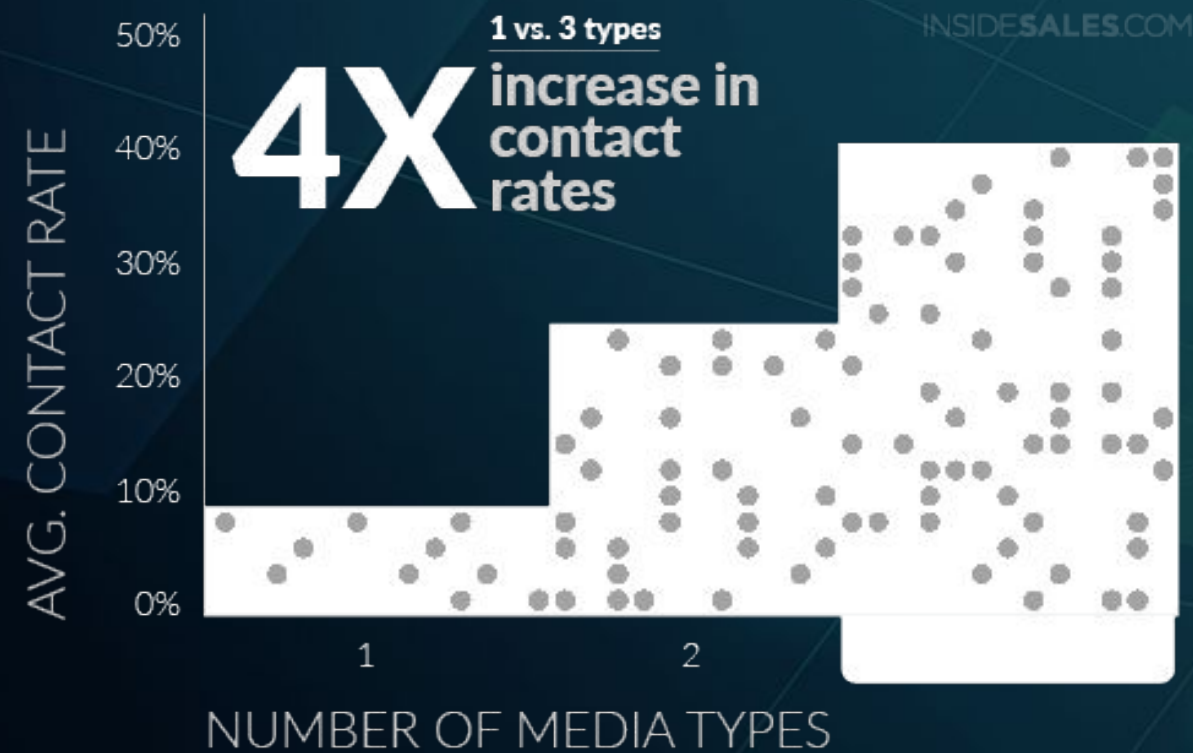
# CADENCE STRATEGIES

## ● MEDIA

BELIEVED: 4.0 media types

ACTUAL: 2.0

OPTIMAL: **3+** media types

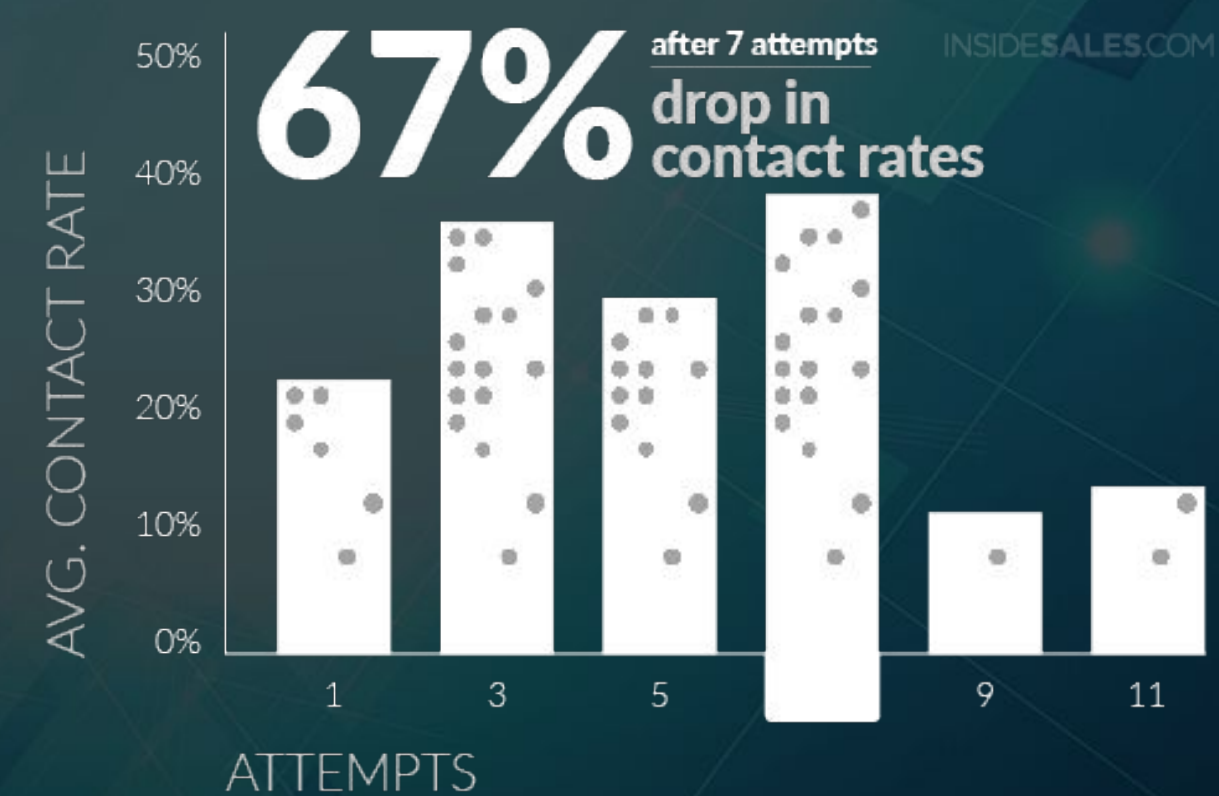


## ● ATTEMPTS

BELIEVED: 15.1 attempts

ACTUAL: 3.5

OPTIMAL: **7** attempts



# Cadence Strategies



Content



Spacing

*Long Form.*

*Short Form.*

*Micro-form - 'Any Thoughts?'*

