YOUWE

Conversational Marketing

Chatbot Comparison Guide 2024

Popular chatbot conversational
marketing tools used in B2B and B2C.

www.youweagency.com

Welcome to the future of conversational marketing

When you search "best chatbot tools" in google, the top results reveal content on the best AI natural language processing systems driven by AI technology. For example, Google Gemini, Chat GPT, Perplexity and Claude.

Conversational marketing on the other hand, uses personalised one to one conversation to engage potential customers. It guides them on a journey to specific recommendations or offers through various touchpoints based on user activities and other details.

FIVE KEY ELEMENTS
A strategic conversational marketing tool has five key elements allowing marketers to:
1. Produce personalised response flows within conversations for real time interaction.
2. Acquire leads and gather demographic and behavioural information about the customer.
3. Self-serve interested buyers to a sales rep for a live chat, or calendar meeting to allow for instant conversations and follow-ups.
4. Track customer journey, including team responsiveness and meetings booked
5. Integrate with your CRM.

This guide compares popular chatbot conversational marketing tools used in B2B and B2C.

HubSpot Chatbot Builder

KEY FEATURES

No coding skills are required so it's easy to get started with HubSpot's chatbot builder and templates. These include goals, a visual editor and conditional formatting in your messages to customise the conversation to meet your brand.

HubSpot's chatbots offer automation for lead qualification, appointment scheduling, and customer support inquiries. These chatbots can be personalised with contact data from HubSpot CRM, enhancing customer interactions and streamlining processes within a conversational platform. Additionally, HubSpot allows seamless handover to live agents post-qualification and automates tasks like ticket creation, user list management, and workflow handling for enhanced efficiency.

AI CAPABILITIES

Choose your URLs and test inside HubSpot before deploying to your website. AI support provides human like conversations with responses based on your data. Once qualified, you can use an automatic handoff to your support team.

ChatSpot also comes with an AI powered companion. Empowering your team with actionable information through suggested prompts making it easy to get the information they need, including real-time insights from in depth company research, keyword rankings and more.

"67% increase in deals closed after a year of using HubSpots customer platform."

HubSpot Chatbot Builder Continued...

INTEGRATION OPTIONS

The following are available via the HubSpot app Marketplace:

Hubspot, Salesforce, Zoho, Microsoft Dynamics 365, Bullhorn, Zendesk, Adobe Marketo Engage, Mailchimp, Dotdigital, Shopify, Magento 2

COSTS

Hubspot Chatbot builder is part of Sales Hub, an all-in-one sales software helping customers to engage more leads, close more deals, and scale their teams. Monthly pricing start at £18 a month for individuals.

For small teams prices vary from £440 - £1,310 for businesses and enterprises depending on the number of users.

These costs do not include the required, one-time Professional Onboarding fee which begins from £1,310. Free versions are also available, although have limited capability.

Consulting with an expert can help you make those decisions suited to your business.

Contact us for a chat

Drift

KEY FEATURES

Drift offers robust features like contact and account enrichment, contact scoring, reverse IP lookup, and real-time notifications across various devices and communication channels such as slack, for immediate engagement from your sales and marketing representatives.

Additionally, Drift's innovative conversational landing pages, even on PDFs, elevate user engagement and optimize lead generation strategies with interactive and personalized experiences. Personalise further with their product, Site Concierge, which provides a set of interactive apps for each site visitor, based on who they are, what they care about and where they are in the buying journey.

AI CAPABILITIES

Drift's AI is a patented conversational AI that automates their conversations, insights and recommendations in a natural and relevant way. Trained on 100M + B2B sales and marketing conversations, enabling more relevant, higher converting conversations and seamless context switching for more efficient lead qualification.

They are also partnered with OpenAI to augment their existing AI with GPT capabilities that accelerate B2B conversation, lead generation and pipeline. Bionic Chatbots automates their conversations, insights and recommendations in a natural and relevant way.

