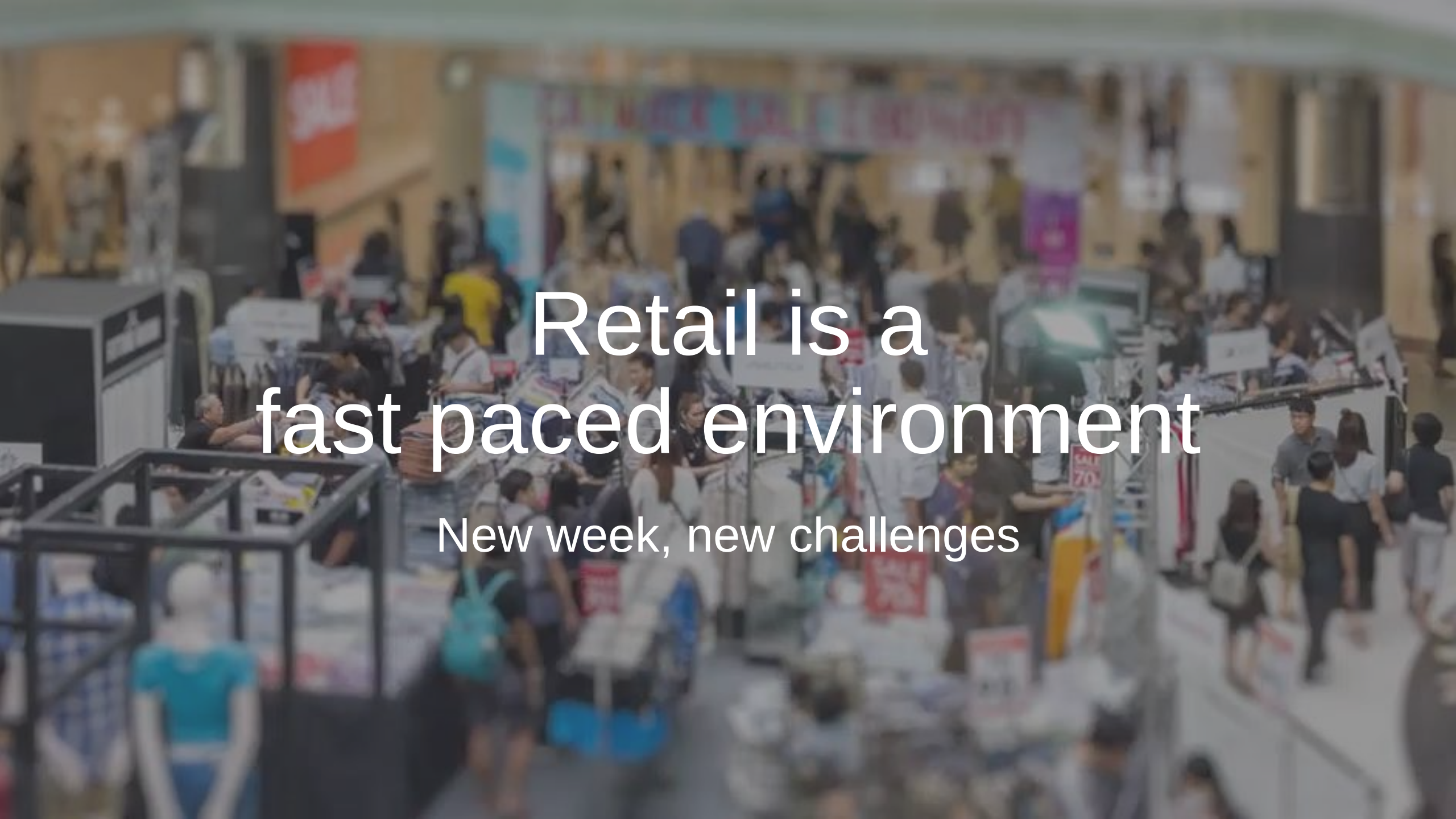
How Successful Brands are Embracing Hype-Free AI for Accelerating Revenue

