

The screenshot shows a web interface for "Springwise Access Only". The main content area displays an email draft with the following text:

Subject: Demo campaign

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Hi Alex,

I'd love to learn more about your volunteer work for Success Through Education Mentoring. Sounds like a great cause.

My name is Will and I'm the CEO and co-founder of Nova. I help sales teams use data science to drive 300% more qualified pipeline.

I am messaging because, as part of our launch, we're inviting a few select partners for early access to Nova (Databricks is one).

The product we're launching helps salespeople by automating the arduous task of personalizing emails. Having worked as a salesperson myself, I know that salespeople spend literally hours a day just personalizing content for different prospective customers. It is a trade-off all companies face -- quality versus quantity of outreach. If you're feeling this pain I think you'll be interested in Nova.

Please let me know how I can get 15 minutes on your calendar.

Thank you in advance,
Will

The sidebar on the right shows a profile for Alex Ponce (Customer Engagement, Databricks) and a "Volunteering" section with a dropdown menu for "Choose a tone". The dropdown options are:

- Professional/Casual
- Professional/Formal
- Warm/Thoughtful
- Interested/Inquisitive
- Excited/Bubbly
- Complimentary

Innovation > Work & Lifestyle > Platform creates personalized intros for every sales email

PLATFORM CREATES PERSONALIZED INTROS FOR EVERY SALES EMAIL

WORK & LIFESTYLE

Nova is a subscription service that writes customized introductions to every client email, so all the sales team has to do is review it.

Prior to artificial intelligence tools, sales forces have had to choose between the quantity and quality of sales emails. Personalized correspondence is infinitely more effective but much more time-consuming. However, we have recently seen a number of platforms such as [this tool](#), which offer the best of both worlds by augmenting email templates with individualized details. Nova is another such service, which creates personalized outreach and followup emails for every client, based on background information and previous correspondence, so that all the sales team has to do is review it.

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Nova generates a personalized introductory paragraph for each email, which is added to a campaign template. The sales team can then simply review the email before sending, dramatically reducing their workload while ensuring that recipients still receive eloquent, individualized correspondence. The platform also tracks every message and enables the sales team to monitor each bounce, open, click and reply, so that employees can monitor the effectiveness of their campaigns.

Nova is priced at USD 99 per month. Could similar capabilities be introduced to any other professional email teams?

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