"Based on a three – year analysis with Forrester, Drift customers on average saw a 20% increase in sales overall win rate"

Drift Continued...
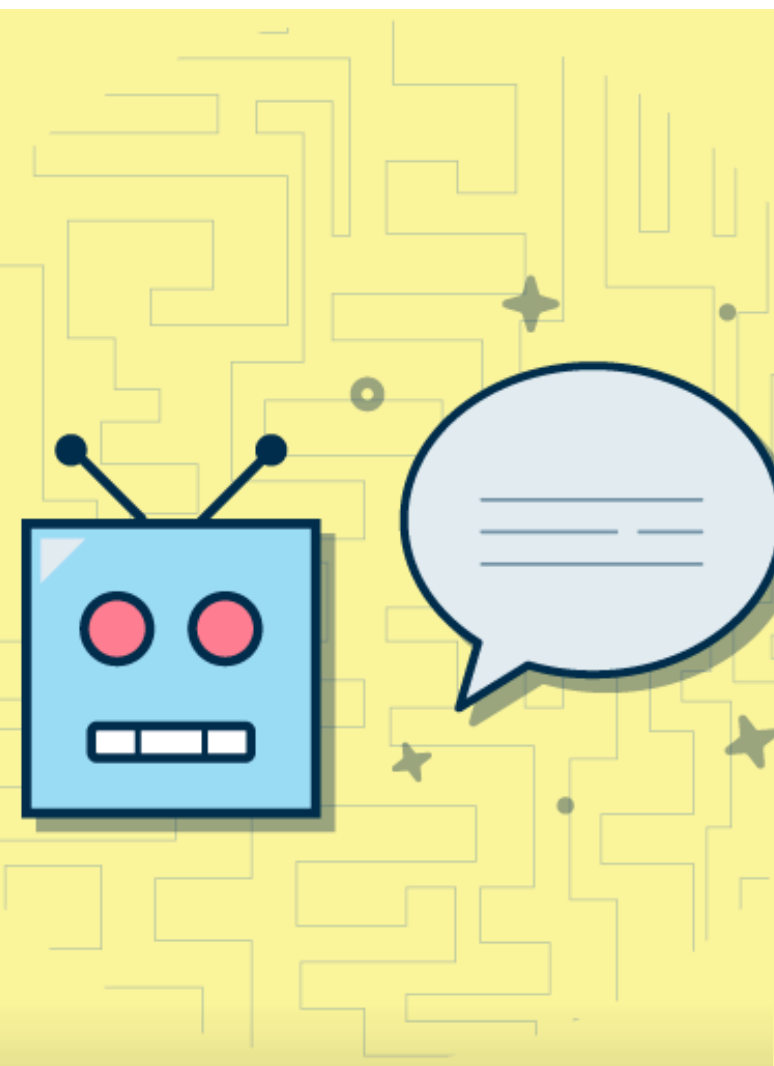
INTEGRATION OPTIONS

Drift can integrate with the following platforms:

- Salesforce Marketing Cloud Account Engagement
- Salesforce
- Microsoft Dynamics 365
- Hubspot
- Salesloft
- Zendesk
- Adobe Marketo Engage
- Oracle Eloqua

COSTS

For small businesses, pricing starts from $2,500 per month. Advanced and custom Enterprise plans are also an option if you speak to DRIFT.

No free trial is offered, but as an alternative, product tours and a preview of the Driftbot on your website, showcasing the vast amount of conversational capabilities is available.

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Intercom

KEY FEATURES

Speed up customer resolutions, qualify leads, and grow your pipeline with Intercom's Custom Bots. Code free, marketers can design a chatbot in minutes to triage or acquire leads for their team.

It's also fully customisable, blending automated and human support to create a great customer experience. Their chatbots display a main menu with options to access dedicated spaces such as 'home', 'messages' to send personalised conversations based on behaviour and actions, 'help' to access articles or create support tickets, 'news' to view guides and blogs and 'tasks' to access chat functions including live chat.

AI CAPABILITIES

Fin, Intercom's AI chatbot is multilingual across 43 languages, solving conversational answers based solely on the support content provided by marketers such as Intercom articles, Zendesk Help Centre, or public URLs.

Similar to Perplexity, automated responses reference source material delivering the best information to the person speaking to the chatbot.

"Custom Bots collect upfront info from customers, making support much quicker and more efficient than email — and saving your team time and energy."

Intercom Continued...

INTEGRATION OPTIONS

Intercom's App Store includes a wide range of connections including:

- Salesforce
- Adobe Marketo Engage
- Mailchimp
- Hubspot
- Zoho
- Outreach
- Shopify
- WooCommerce
- Or middleware such as Zapier or Workato

COSTS

Try free for 14 days or pay $39 - $139 per seat per month. The advanced service plan comes recommended by the platform, offering powerful automation tools and AI features for growing teams at $99 per seat a month.