Pablo Caceres, VP Sales & Success

https://www.linkedin.com/in/pcaceres06/



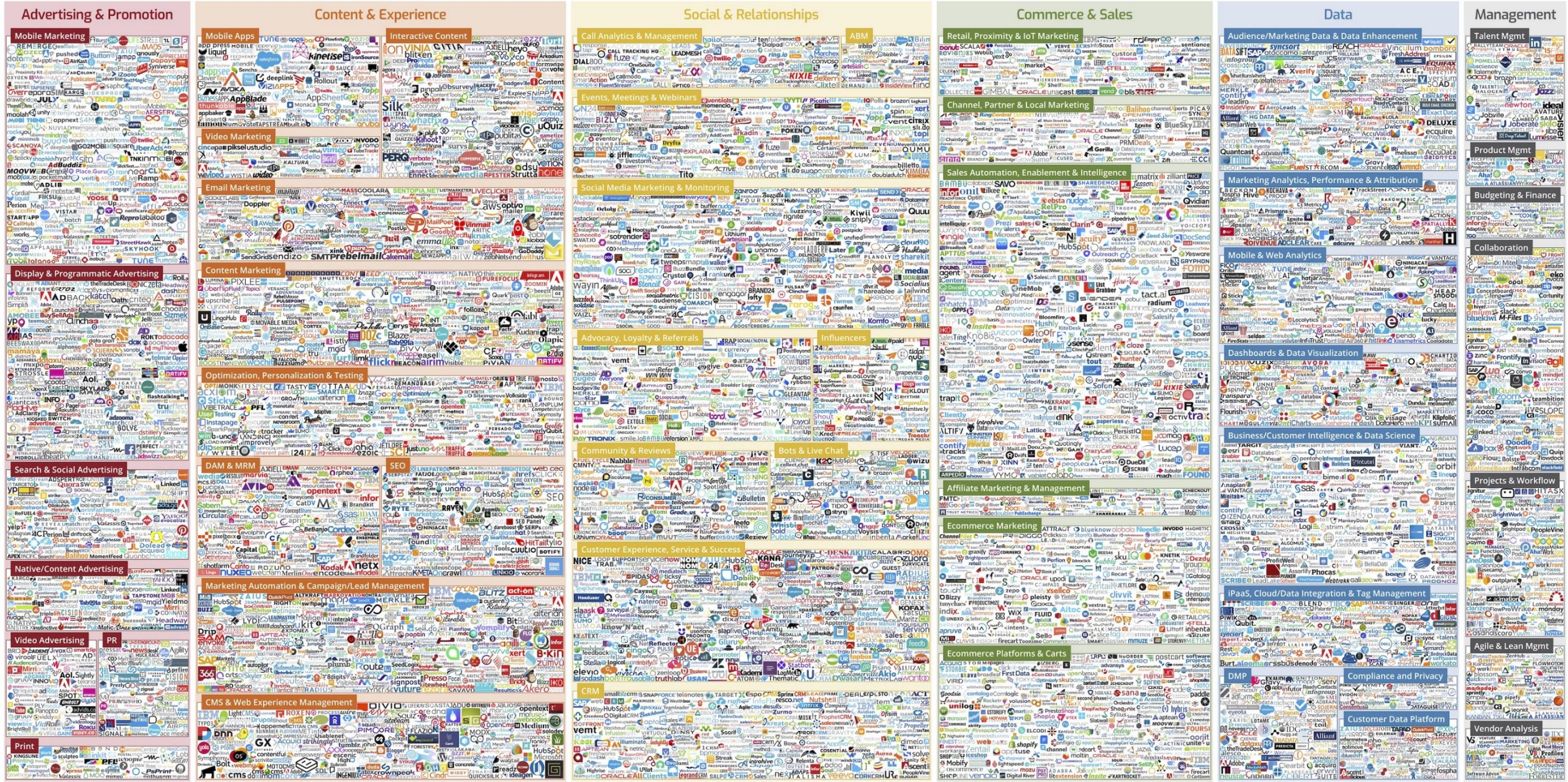
Retail is a fast paced environment

New week, new challenges

Being a marketer is not easy

chiefmartec.com Marketing Technology Landscape (“Martech 5000”)

April 2018



Copyright © 2018 Marketing Technology Media, LLC. See http://chiefmartec.com/2018/04/marketing-technology-landscape-supergraphic-2018/ for details and sources.

Produced by Scott Brinker (@chiefmartec), Anand Thaker (@AnandThaker), and Blue Green Brands.

