



## **Vonage Introduces Conversational Commerce for Salesforce Marketing Cloud**

*New capabilities enhance engagement, turn one-way notifications into two-way conversations to commerce more effectively*

**HOLMDEL, N.J., ( September 14, 2023) -- Vonage**, a global leader in cloud communications helping businesses accelerate their digital transformation, and a part of Ericsson (NASDAQ: ERIC) has launched Vonage Conversational Commerce for Salesforce Marketing Cloud, enabling businesses to engage with customers and conduct transactions through WhatsApp.

Vonage's new app integrates **Conversational Commerce**, powered by Jumper.ai, with SalesforceMarketing Cloud, and provides a powerful marketing automation platform that enables businesses to manage and execute personalized marketing campaigns. The solution can trigger automated AI-driven bot conversations, product checkout flows, assign conversations to live agents, and redirect customers to websites as required, engaging consumers through their buying journeys, on the channels of their choice. The solution leverages the power of Salesforce Marketing Cloud, WhatsApp and Vonage Conversational Commerce working together.

"Asynchronous, omnichannel conversations have proven to be the most efficient engagement model between brands and their customers," explains Dan Miller, Lead Analyst, Opus Research. "As each individual progresses from prospect, to researcher, to purchaser, this new capability from Vonage provides automation that smooths the necessary transition from isolated, asynchronous interactions to contemporaneous, two-way transactions, allowing brands to enhance efficiency and increase engagement."

**Vonage Conversational Commerce for Salesforce Marketing Cloud** will support businesses from marketing to engagement to commerce - driving personalized conversations and facilitating seamless interactions throughout the customer journey.

"Consumers see marketing tools such as email as a one-way conversation and may lose interest in a brand if they are not given a personalized consumer journey," said Savinay Berry, EVP, Product & Engineering for Vonage. "Vonage is combining the power of Conversational Commerce and Salesforce Marketing Cloud into one powerful tool to provide business and

consumers the flexibility and power to communicate exactly how they prefer. With enhanced capabilities like integrated messaging channels, and the option to escalate from bots to human agents, marketers have a more robust tool to enable turning simple notifications into a sale more quickly and efficiently.”

Vonage Conversational Commerce for Salesforce Marketing Cloud, along with Vonage Conversations for Salesforce will be showcased at **Dreamforce** in San Francisco this week. Visitors to the event will also have the opportunity to experience interactive product demos of other Vonage solutions, including Vonage Premier for Service Cloud Voice, the company’s advanced, end-to-end intelligence and automation-driven contact center solution.

For more information, visit **[www.vonage.com](http://www.vonage.com)** or **[meet with Vonage at Dreamforce](#)**.

### **About Vonage**

**Vonage**, a global cloud communications leader, helps businesses accelerate their digital transformation. Vonage's Communications Platform is fully programmable and allows for the integration of Video, Voice, Chat, Messaging, AI and Verification into existing products, workflows and systems. The Vonage conversational commerce application enables businesses to create AI-powered omnichannel experiences that boost sales and increase customer satisfaction. Vonage's fully programmable unified communications, contact center and conversational commerce applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or remotely - providing the flexibility required to create meaningful engagements.

Vonage is headquartered in New Jersey, with offices throughout the United States, Europe, Israel and Asia and is a wholly-owned subsidiary of Ericsson (NASDAQ: ERIC), and a business area within the Ericsson Group called Business Area Global Communications Platform. To follow Vonage on Twitter, please visit **[www.twitter.com/vonage](https://www.twitter.com/vonage)**. To become a fan on Facebook, **[go to facebook.com/vonage](https://go.to/facebook.com/vonage)**. To subscribe on YouTube, **[visit youtube.com/vonage](https://visit.youtube.com/vonage)**.