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Adobe Dynamic Chat

KEY FEATURES

As an Adobe Product, Dynamic Chat is free for Adobe Marketo Engage users. Person and company field data, as well as behavioural activity can be synced between the two platforms, allowing for powerful marketing automation capabilities, streamlining personalised campaigns and bridging the gap between marketing and sales teams for more effective engagement.

Dynamic Chat connects to agents Outlook or Google calendar, allowing self-service meetings to be booked with a click of a button or during a live chat with an agent. The Conversational Flow feature allows for conversations to be triggered by form completion or clicking a hyperlink. PDF's can also be embedded within chatbot responses.

AI CAPABILITIES

Upgrade to Adobe Dynamic Chat Prime to access Generative AI features, turning your chatbot into a brand ambassador to answer questions in a natural contextual way that matches your brand's product knowledge, personality and tone.

Conversation summaries and responsive libraries set up and approved by marketing are also available to sales agents to access during live conversations.

"Adobe Dynamic Chat is more than just an chatbot; it is designed as a pipeline builder that moves buyers into the sales funnel faster by enabling self-service and self-qualification. This unique approach aims to enhance lead generation and conversion rate"

Adobe Dynamic Chat Continued...
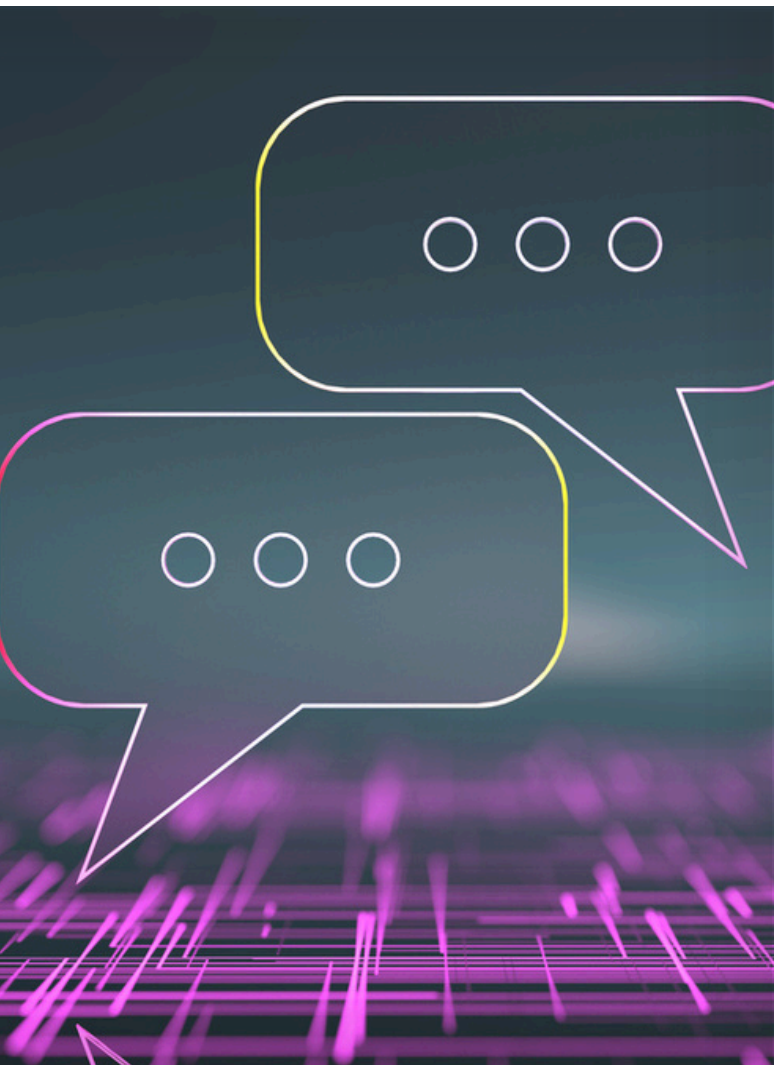
INTEGRATION OPTIONS

Dynamic Chat connects to Adobe Marketo Engage, syncing fields between the two platforms. Through adobe [Exchange Marketplace](#) other apps can be connected such as Salesforce, Microsoft Dynamics 365.

COSTS

Dynamic Chat is available on Marketo's Select, Prime or Ultimate plans. The select plan starts from $895 per month, but its final price is on a request for more information basis. With a Select plan, marketers can have 5 seats. Generative AI is not included within the Select package but is available for Prime and Ultimate.