What we need

emarsys
REVOLUTION

What we get

emarsys
REVOLUTION

How it turns out

emarsys
REVOLUTION

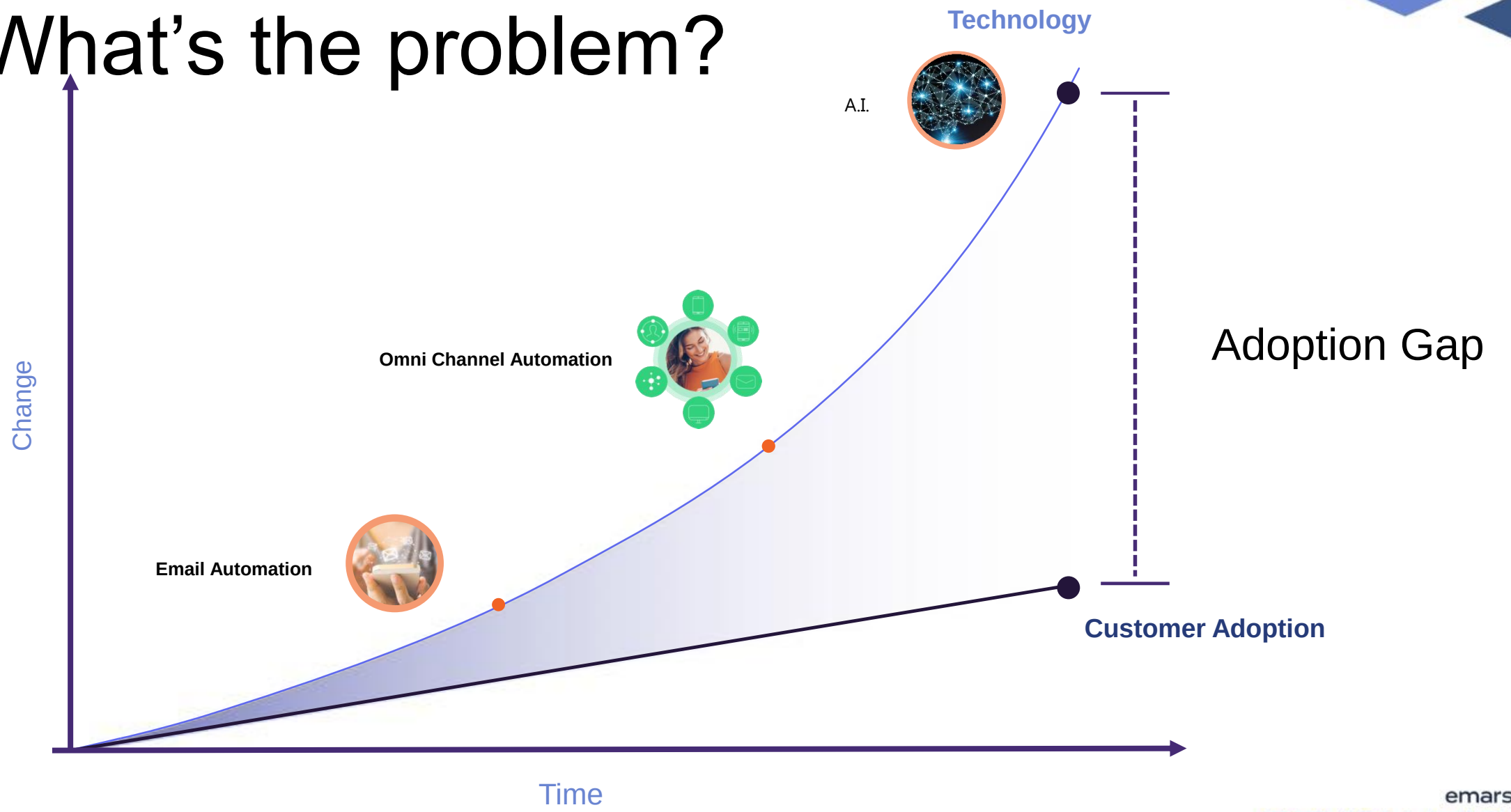
Vision Vs Reality

emarsys
REVOLUTION

The overpromise of software

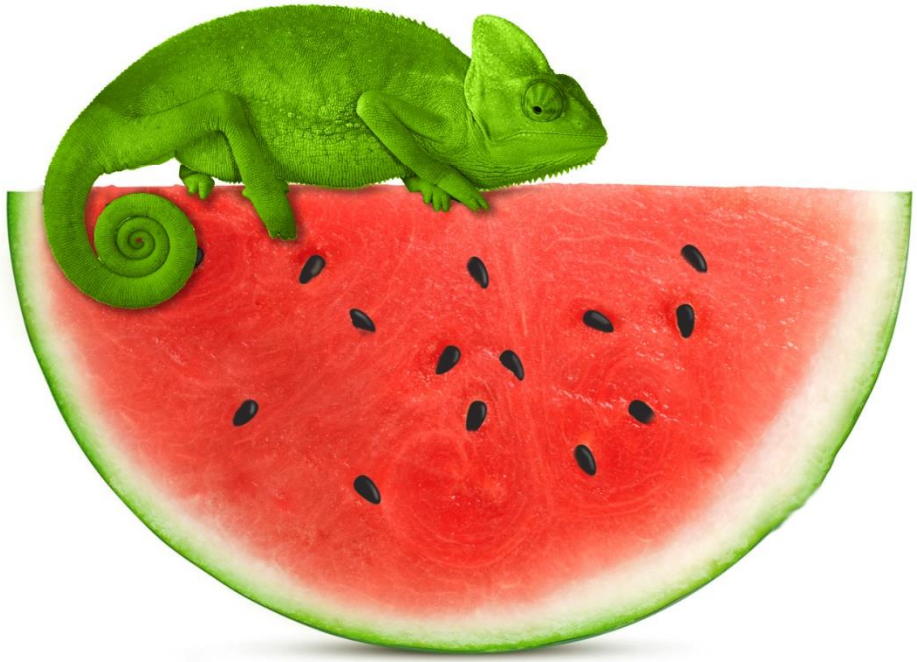
So powerful yet hard to realize value

What’s the problem?



emarsys
REVOLUTION

What if instead of you adapting to a generic software, software was built and adapting to your industry’s needs?



Industry-specific solutions

+

Marketing activation

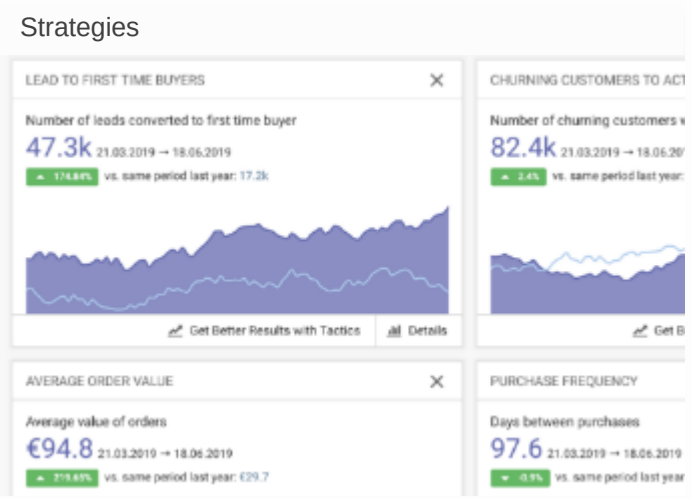
+

Real-time optimization with AI

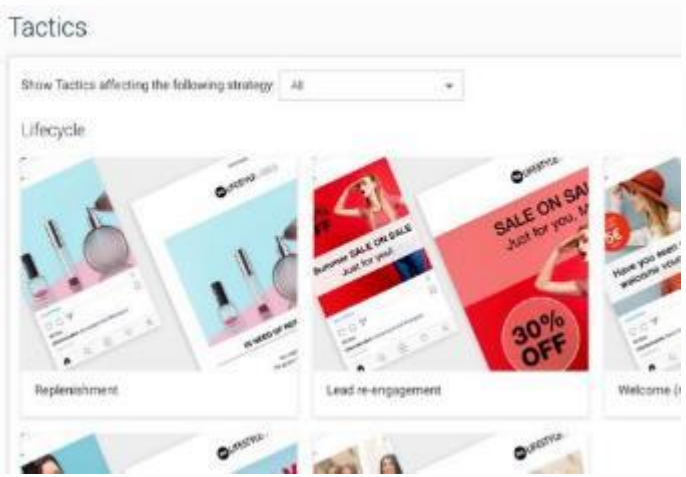
IMPACTREADY

MARKETING PLATFORM FOR E-COMMERCE

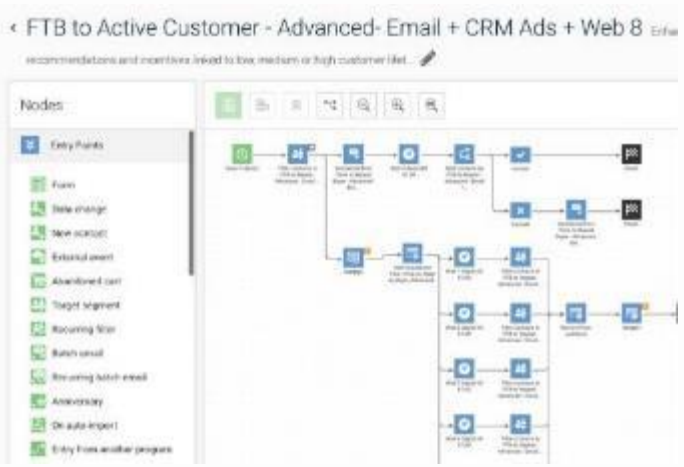
Omnichannel marketing activation in 1 day