*Building Trust:*

*Adding a new piece  
of content at every  
Cadence*

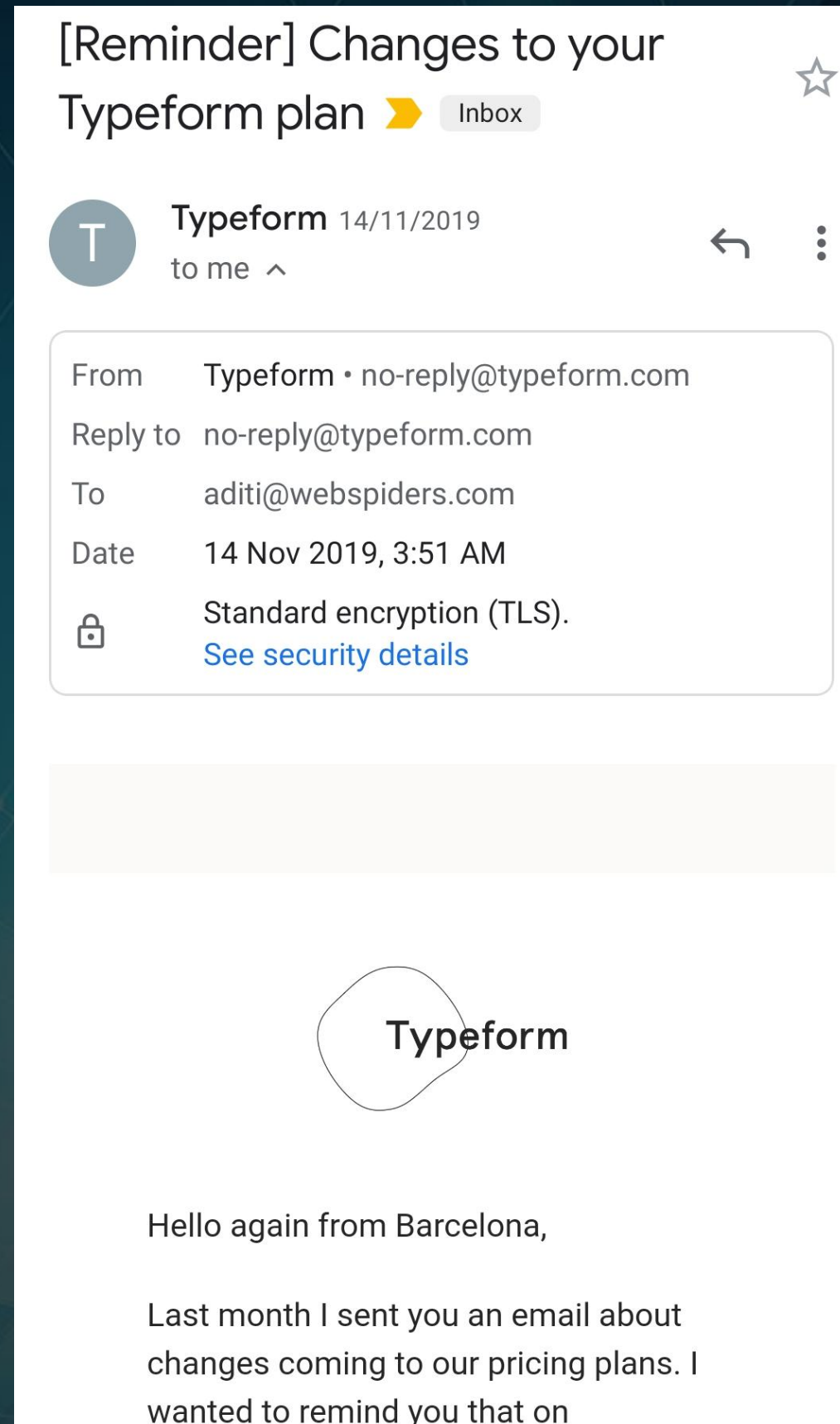
*Front Heavy.  
Back Heavy OR  
Even Spaced*

“With **ABM**, you’re creating this **really strategic, orchestrated set of activities** that makes you rise above the noise of what everyone else out there is doing and gets that account to say, ‘Hey, I want to talk to you.’”