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Salesforce; Customer Service Cloud Chatbots

KEY FEATURES

[Customer Service Cloud Chatbots](#) offer a range of advanced features to streamline customer support processes. These encompass social media integration for expanded reach, AI-powered automation for streamlined processes, and personalised interactions for enhanced customer engagement. Users can self-serve seamlessly without the need to loop in a sales rep, using workflows to automate simple and complex tasks from resetting a password to submitting a loan application.

This comprehensive approach empowers businesses to deliver efficient and personalized customer service experiences across multiple channels while leveraging automation and analytics for improved performance and scalability.

AI CAPABILITIES

AI-powered automation efficiently handles common inquiries, freeing up agents for more complex interactions. Multilingual [Einstein Bots](#) can also easily translate solutions and solution categories into the languages supported by Salesforce.

Moreover, the AI capabilities of Salesforce Service Cloud Chatbots extend to predictive analytics, enabling proactive customer engagement by anticipating needs and providing personalised recommendations. This predictive functionality enhances customer satisfaction and drives proactive service delivery, setting Salesforce Service Cloud Chatbots apart in delivering intelligent and anticipatory customer support experiences.

"Chatbots also reduce costs by enabling self-service in simple scenarios, delivering relevant information faster, and improving the customer experience."

Salesforce; Customer Service Cloud Chatbots

INTEGRATION OPTIONS

Tech stack connections are available within their AppExchange and include:

- Dotdigital
- Mailchimp
- Adobe Marketo Engage
- Workato
- Zapier

COSTS

Chatbots are available as part of the Digital Engagement add on app in the Salesforce Service Cloud product. Their Starter Suite plan with Digital Engagement added, costs a total of $100 per user a month.

With three additional plans, costs can increase up to $500 per user a month, including their Einstein 1 Service that leverages AI powered chatbots and more.

A free trial is also available for 30 days to explore the features and functionalities of Service Cloud, including chatbots.

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Liveperson

KEY FEATURES

[LivePerson's](#) Conversational Cloud platform offers a powerful chatbot builder that leverages natural language processing (NLP) to understand customer queries and requests. This enables the chatbot to automate even complex customer interactions, streamlining the customer service process and reducing reliance on live agents for routine tasks. Additionally, LivePerson's chatbot integrates seamlessly with various business systems and marketing channels such as WhatsApp, SMS, Viber, WeChat and more, allowing it to access and process customer data from different sources to provide a more personalized and efficient experience.

Their philosophy goes beyond simply replacing human agents with chatbots. Their Conversational AI tools and intelligence are designed to empower human agents by automating repetitive tasks and providing them with the information and context they need to deliver exceptional customer service. This allows agents to focus on more complex issues and build stronger relationships with customers.

AI CAPABILITIES

The AI platform is powered by Generative AI, offering a transformative and personalized customer interaction experience. These [AI chatbots](#) continuously learn from interactions, becoming more proficient over time in handling diverse queries and scenarios. They provide enhanced user engagement through conversational dialogues, creating interactive experiences that keep users engaged for longer periods.

LivePerson's AI capabilities extend to multilingual support, scalability for handling unlimited interactions, consistency in service quality, and personalized recommendations based on user data. Additionally, these chatbots are self-learning, adapting and improving daily to deliver exceptional customer service experiences across various channels.

"It's not about AI, it's about the conversation. Authentic, ongoing conversations are what fuel relationships, earn loyalty, and ultimately, drive growth."

Liveperson Continued...

INTEGRATION OPTIONS

LivePerson's chatbot integration options are diverse and comprehensive, catering to various needs and functionalities.

The Conversation Builder offers API integrations for simple and complex actions, allowing for a single API call or a sequence of calls based on requirements.

COSTS

Pricing options are quotation based, although unlike other providers, LivePerson allows you to pay as you go, giving you unlimited agent seats.

Alternatively, you can purchase an annual contract. LivePerson does not offer a free trial.

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Landbot

KEY FEATURES

Landbot is a conversational chatbot builder that allows you to design chatbots for various purposes without any coding required. Landbot emphasises the ability to deliver personalized experiences across multiple channels including Whatsapp, Messenger, web chat, or through an API. This allows you to connect with your customers on their preferred platforms and provide a seamless omnichannel experience.

Additionally, Landbot goes beyond building chatbots. It empowers businesses to automate tasks and workflows through its drag-and-drop interface. Landbot integrates with other popular business tools like Salesforce and Zapier, making it easy to streamline your workflows and centralize your data. Landbot can also be used to generate and qualify leads, run surveys, and provide customer support.