From a business goal,
choose a strategy to improve



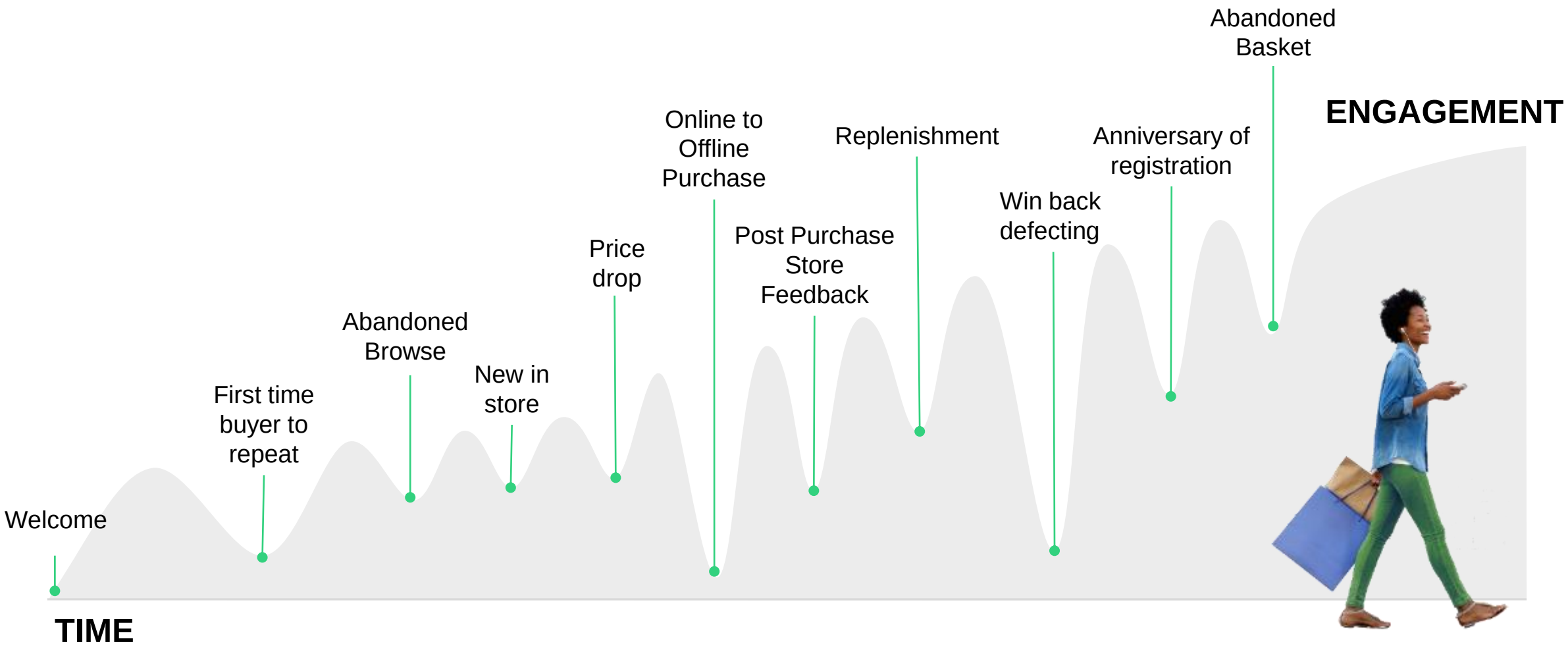
Select a recommended tactic to
achieve your strategy



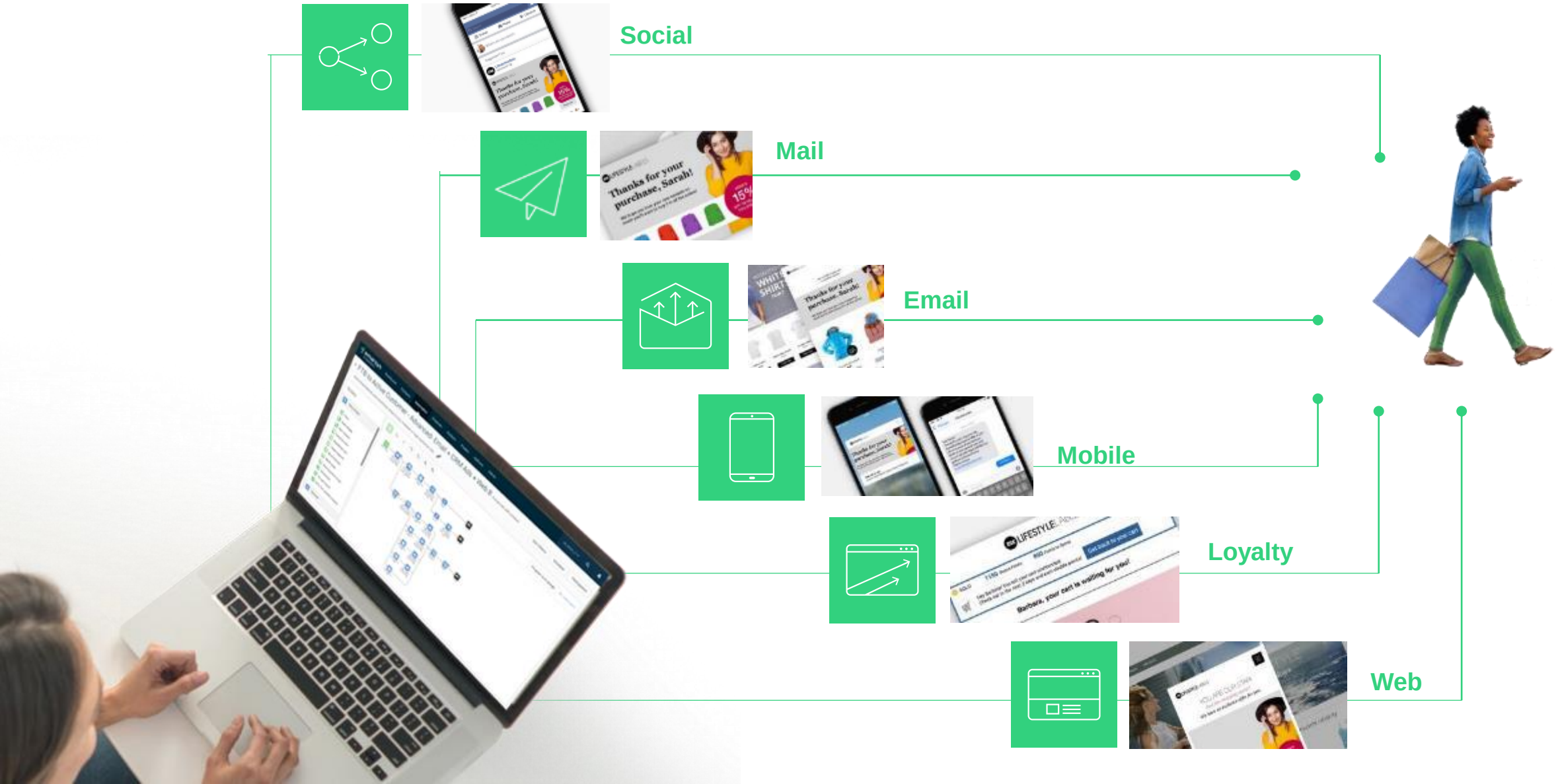
Activate your pre-populated
omnichannel tactic

