

Webinar

Grow your Revenue with Artificial Intelligence (AI)

Presented by James Aziz and Bradley Penwarden

Presenters



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What we do at Munvo

- Marketing Solutions System Integrator
- Munvo Practices:
 - Adobe
 - Unica
 - SAS
- Our Products:
 - SMS Gateway
 - campaignQA
 - Companion for Unica Campaign
 - Rewind for Adobe Campaign

85+

Consultants and
Developers

40+

Enterprise Customers

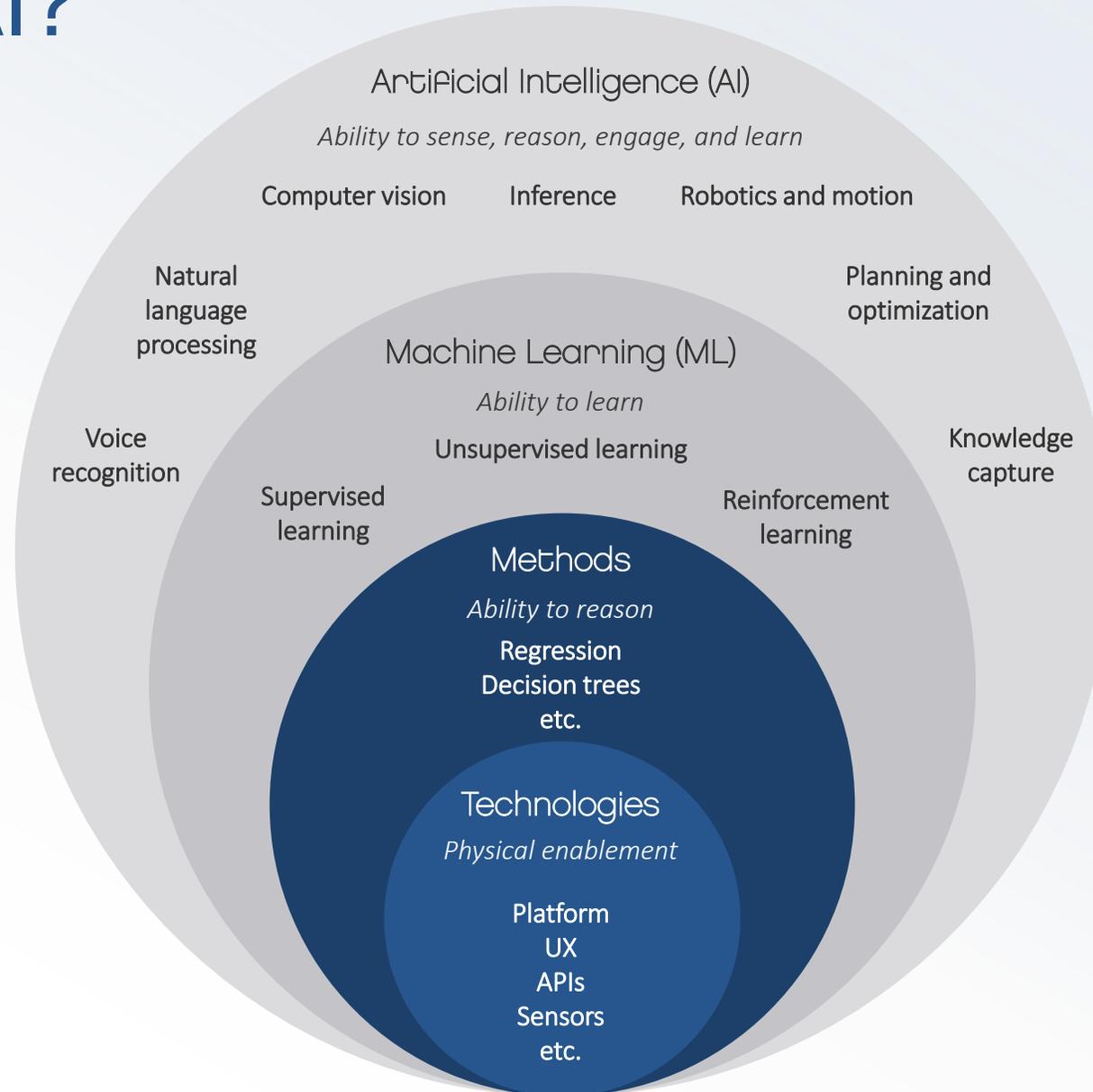
300+

Marketing Solutions
Projects

15+

Years of Experience

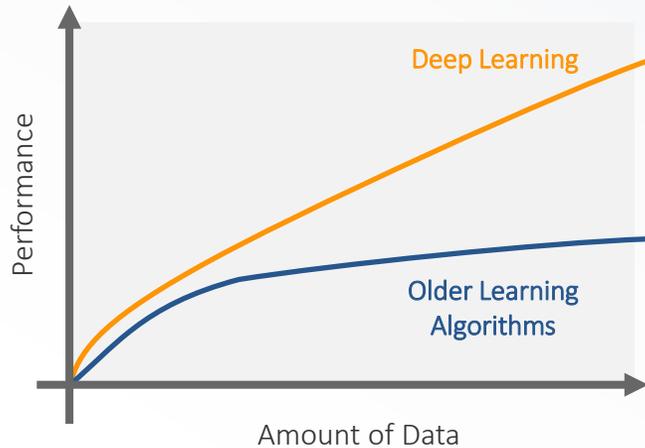
What is AI?