AI CAPABILITIES

Landbot utilizes Large Language Models (LLMs) to power its AI chatbots. These AI models allow Landbot chatbots to engage in more natural conversations with users, understanding the context and intent behind their questions.

Landbot offers pre-built solutions focused on customer service, lead generation, and appointment scheduling, all leveraging machine learning to automate tasks and personalise interactions.

"Connect with your customers on their preferred platforms and provide a seamless omnichannel experience."

Landbot Continued...
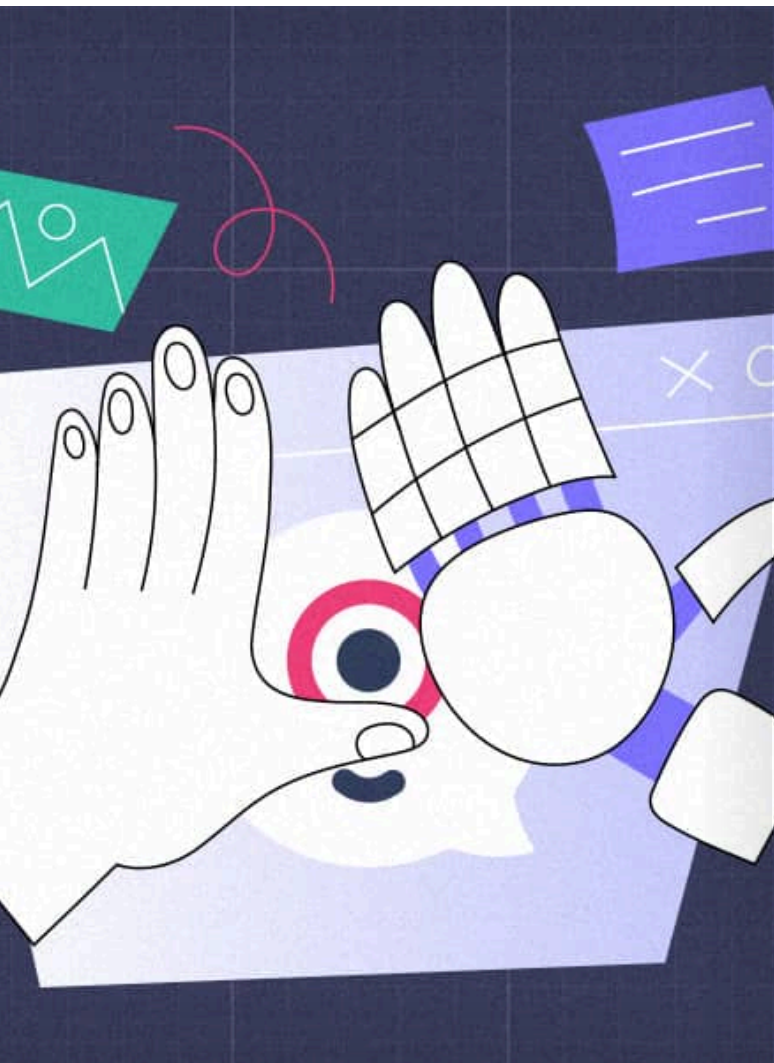
INTEGRATION OPTIONS

Seamless integrations with popular marketing tools like HubSpot, Mailchimp, and Zapier is offered. This allows you to centralise your marketing data and automate workflows.

For example, Landbot can automatically add leads captured in your chatbot to your CRM or trigger email campaigns based on user interactions.

COSTS

Individuals can sign up for free for 14 days. Afterwards, prices start at €40 per month for two seats and AI assistant.

Their most popular plan includes 3 seats at €100 per month, with their business plan which includes a dedicated success manager and team training costing €400 a month for 5 seats.

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Conclusion

The ideal chatbot solution depends heavily on your specific needs.

From user-friendly builders like HubSpot Chatbot Builder to feature-rich options like Salesforce's Customer Service Cloud Chatbots, the landscape caters to a variety of budgets and functionalities. Consider the level of AI sophistication required, the integrations that streamline your workflow, and the ongoing costs associated with each platform.

Remember, the best chatbot isn't just about ticking features off a list. It's about creating a seamless and personalized experience for your customers. By carefully evaluating your needs and comparing the strengths of the platform you can confidently choose the perfect tool to elevate your marketing and customer service efforts.

Stay Ahead.
Go Beyond.

Want to know more?
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