1 2 3

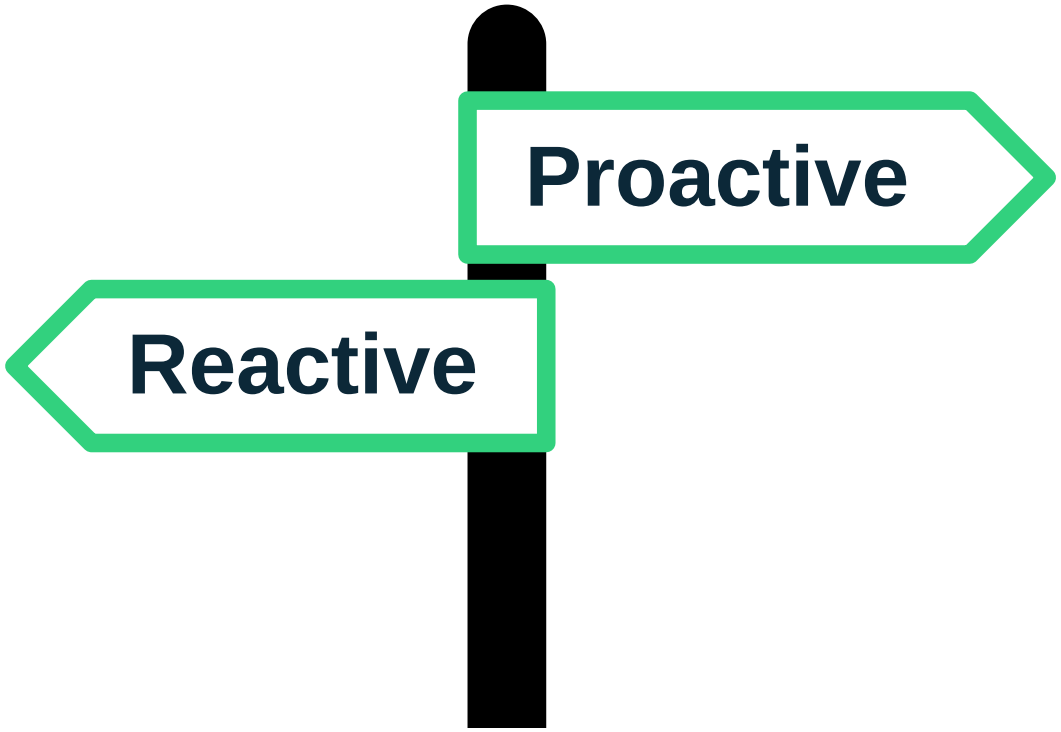
Activate tactics across the customer life cycle



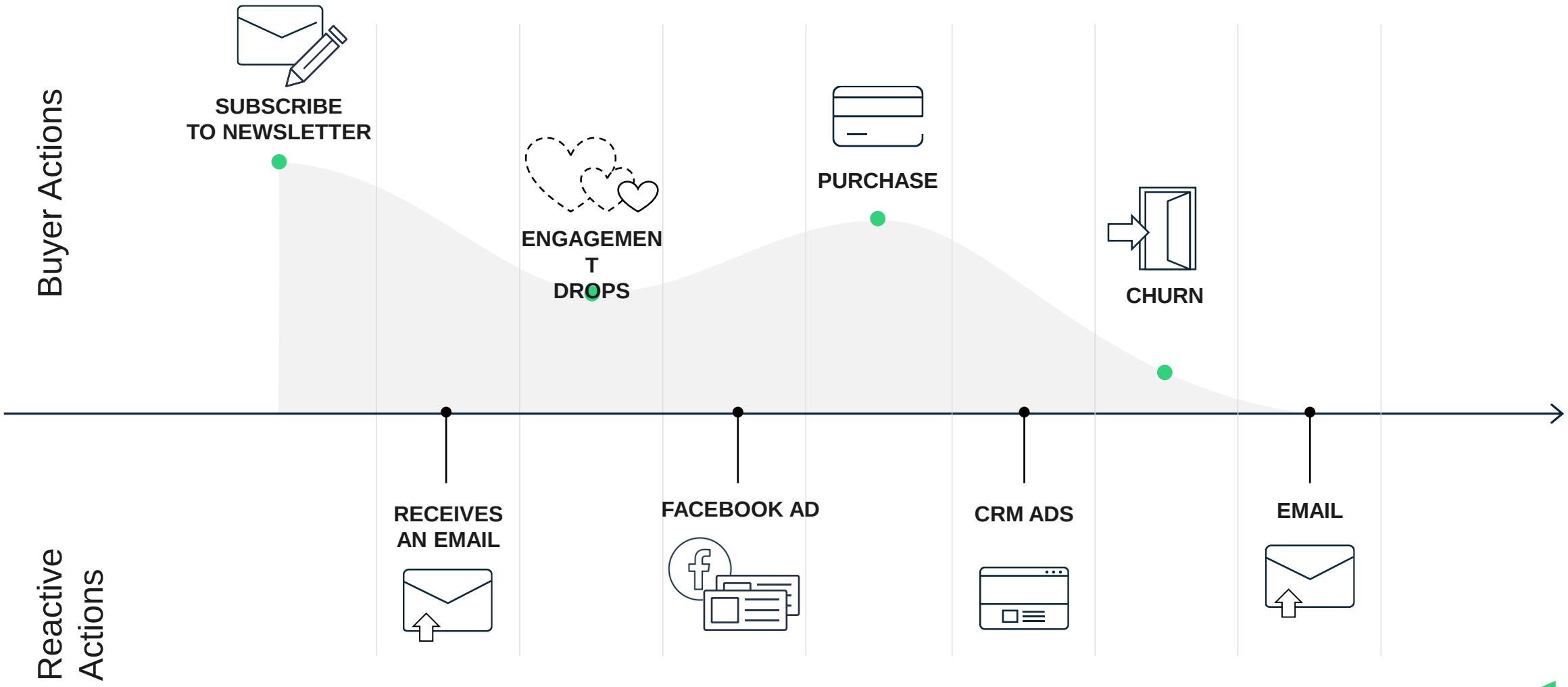
Omnichannel personalization from a single platform