**- Trish Bertuzzi**

President & Chief Strategist  
The Bridge Group

# From “no-reply” to 2-way ABM



# ZOE - The AI Assistant for Cadence Marketing & Account Management



Personalization at scale  
From 000 to custom skills



Multi-Channel, persistent -  
2-WAY Follow-ups and Nurture



100% followup & NURTURE -  
Trade-Shows, Digital & Existing Accounts

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# Automate lead conversion & ABM using **Text Intelligence & NLP**



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**2-Way Emails**



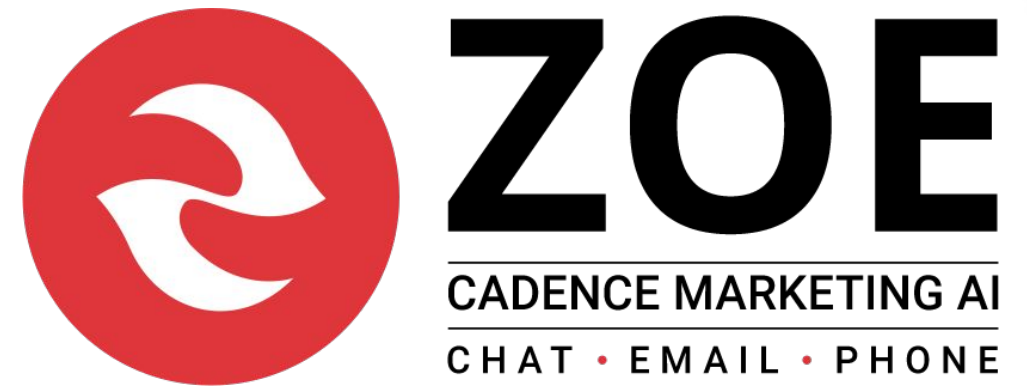
**Calls**



**Texts**



**Handwritten Notes**



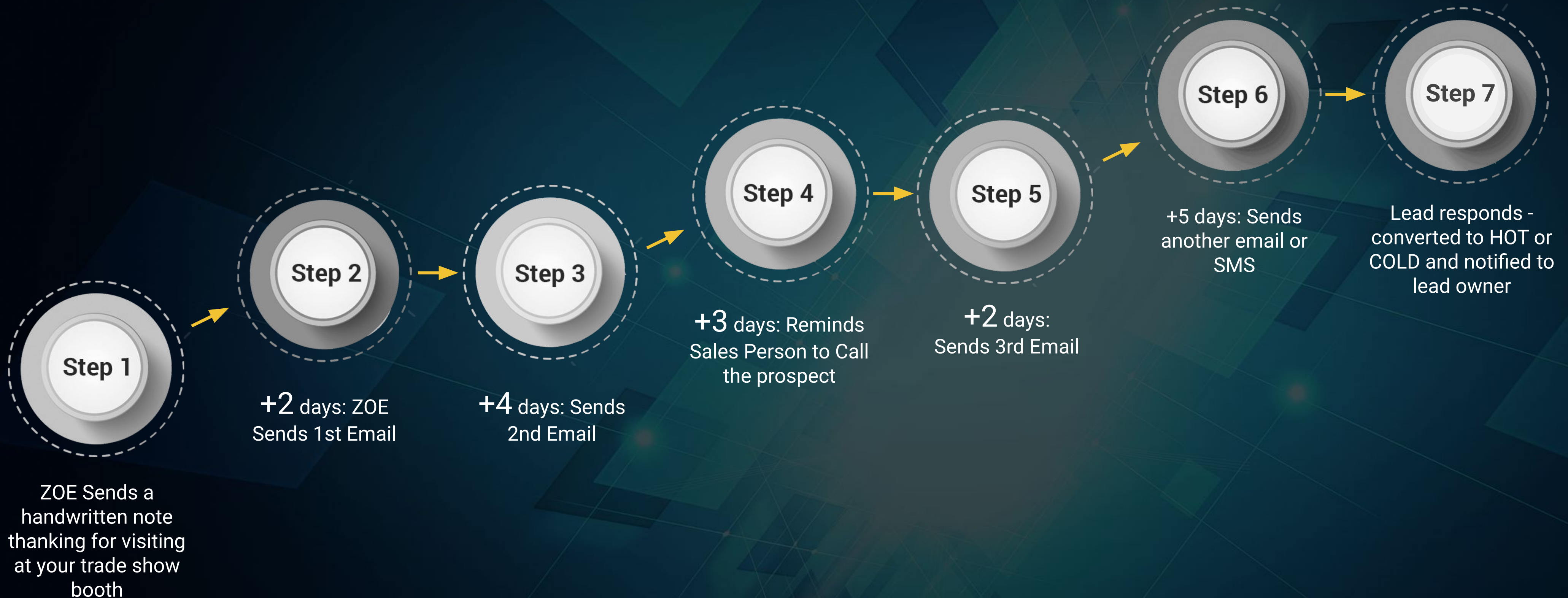
# CADENCE

## MARKETING AI

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# SAMPLE ZOE CADENCE FLOW



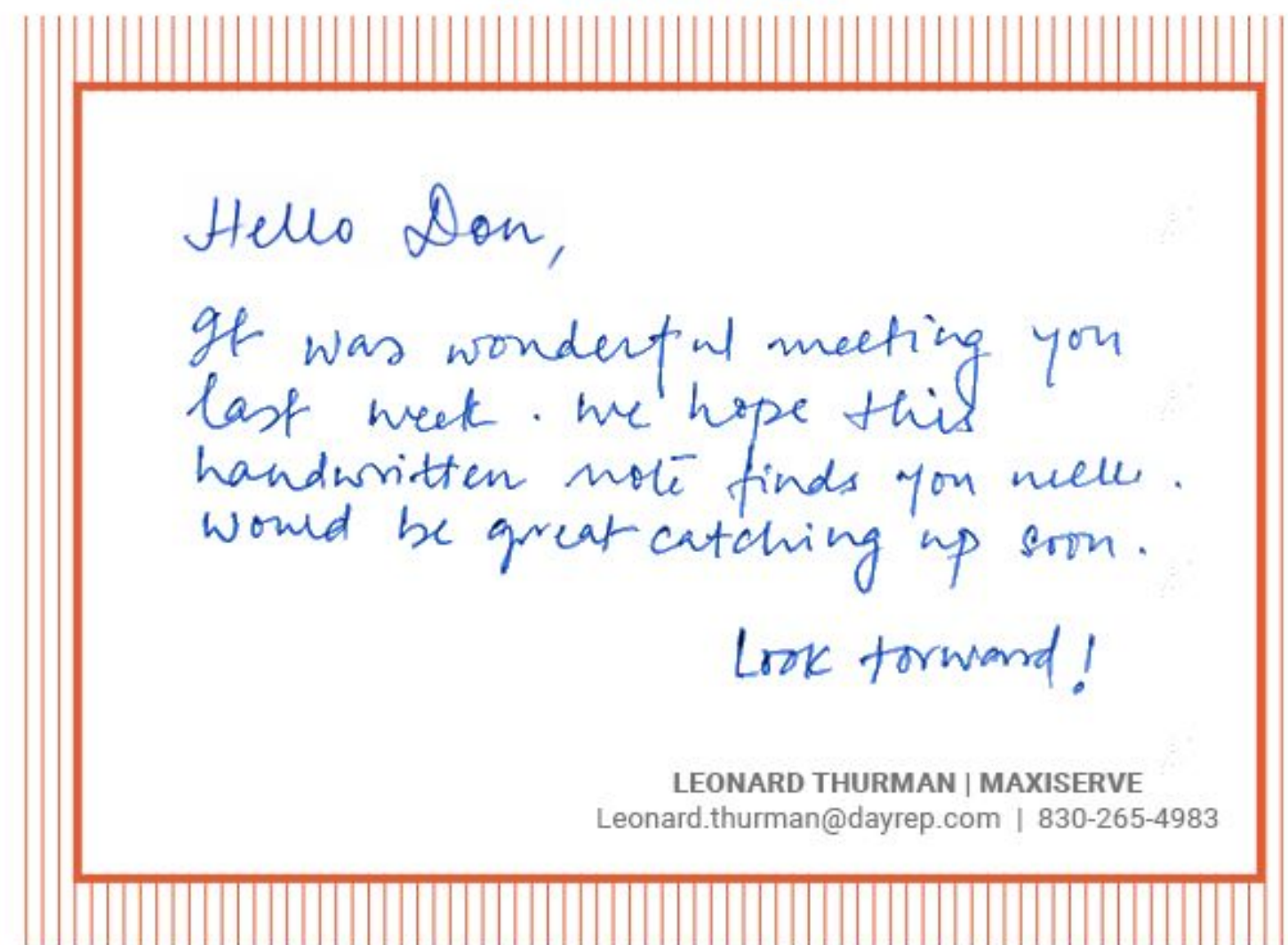
## Your Handwritten Note is getting Ready !!

Please right click on the image and save it.

Your Envelope !!



Your Handwritten Note !!