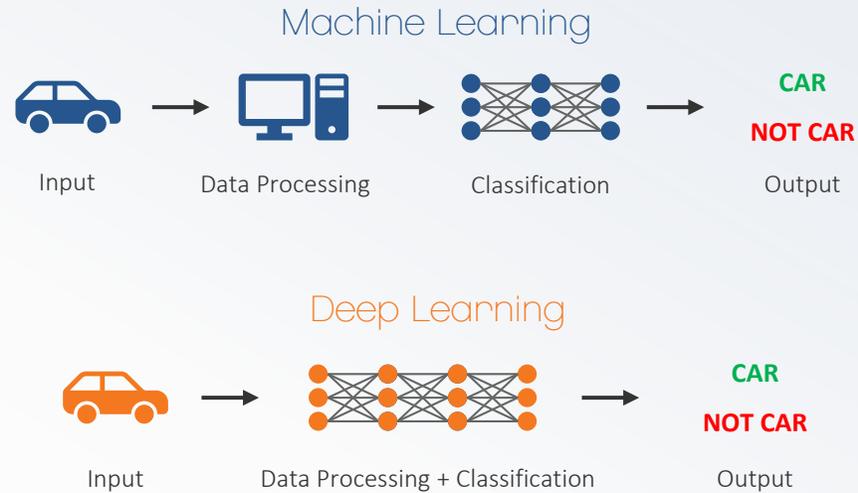
Why AI?

Data Volume

Performance of Standard Algorithms vs. Deep Learning Algorithms



Input Flexibility



Optimal Model Selection

- ✓ Linear
- ✓ Deep ANN
- ✓ Boosted Trees
- ✓ DNN + Linear

69% of opportunities to use AI are improving performance over conventional analytics

(Source: Harvard Business Review, 2018)

Value in Marketing

Anticipated value unlocked by artificial intelligence (AI)
in marketing and sales is \$1.4 - 2.6 trillion

(Source: Harvard Business Review, 2018)

| Customer
Interaction

| Personalization

| Offer
Management

Cross-industry Value



Maturity Path

Phase

1 Data Mining

Phase

2 Marketing Execution

Phase

3 Real-time Insights

Maturity Path

Phase

1

Data Mining

- Customer churn
- Lead scoring and uplift modeling
- Propensity modeling

Phase

2

Marketing Execution

- Individualized offer selection
- Channel optimization
- Customer fatigue minimization
- Offer timing and delivery

Phase

3

Real-time Insights

- Offer content personalization
- Individualized offer selection
- Next best action