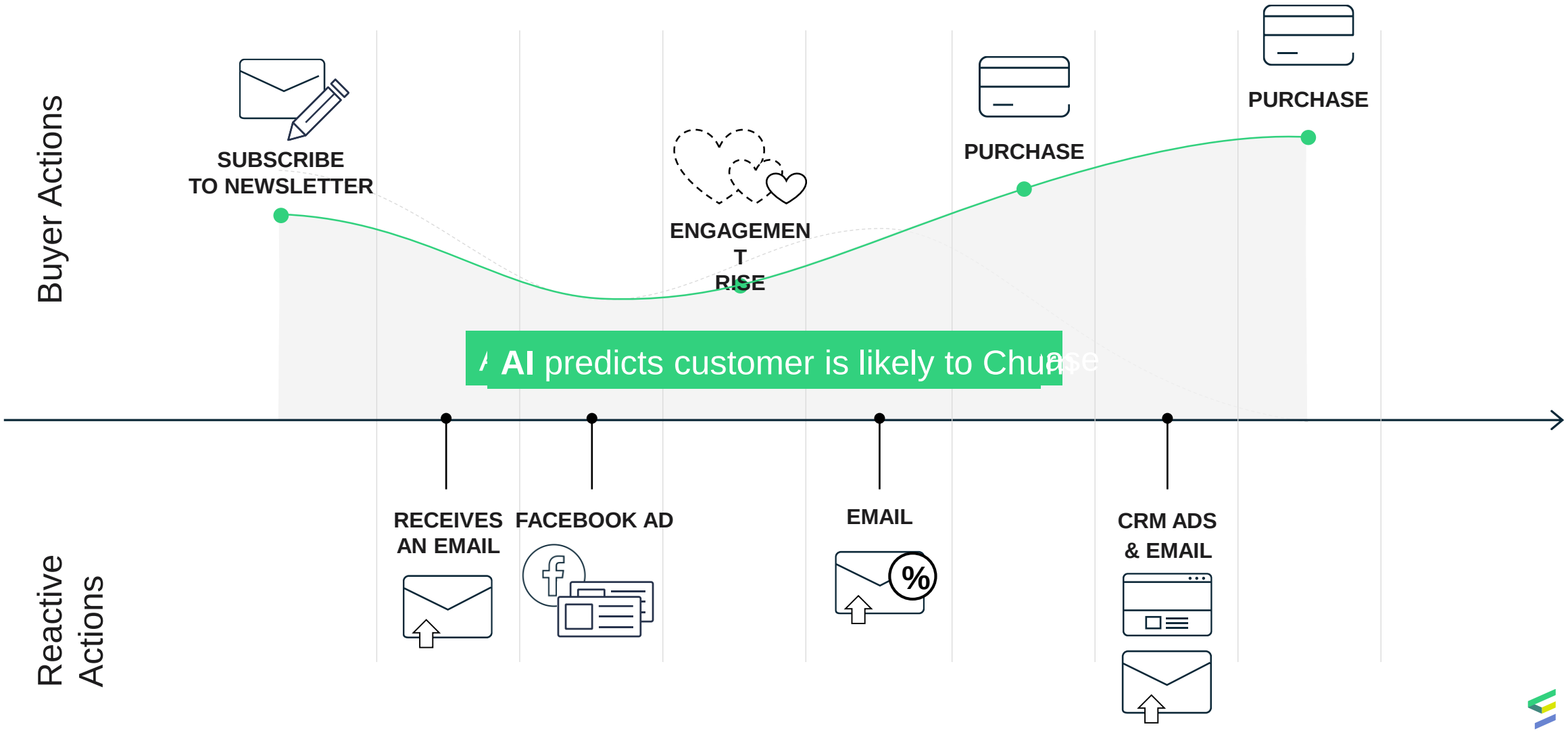
AI changes the approach of marketing



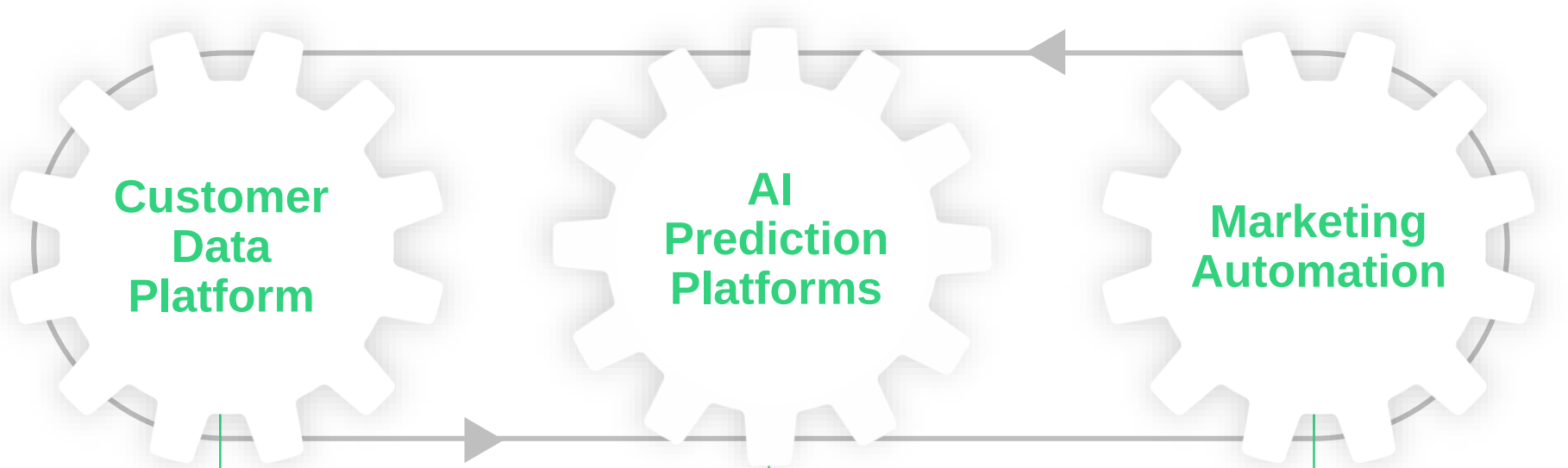
REACTIVE CUSTOMER JOURNEY



PREDICTIVE CUSTOMER JOURNEY



End to End Solution for AI Marketing



Data Storage (CDP)

