

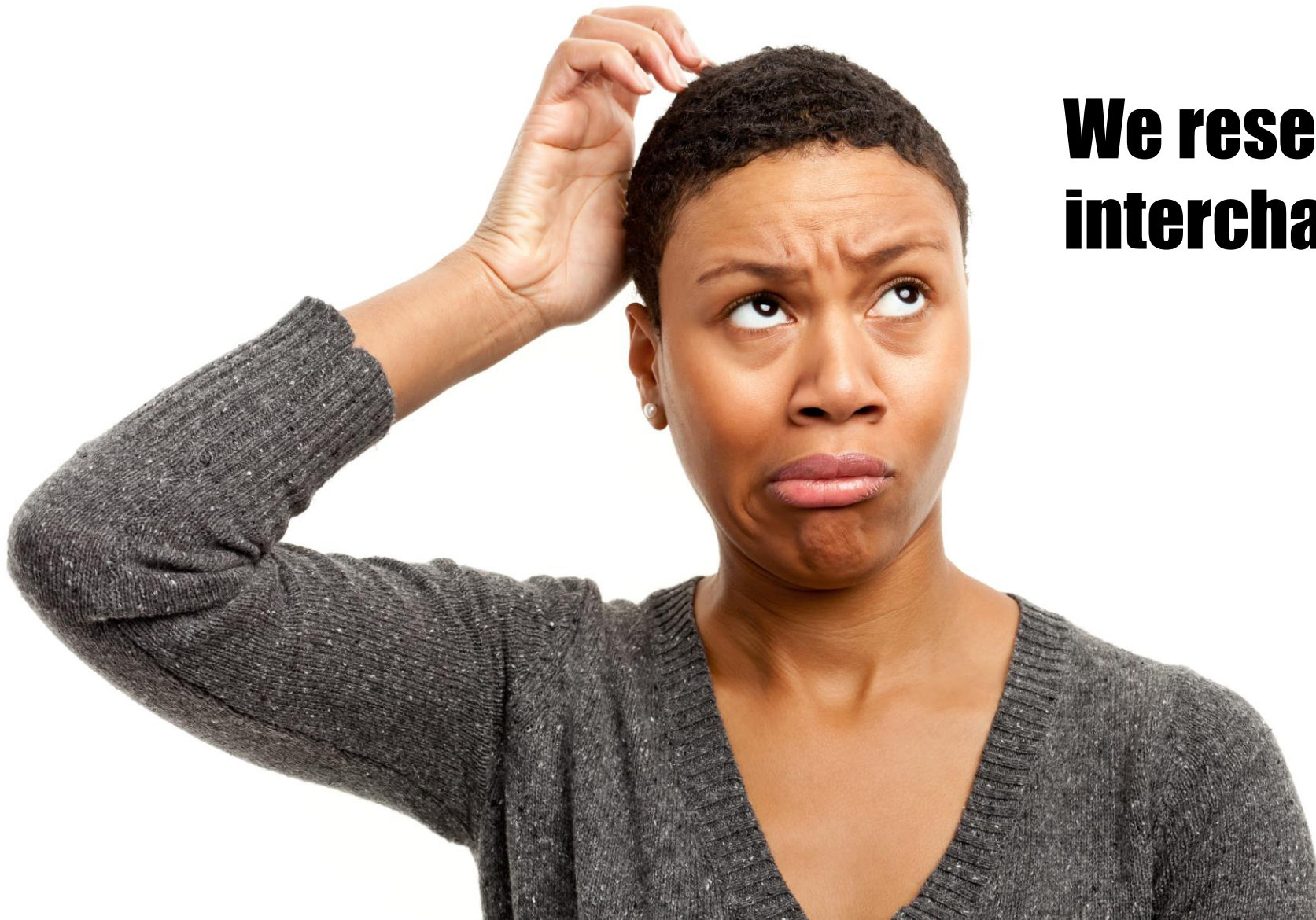
15

20,000

3

4

0



**We reserve the right to  
interchange ML & AI....**

**....so keep up.**



# **AI & Your Customer Journey**





**What can be done better?**



47%

...of shoppers believe the majority of marketing emails they receive aren't relevant

...believe AI powered product recommendations have improved their shopping experience.