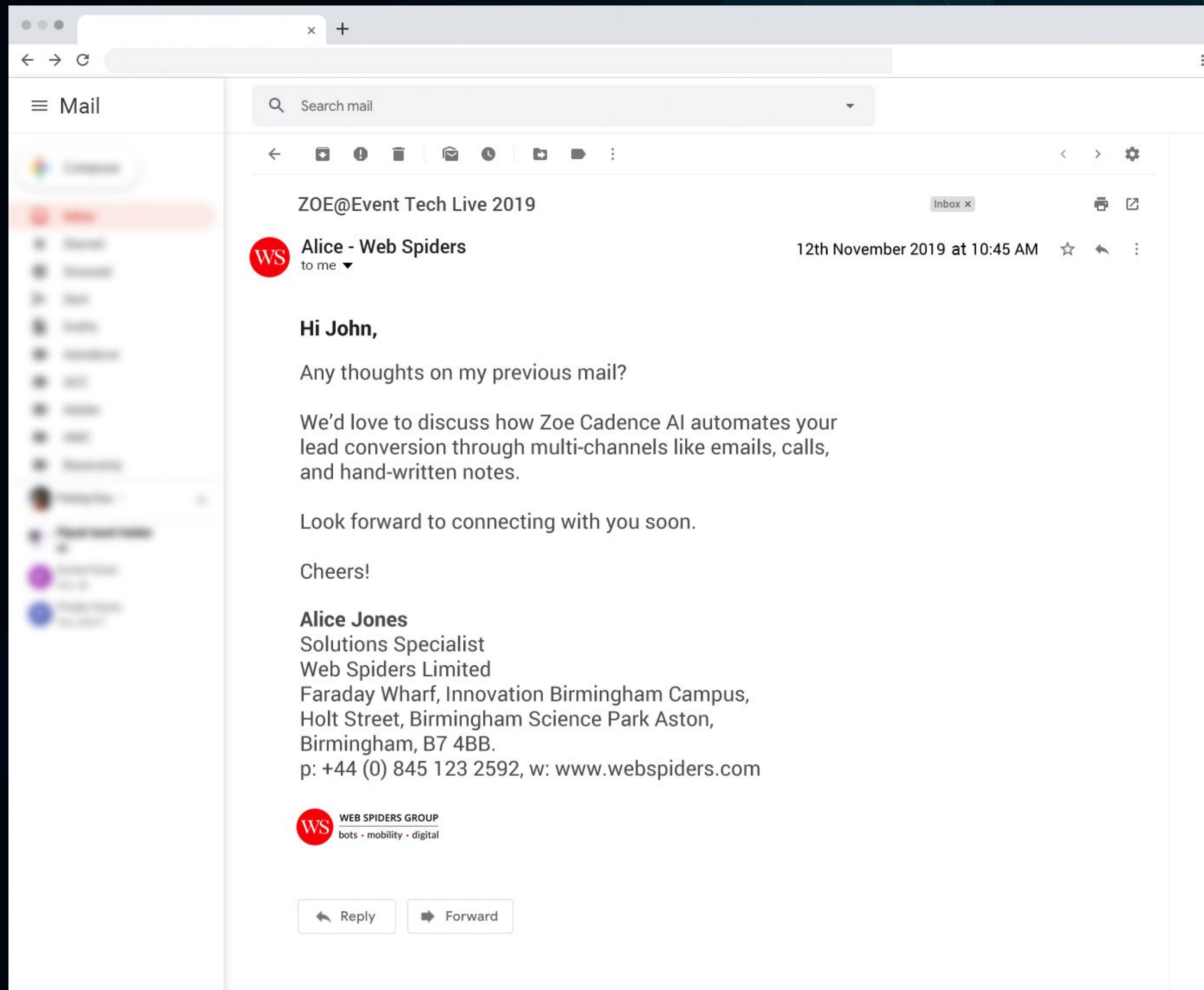
<< Start Again

Looking Good >>

Activate Windows  
Go to Settings to activate Windows.

# The Initial Pitch

(On a handwritten note)



The screenshot shows a web-based email client interface. At the top, there's a search bar with the text "Search mail". Below it, the email header shows the sender as "Alice - Web Spiders" with a red circular profile picture containing the letters "WS". The recipient is "to me". The date and time are "12th November 2019 at 10:45 AM". The subject of the email is "ZOE@Event Tech Live 2019". The main body of the email contains the following text:

**Hi John,**

Any thoughts on my previous mail?

We'd love to discuss how Zoe Cadence AI automates your lead conversion through multi-channels like emails, calls, and hand-written notes.

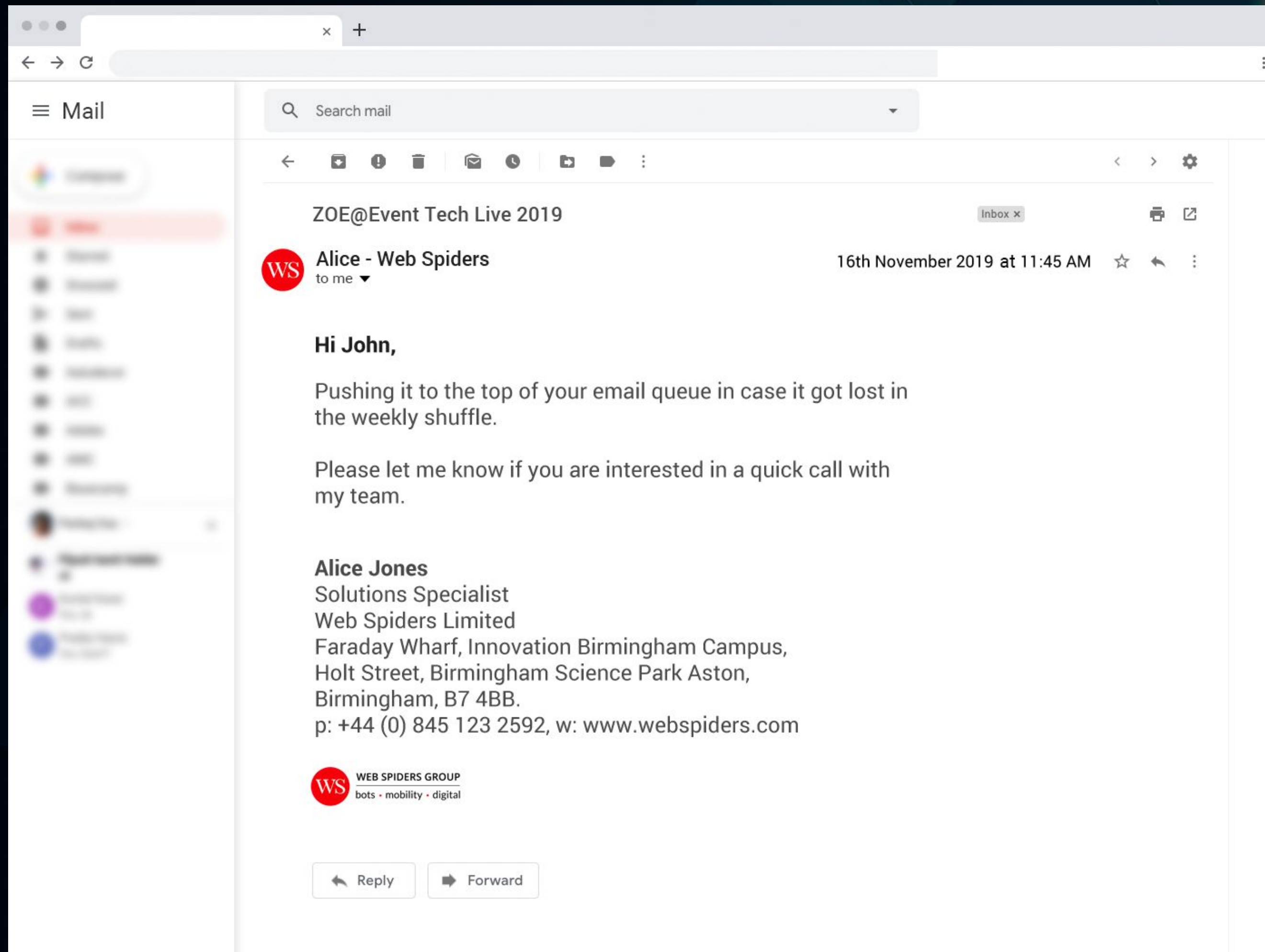
Look forward to connecting with you soon.

