Pitch Avatar

Case study: **AI Chat-avatar**

Key results

Total number of sessions: **1600**	Conversion rate from chat-to-lead: **40%**	Average session duration: **6 minutes 45 seconds**

The Pitch Avatar team launched Fiona, an AI Chat-Avatar prototype, to test market demand and gather feedback, tracking conversions and waitlist signups.

- Speaks **multiple languages**
- **Collects feedback** and user's data
- Informs about AI Chat-avatar functionality
- **Conversion rate** from chat-to-lead of **40%**