Data Collection

Data Aggregation

Data Processing

Machine learning

Prediction

Segment

Data Export

Import

Execution

Data Feedback

AI Components

Who. Customer

- **Buyer & Lead Predictions**
  Likely to convert
  Likely to churn
  Likely to remain inactive
- **Revenue Predictions**

When. Timing

- Optimal send-time

What. Content

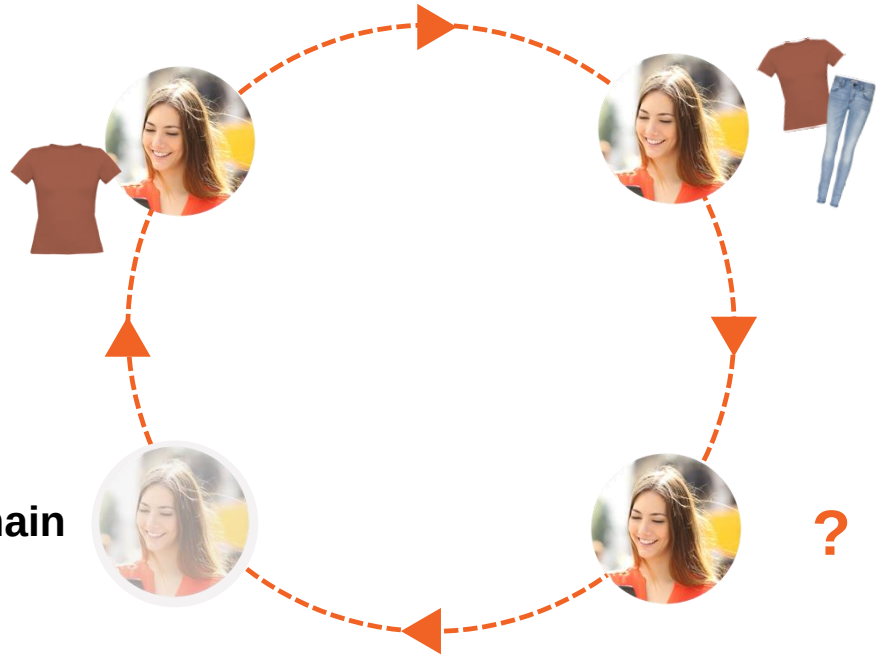
- 1:1 Replenishable Products
- 1:1 Banner Personalisation
- 1:1 Product Affinity
- 1:1 Incentives

Where. Channel

- Email Engagement
- Web Engagement
- Mobile Engagement
- In-Store Engagement

Life-Cycle Predictions for Ecommerce/Retail

Which leads are likely to convert?



Which customer are more likely to purchase online

Which customer are likely to remain inactive

Which customer are more likely to churn

emarsys REVOLUTION

emarsys | Dashboard | Contacts | Automation | Channels | Analysis | Smart Insight | Predict | Add-ons | Admin | integration_demo | 16

Re-Engagement Program

Re-engage defecting customers

Exit Criteria | Schedule | Participation

Nodes

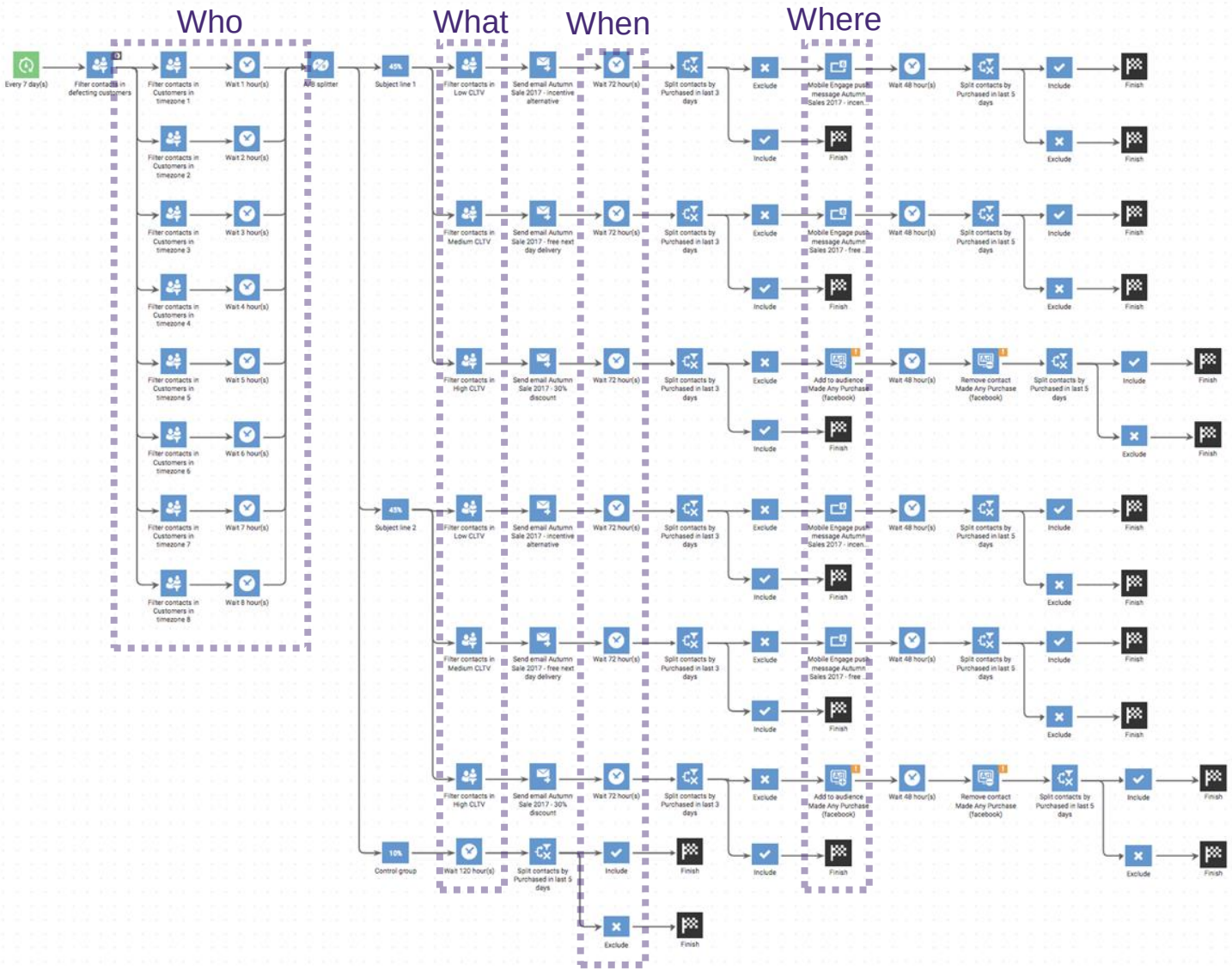
Entry Points

- Form
- Data change
- New contact
- External event
- Abandoned cart
- Target segment
- Recurring filter
- Batch email
- Recurring batch email
- Anniversary
- On auto-import
- Entry from another program