Cheers!

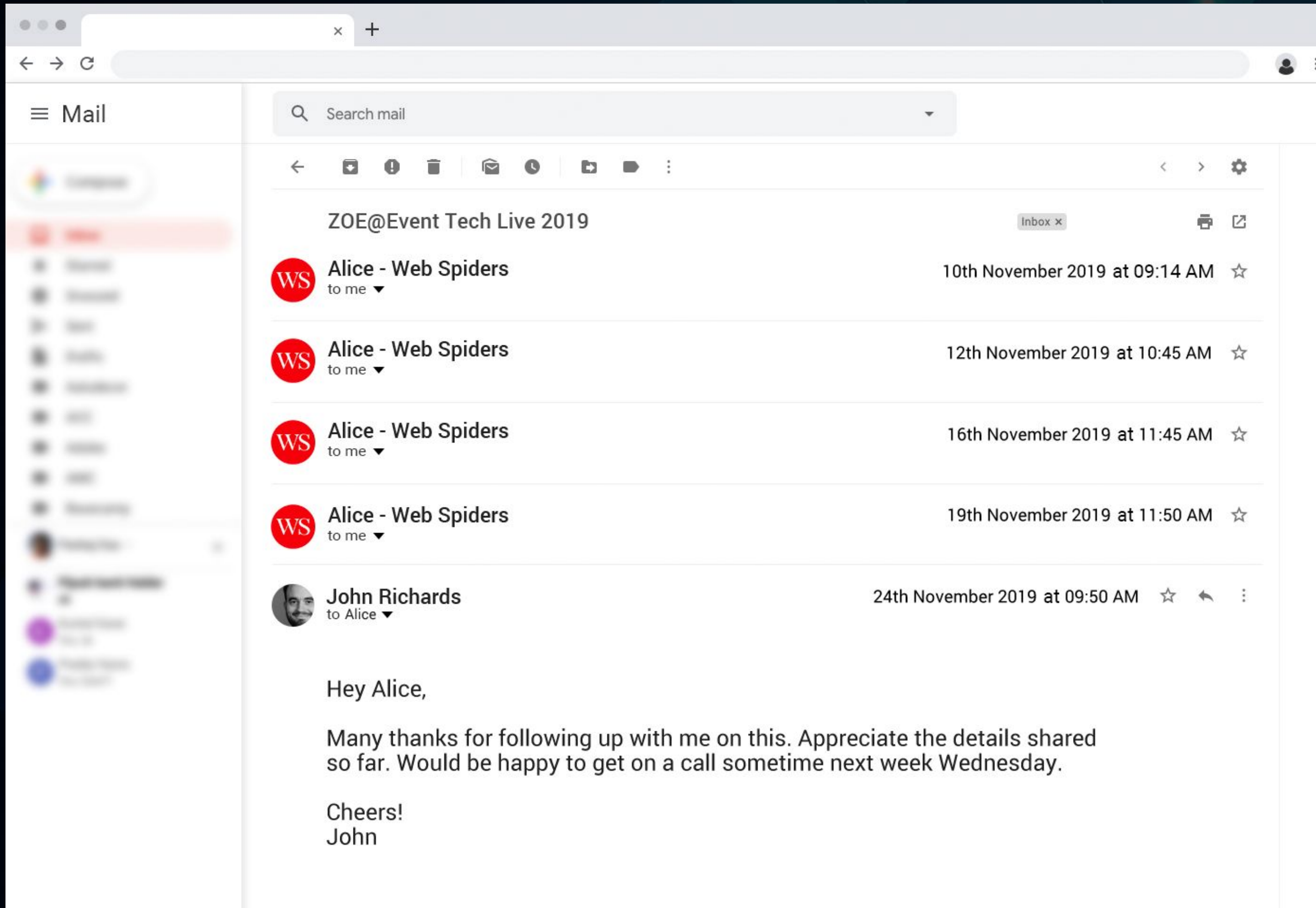
**Alice Jones**  
Solutions Specialist  
Web Spiders Limited  
Faraday Wharf, Innovation Birmingham Campus,  
Holt Street, Birmingham Science Park Aston,  
Birmingham, B7 4BB.  
p: +44 (0) 845 123 2592, w: www.webspiders.com

At the bottom of the email, there is a logo for "WEB SPIDERS GROUP" with the tagline "bots · mobility · digital". Below the logo are two buttons: "Reply" and "Forward".