43%

25%

...find it too difficult to  
return items

...are satisfied with AI  
chatbots on retail sites

**35%**



23%

...say brands and retailers  
don't understand them as  
a person

...are happy with the AI enabled personalised service they receive

**37%**

**AI is helping**



# What we are doing about it



- 1.** PREDICTIVE – Crowdsourced tactics & strategies
- 2.** MACHINE LEARNING – Send time optimisation
- 3.** GENERATIVE – Content Optimisation
- 4.** CONVERSATIONAL – Natural Language & AI assistants



# Predict

25  
AI-optimized Tactics


Improve CX while reducing manual effort with AI-optimized Tactics



ACQUISITION


CONVERSION


RETENTION


 Abandoned Cart

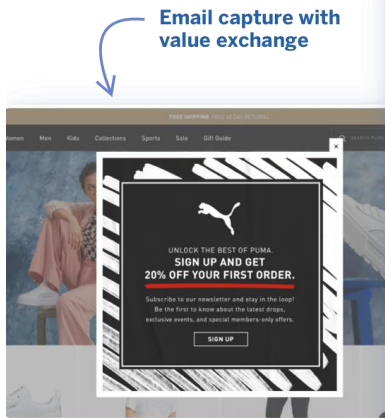
 First Time to Repeat Buyer

 Online to Offline

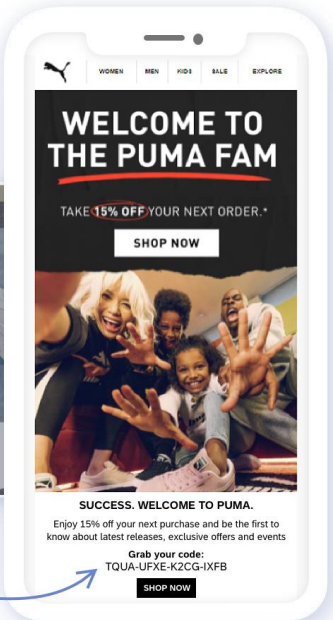
 Abandoned Browse

 Winback Defecting Customers

 Winback Inactive Customers

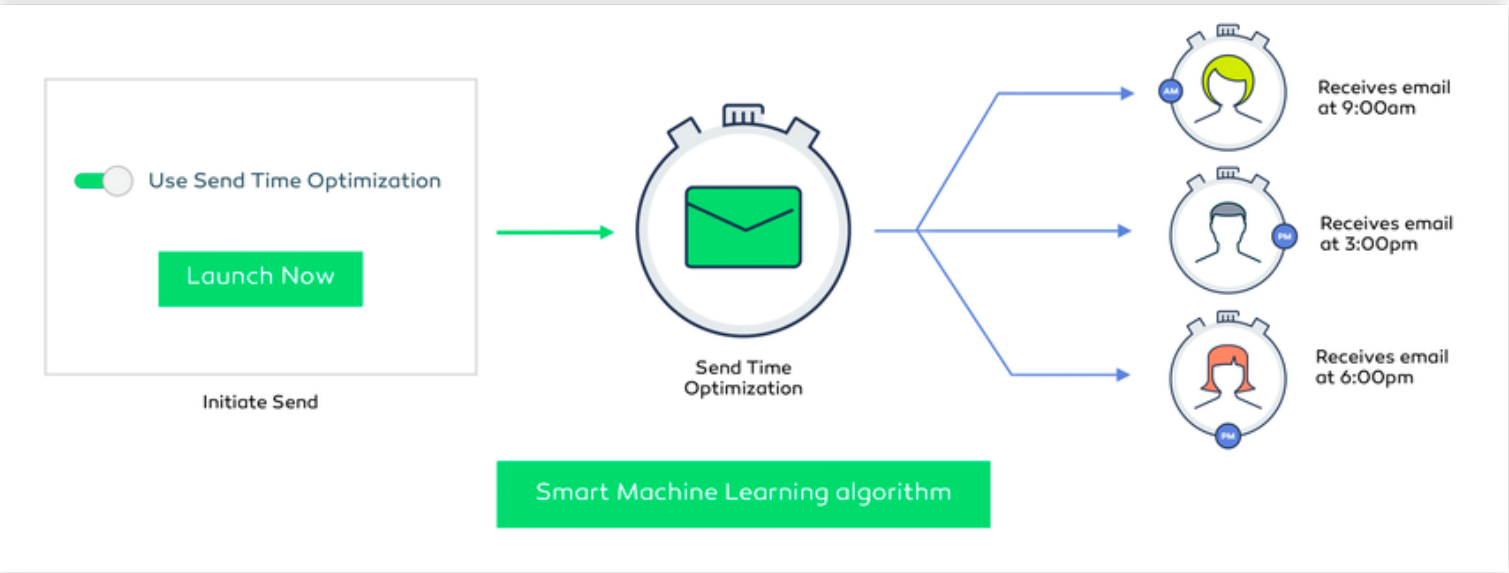


Email capture with value exchange



Unique, personalized discount code

# Machine Learning



Tokens and ESL are used to personalize content across languages and regions

AI product recommendations are filtered based on available products at the customer's closest warehouse