Channels

- Send email
- Save contact list
- Set value
- Send SMS
- CRM Ads - add to audience

Program is In design | Learn more



Predictive Data presented as ready to use segments

emarsys | Dashboard | Contacts | Automation | Channels | Analysis | Smart Insight | Predict | Add-ons | Admin | integration_demo | 27

Segment Details

Name

AI Predicitve Segments

Description

Template

AI – Predictive email engagement

AI – Predictive web engagement

AI – Predictive life cycle segments for buyers

AI – Predictive life cycle segments for leads

AI – Predictive Revenue

Segment Results

Last applied	N/A
Count	N/A

Save & Apply

Your segment will appear here

emarsys | Dashboard | Contacts | Automation | Channels | Analysis | Smart Insight | Predict | Add-ons | Admin | integration_demo

AI Simple Programs

Add a description

Exit Criteria | Schedule | Participation

Nodes

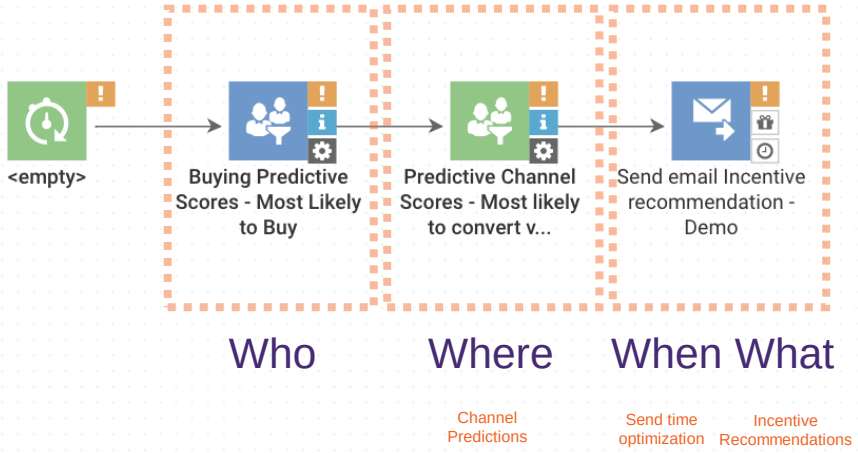
Entry Points

- Form
- Data change
- New contact
- External event
- Abandoned cart
- Target segment
- Recurring filter
- Batch email
- Recurring batch email
- Anniversary
- On auto-import
- Entry from another program

Channels

- Send email
- Save contact list
- Set value
- Send SMS
- CRM Ads - add to audience
- CRM Ads - Remove from audience

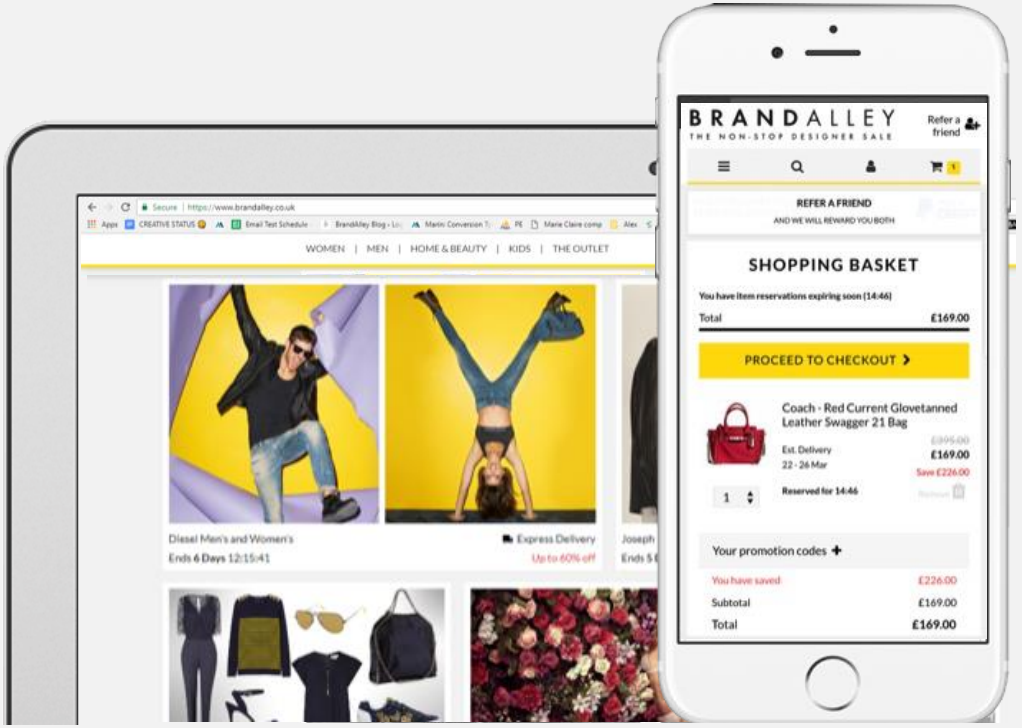
1 | Program is In design | Learn more



Brand Alley – Success Story

“This is what AI did for us: when a user was going to lapse we messaged them before that, same for users who were ready to buy.”

– Alexandra Simion, Head of Marketing at Brand Alley



Within 90 days of implementing AI:

24% Conversion Increase

20% Revenue Increase

10% Average Order Value

say “NO” to empty software!

Pablo Caceres, VP Sales & Success

pcaceres@emarsys.com

Booth 618