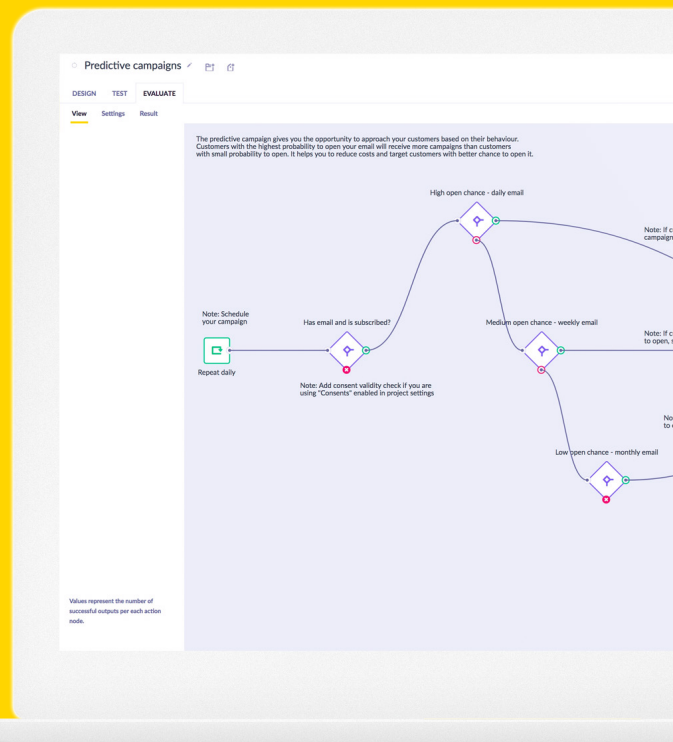


# PREDICTIVE DAILY CAMPAIGNS

**Predictive Daily Campaigns is an advanced feature powered by prediction models, enabling you to optimize your email marketing campaigns, like never before.**

Predictive analytics utilizes historical and real-time data to uncover patterns in customer behavior to determine the probability of future engagement with your brand. Effortless identification of customer segments with elevated revenue generating ability, will help you narrow your marketing efforts and create smart email campaigns. Let Exponea introduce AI and a high level of automation to your email marketing - predictions will define the right audience and time, advanced analytics capabilities will help you determine the most relevant content.



## Benefits

- **Email efficiency optimization** - send fewer emails with higher impact
- **Increased revenue** - identify and target high-value customer segments
- Increased **brand loyalty and customer retention**
- **Send time optimization** (AI powered) - boost email open rate and conversion
- **Better brand perception** by reduced email traffic to customers with lower engagement
- Reduced **unsubscribe rate & higher delivery rate**
- **Fully automated email campaigns**

## How it works

- **Predictive Daily Campaigns brings together the power of predictions and omni-channel orchestration to predict future actions of your customers and compose highly relevant and specifically tailored email campaigns.**

The prediction model takes into consideration the ratio between probability to purchase and the probability that the customer will interact with your email (open email). Based on the ratio, all your customers are distributed into 3 segments reflecting the predicted level of their future engagement.

## How it works

- **High** - most valuable segment - (high revenue generating ability)
- **Medium** - medium chance that the customers will open the email and purchase
- **Low** - decreased revenue generating ability

The dynamic nature of the segments automatically moves the customers across the groups based on the real-time behavior, to reflect any changes in the level of engagement.

Utilizing Omni-channel Orchestration functionality you can use the predictive segmentation to assign different email frequency (daily, weekly monthly) to each of the segments and create a personalized messaging based on brand loyalty and potential future revenue inflows.

Combining Predictive Daily Campaigns with Send Time Optimization will create the most powerful synergy enabling you to target the right customers with the right message at the right time.

Predictive analytics in concert with direct execution capabilities will bring your brand a competitive edge and move your email marketing to the next level.