Reach Out 1



Reach Out 2



Mail

Search mail

ZOE@Event Tech Live 2019 Inbox x

**Alice - Web Spiders** to me 10th November 2019 at 09:14 AM ☆

**Alice - Web Spiders** to me 12th November 2019 at 10:45 AM ☆

**Alice - Web Spiders** to me 16th November 2019 at 11:45 AM ☆

**Alice - Web Spiders** to me 19th November 2019 at 11:50 AM ☆

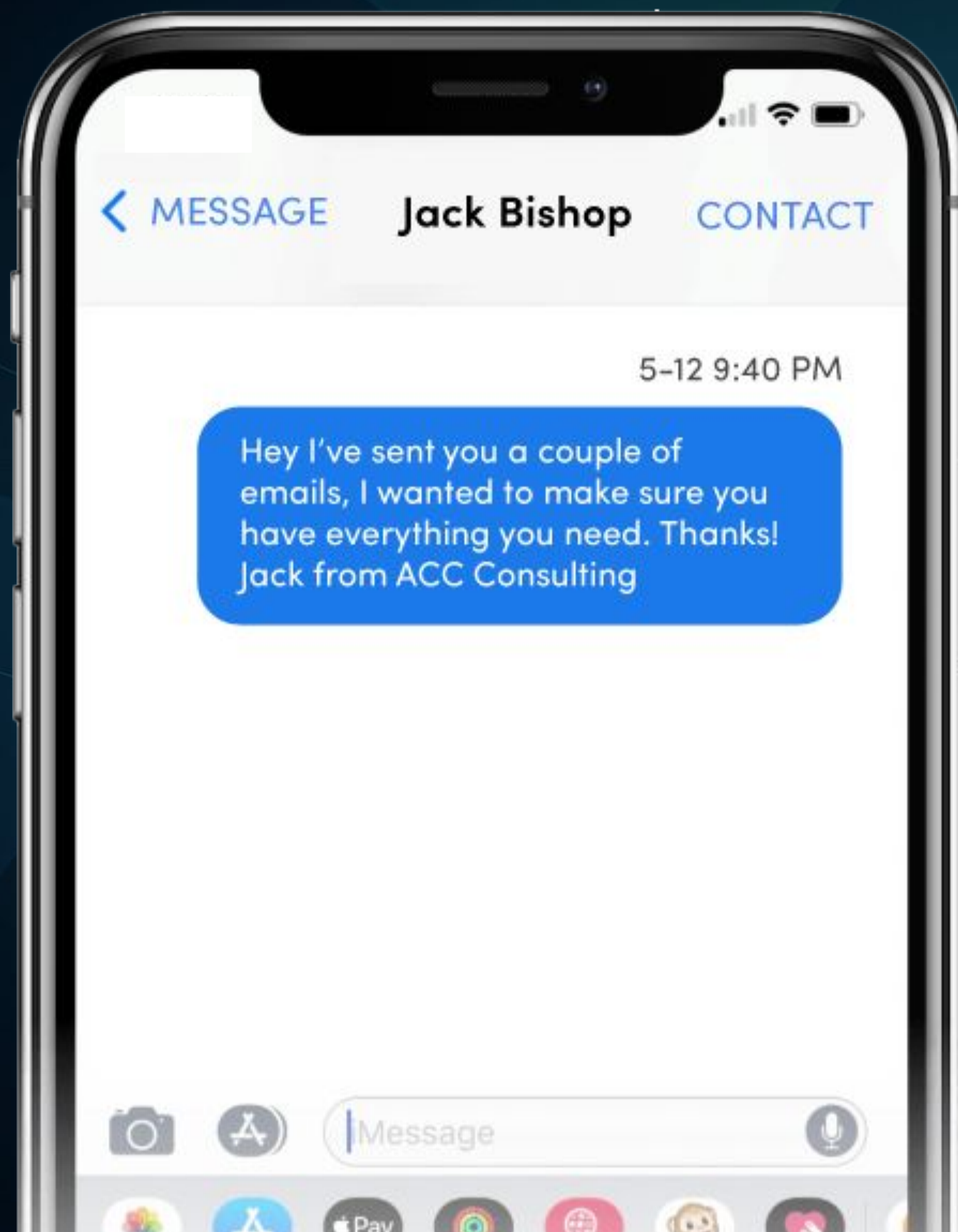
**John Richards** to Alice 24th November 2019 at 09:50 AM ☆ ↩ ⋮

Hey Alice,

Many thanks for following up with me on this. Appreciate the details shared so far. Would be happy to get on a call sometime next week Wednesday.

