

Persuasive Pitch · CRM integration

Technical brief · one page you can forward



What it does

A CRM or sales application already holds the opportunity: the deck, the notes from the conversation, and who should see the follow-up. Persuasive Pitch turns the seller's message into a narrated video and returns that video to the same opportunity. The rep sends it. Persuasive Pitch does not email the buyer.

How to explain it

Connect once. From the opportunity, send the deck and the seller's notes. Get back a video file and a link that shows whether the buyer watched. The rep sends from the CRM. If the follow-up needs a human pass, they open PitchStudio, polish the script and voice, and the finished video still comes back to the opportunity.

The sequence

- **1. Connect once.** The sales application uses OAuth 2.0: an authorization code, then a refresh token. Reps do not paste an API key for each video.
- **2. Start from the opportunity.** The application sends a PowerPoint or PDF, up to 50 MB, plus either narration written to each slide or a meeting synopsis, and that system's own opportunity id.
- **3. Studio or Express.** Studio creates the project and returns links into PitchStudio: PitchPolisher (script), PitchFinisher (render), and PitchTracker (watch data). The rep reviews, then generates. Express renders from the deck and notes without opening the editor.
- **4. Hand it back.** Persuasive Pitch calls the application's webhook with the MP4 address, the file size (attach the file, or send a link if email has a size cap), and a PitchTracker link: opens, how far the buyer watched, and calls to action. The rep sends from their own email.

What the application receives

Callbacks are signed (HMAC-SHA256 of the raw body, header X-PP-Signature). Sending the same opportunity id again updates that project. It does not create a second one.

- **project.seeded** the project exists; studio links are ready.
- **pitch.ready** MP4 URL, file size, and PitchTracker links.
- **pitch.failed** the render did not finish.
- **tracker.activity_logged** someone watched a video that started from this application.

Partner calls, all under /partner/v1: create or refresh a token; POST /projects to seed; GET /projects/{id} for status and links; POST /projects/{id}/render for Express; GET /voices; POST /webhooks to register the callback.

Where this stands

YouEx.ai is the first partner. The integration runs in staging at staging.api.persuasivepitch.ai. The production API is not switched on. HubSpot and Salesforce will use this same platform. They are not available yet, and they are not separate products. Opening PitchStudio inside the CRM is the direction. It is not the current product: Studio opens PitchStudio in the browser. Sales Team accounts include API access. Individual plans do not.

Who builds what

The sales application calls the API after a meeting or a site visit, opens PitchStudio when a person should polish, and attaches or links the video in its own mail. Persuasive Pitch checks the connection, creates the project, narrates the deck, and returns the file and the tracked link. Neither side rebuilds the other's editor.