# Generative

- Use Generative AI to create and optimize content while ensuring brand tone of voice
- Drive greater value from product catalog data with AI-assisted search to insert products in campaigns to drive business outcomes
- Create and insert personalized content with AI across customer engagement channels

Locale  
English (United States)

Generic 80 Creative

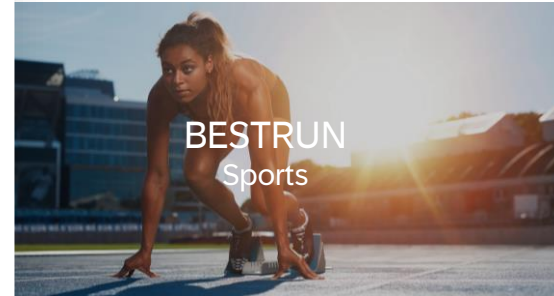
imageA\_1 × link\_textA\_1 ×  
link\_textB\_1 × priceA\_1 × priceB\_1 ×  
textA\_1 × textB\_1 × textC\_1 ×  
urlA\_1 × urlB\_1 ×

Content

Lightweight mesh on the upper creates a softer, more breathable feel that contours your foot.  
Dynamic lace-up fit and supportive containment in the midfoot wrap around your foot for a contoured and secure

Audience

Middle age Runners that are training for a marathon



Kipchoge believes there are no limits to his potential  
**n like a champ. Race as a winner with Nike Zoom Fly 5.**

Experience the extraordinary with the Nike Zoom Fly 5, inspired by champion runner Eliud Kipchoge's record-breaking 5K performance in 2003. Reflecting Eliud's determination, this unique design features the iconic white base and red stripe of the Nike Zoom Miler athletic spikes he wore that day. A 'Kipchoge-ism' mantra is imprinted on the left insole and the record time and location are on the right insole. Every aspect of this shoe is a tribute to Eliud's groundbreaking achievement, encouraging you to push your limits and reach for the extraordinary.

£164.95  
£164.95

# Conversational

### Recommendations

[Upcoming Contract Renewal](#) [Review Enriched Data](#) [Send Email to follow up on abandoned cart](#) [Upcoming Contract Renewal](#) [Send Email with P](#)

### Latest Note

**Maria Rogers** 5 days ago

I would like to purchase a set of white velvet couches but I'm not sure about the terms and conditions on returns.

Show More

### Key Metrics

#### Active Leads

71 Total

- Hot: 14
- Warm: 35
- Cold: 22

#### Active Opportunities

\$4M Total

- Open: 32
- In Process: 18

#### Quotes

- Expiring in 7 days: 7
- Expiring in 30 days: 14
- Remaining Open: 9

### Contacts (4)

**Wade Warren** Procurement Lead  
PARTY ROLE  
20 Days Ago

**Maria Rogers** Merchandising Manager  
PARTY ROLE  
6 Days Ago

**Adam Jones** Procurement Director  
PARTY ROLE  
1 month ago

**Rahul Nair** SVP  
PARTY ROLE  
16 Days Ago

### Joule

Search Smart Actions AI Tools

**Maria Rogers**  
Kixo Procurement Manager

**\$50,000** Last Order  
**\$450,000** Total Spend  
**24** Total Orders

Summary Details Segments

Maria Rogers is the Merchandising Manager at Kixo Retail, she has placed a total of 8 orders in the past year. As of now, Maria has 3 open cases that are currently being addressed by our customer support team. Her total sales with our company amount to \$700,000. Maria's role as a Merchandising Manager involves overseeing the selection and purchase of home goods and furniture for Kixo Retail's inventory. Maria is qualified to participate in our yearly customer appreciation gathering.



# What you could be doing about it



- 1. ITS NOT A REPLACEMENT** - it's a partner & force multiplier
- 2. GET STARTED NOW** – adoption is very low friction
- 3. DATA CAPTURE & QUALITY** – are still imperative
- 4. GENERATIVE** – has limitless scaling applications

# Thank you for staying awake

- SVP Strategy & Consulting @ SAP Emarsys
- 25 years in digital marketing & technology, 8 in consulting
- 11 years working with regional and global consumer-facing brands
- Worked in agency, consulting and technology vendor
- Obsessed with connecting strategy to execution & tech adoption
- Keen focus on driving operational change at pace
- Commercially minded Customer Lifecycle evangelist
- Strategic problem solver and team builder



# Didn't really pay attention? Want to learn more?

Download the Report we commissioned:

## AI Report: Power to the Marketer in Europe

The convergence between how consumers feel about AI and how marketers want to use AI.