Cheers!  
John

Response from Lead



Reach Out 4

# MEETING SCHEDULER

- Easy 2-step meeting scheduler
- Allows leads to block time slots on their convenience

SELECT A TIME

- Morning -

09:00am	09:30am	10:00am
10:30am	11:00am	11:30am

30 Minute Meeting Eastern Standard Time

SELECT A DAY

- TODAY -

<	Mon Apr 23	Tue Apr 24	Wed Apr 25	Thu Apr 26	Fri Apr 27	>
----- unavailable -----						

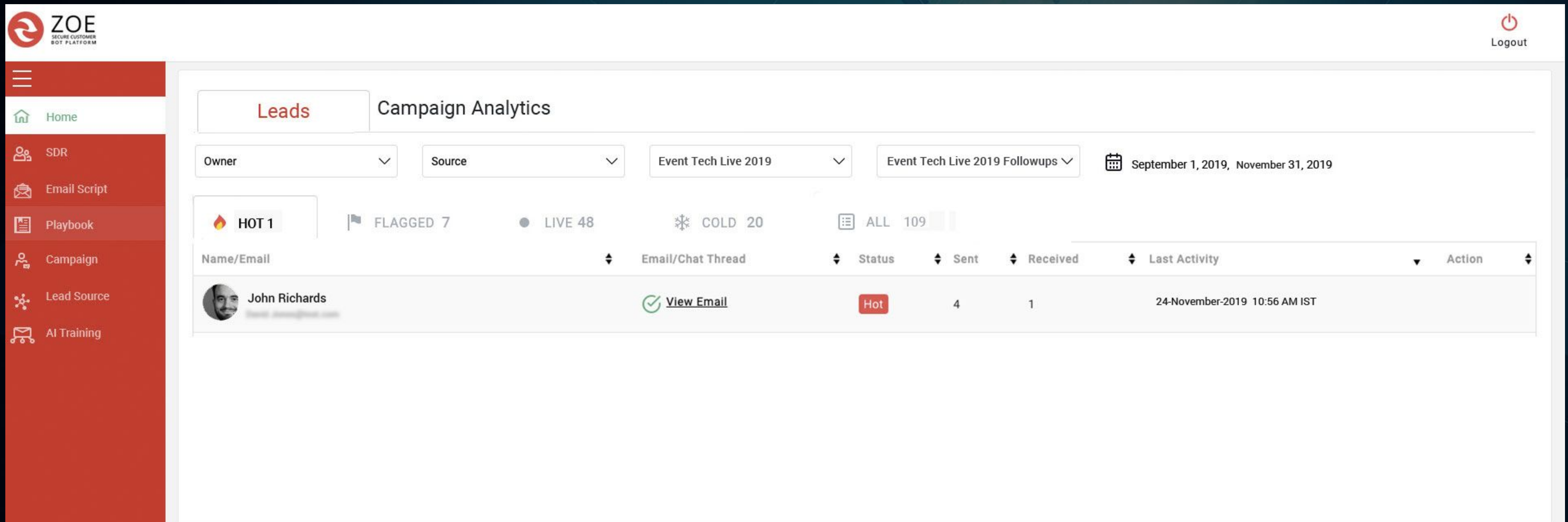
← 30 Minute Meeting

09:15am - Friday, April 27, 2018


Time Zone: Eastern Standard Time

CANCEL SCHEDULE EVENT

# Lead turns **HOT** on ZOE Cadence Dashboard



The screenshot displays the ZOE Cadence Dashboard interface. On the left is a red sidebar with navigation options: Home, SDR, Email Script, Playbook, Campaign, Lead Source, and AI Training. The top right corner features a 'Logout' button. The main content area is titled 'Leads' and 'Campaign Analytics'. It includes filter dropdowns for Owner, Source, Event Tech Live 2019, and Event Tech Live 2019 Followups, along with a date range of September 1, 2019, to November 31, 2019. Below these are filters for lead status: HOT 1, FLAGGED 7, LIVE 48, COLD 20, and ALL 109. A table lists lead details for John Richards, showing a 'Hot' status, 4 sent messages, 1 received message, and last activity on 24-November-2019 at 10:56 AM IST. A 'View Email' link is provided for this lead.

Name/Email	Email/Chat Thread	Status	Sent	Received	Last Activity	Action
 John Richards	<a href="#">View Email</a>	Hot	4	1	24-November-2019 10:56 AM IST	



# INTEGRATIONS



Salesforce & Enterprise  
Connectors



# SOCIAL CHECK-IN



Social Check In with LinkedIn and Twitter



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# CORE TEAM

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# LEADERSHIP



## Siddharth Jhunjhunwala

Chief Executive Officer

**20+ years**

Siddharth leads product innovation and strategy



## Varun Kashiv

Chief Revenue Officer

**12+ years**

Varun leads business development, marketing and sales



## Niladri Das Gupta

Chief Technology Officer

**20+ years**

Niladri leads technology advancements and product architecture.

### Certifications:

- Mathematics for Machine Learning, Imperial College London
- Advanced Machine learning, Google
- Machine Learning with TensorFlow, Google
- Machine Learning by Stanford University on Coursera, Stanford University
- AWS Certified Solutions Architect - Associate, Amazon Web Services

AND...



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# Office Locations



## New York

ZOE Cadence  
22 Cortlandt Street  
Suite 1635  
New York, NY 10007, USA

Phone: +1 800 385 1422

## London

ZOE Cadence  
No. 1 Royal Exchange Avenue,  
London EC3V 3LT.

Phone: +44 (0) 203 056 8851

Faraday Wharf,  
Innovation Birmingham Campus,  
Holt Street, Birmingham Science,  
Park Aston,  
Birmingham, B7 4BB.

Phone: +44 (0) 845 123 2592

## Singapore & India

ZOE Cadence  
168 Robinson Road,  
#12-01 Capital Tower,  
Singapore 068912

Phone: +65 6534 9746

ZOE Cadence  
Premises No. 14-360,  
Plot No. DH-6/8, Street No. 360,  
Action Area- 1D, New Town, Rajarhat,  
Kolkata- 700 156, India

Phone: +91 33 66110900



[hello@webspiders.com](mailto:hello@webspiders.com)



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**THANK YOU**

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