Customer analytics platform generating
200+ propensity models

Challenges



Outdated Models



Vendor Lock-in

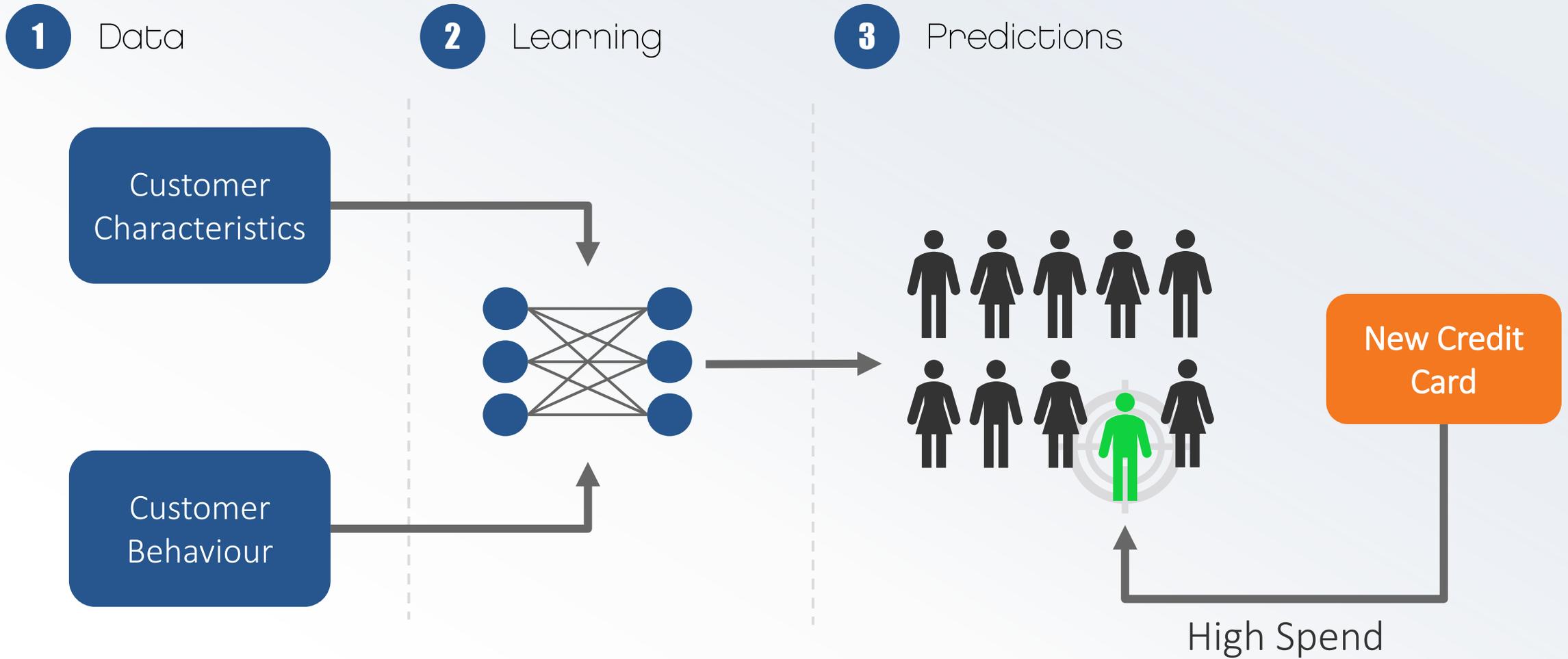


Untapped Data



Use Case 1

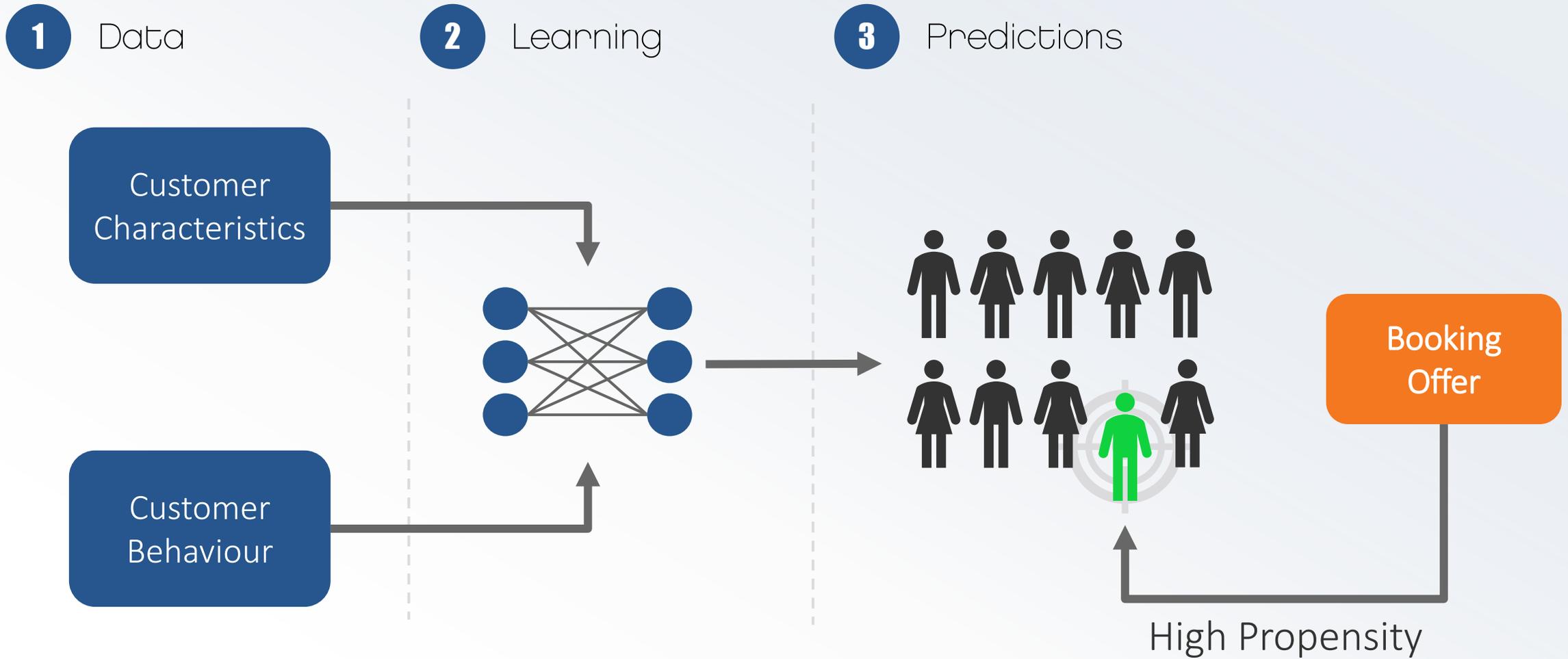
Leveraging AI in the
Financial Services
Industry



Use Case 2

Leveraging AI in the
Hospitality Industry





Architecture

Marketing Automation



AI Platform



Infrastructure



Google Cloud



Data



The Power of AI

95.6%

Linear

94.0%

Boosted Trees

98.8%

DNN

97.2%

Combined

Key Metrics

98.8%

Accuracy

300+ M

Customers

\$45+ M

Annual Incremental
Value

Questions?

Contact us for more
information

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Thank You!

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