

Timing is Everything:

Optimizing Customer Contact with Delivery AI



Presented by James Aziz & Charlie Horn

Presenters



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What we do at **Munvo**

MARKETING SOLUTIONS SYSTEM INTEGRATOR

Munvo Practices:

- Adobe
- Unica
- Salesforce
- SAS

Our Products:

- SMS Gateway
- CampaignQA
- Companion for Unica Campaign
- Rewind for Adobe Campaign
- Munvo AI

85+

Consultants and
Developers

40+

Enterprise
Customers

300+

Marketing Solutions
Projects

15+

Years of
Experience



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

What is **Delivery AI**?

The **leading artificial intelligence platform** that tailors the delivery of marketing messages to each of your customers—
all in real time.

Demonstrated Value



Increased Conversion

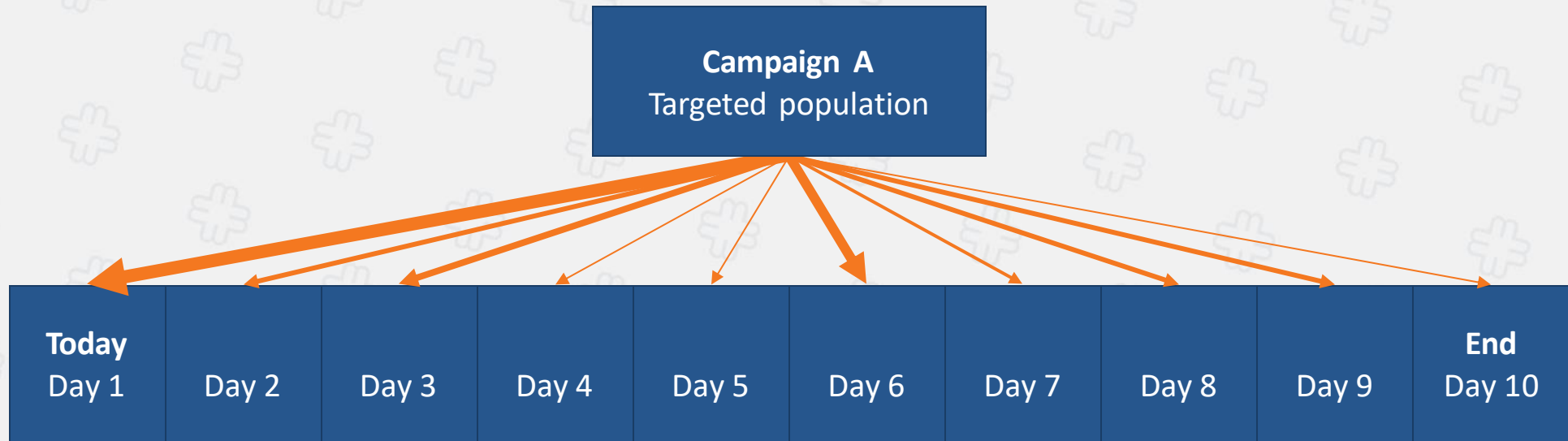


Reduced Fatigue



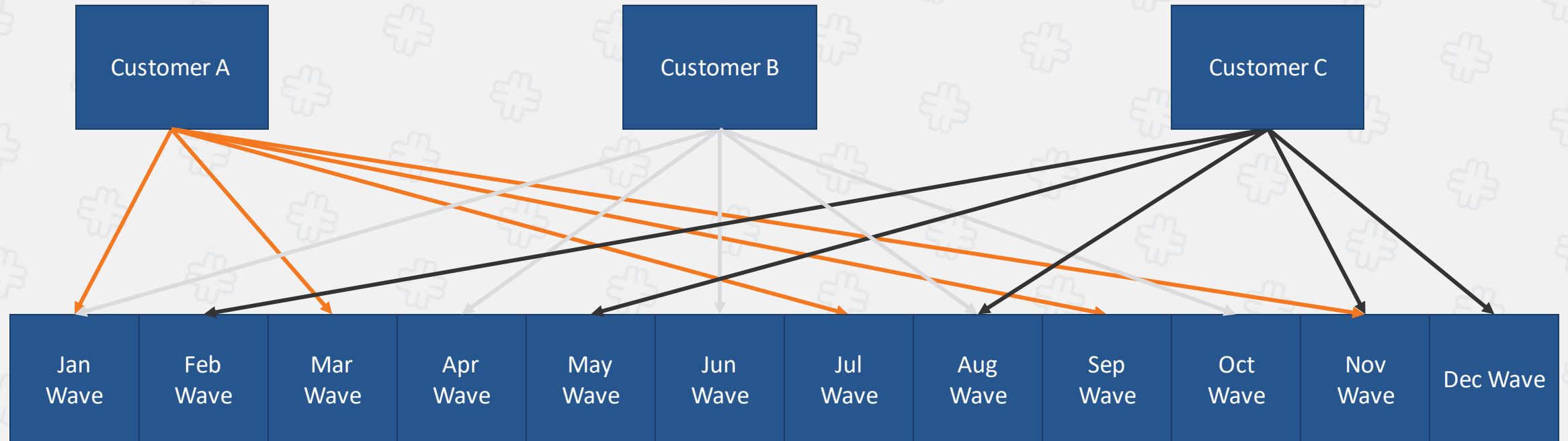
Use Case – Advanced Email Timing

Goal: Maximize the likelihood of customers opening your email by sending it at the most opportune moment



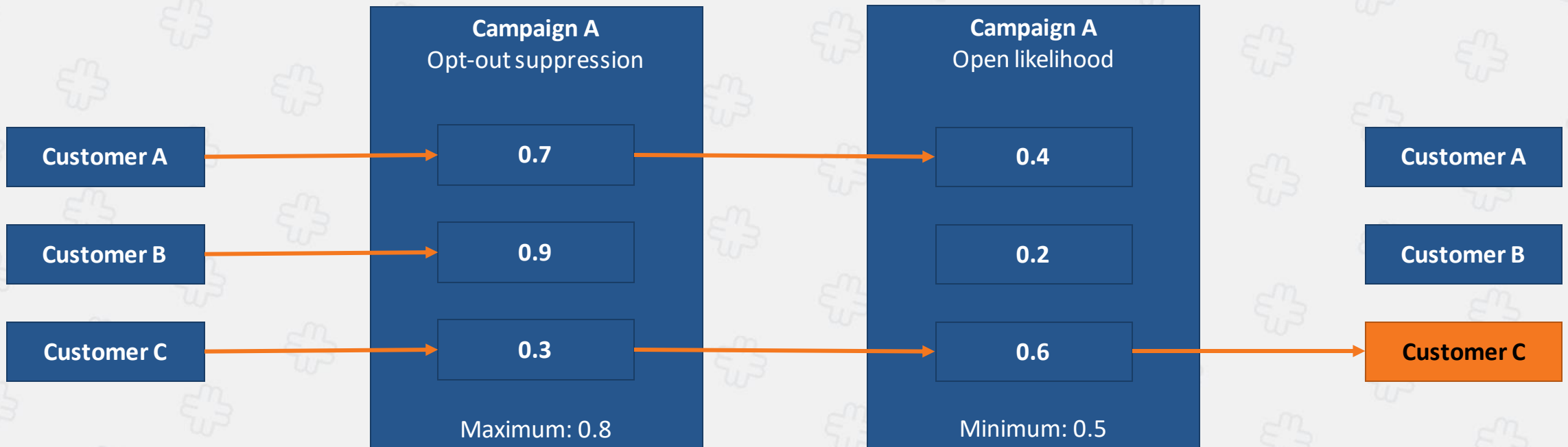
Use Case – Cyclical Campaign Engagement

Goal: Personalize contact frequency for each customer



Use Case – Reduce Customer Fatigue

Goal: Suppress customers who are unlikely to open, or likely to opt-out from your email



Deployment Process



Deploys as a package – similar to other AC modules

Integrates with the OOTB recipient table

Uses the OOTB contact history data for training and predictions

Core components align with a typical AC dev team structure

Campaign developments follow a similar process to existing AC features

Demo

The marketing team at organization XYZ has coordinated with the Adobe Campaign team on a campaign to promote a new product.

Marketing has provided a list of recipients and a 5-hour time period in which they would like this campaign to be delivered.

Using Advanced Email Timing, the campaign team will be able to use AI to determine the optimal time of day to deliver this content and maximize engagement.

Key Benefits



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Over \$50 million in incremental value unlocked
by Munvo AI for clients in the past year

Questions?



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Thank you!



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