appice

AI DRIVEN MARKETING AUTOMATION

Thank you & Hello
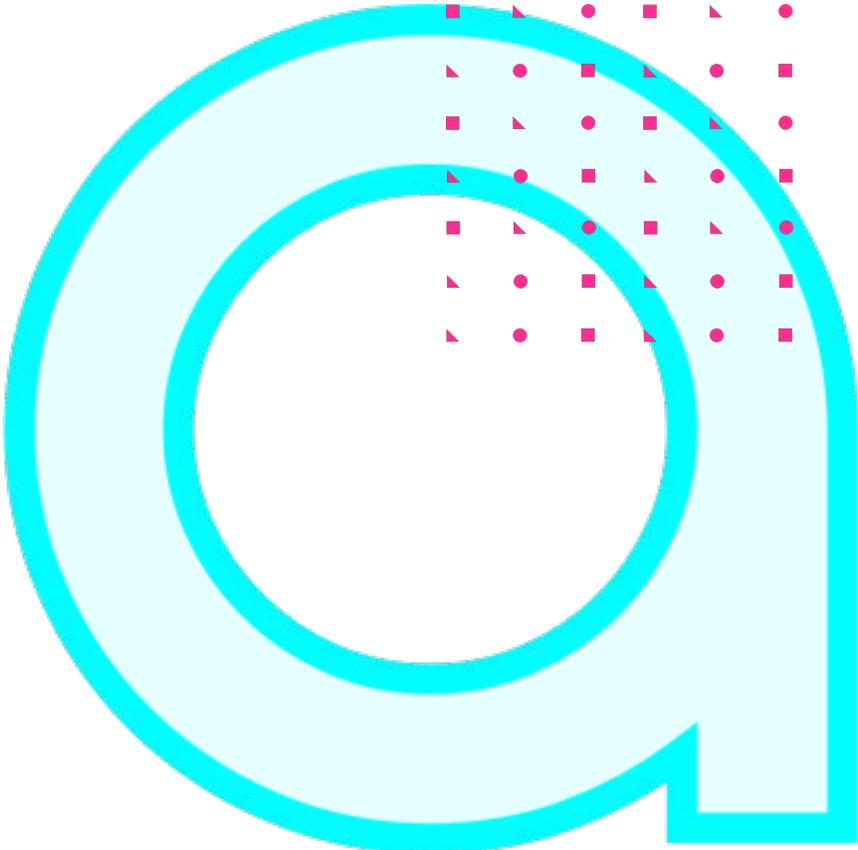
Good customer experience drives conversion & loyalty

Customers expect brands to deliver a balance of relevance, consistency and convenience at each stage of their journey,
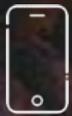
Across the multiple channels and devices where they choose to engage.

Your customers constantly send signals about what they like and what they're looking for – Intent & behavior

How do you leverage these events in real-time to drive interventions.

WEB

TRANSACTIONS

MOBILE

CONTENT

CRM
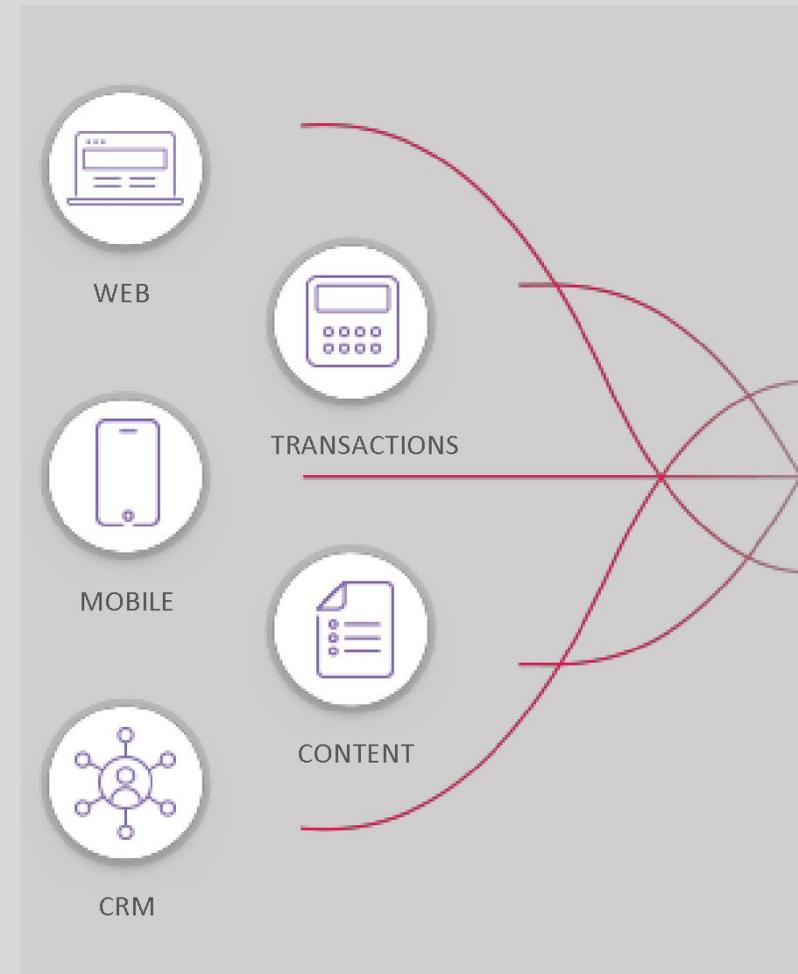
Disparate Data
Challenge

Siloed data & fluid digital journeys do not provide real-time customer intent and behaviour.

therefore..

How do you leverage real-time behavioural insights that drive marketing growth.

Fluid Customer Journeys

Disparate Systems Disparate Funnels

Real time segmented targeting – *a challenge*

Inconsistent interventions
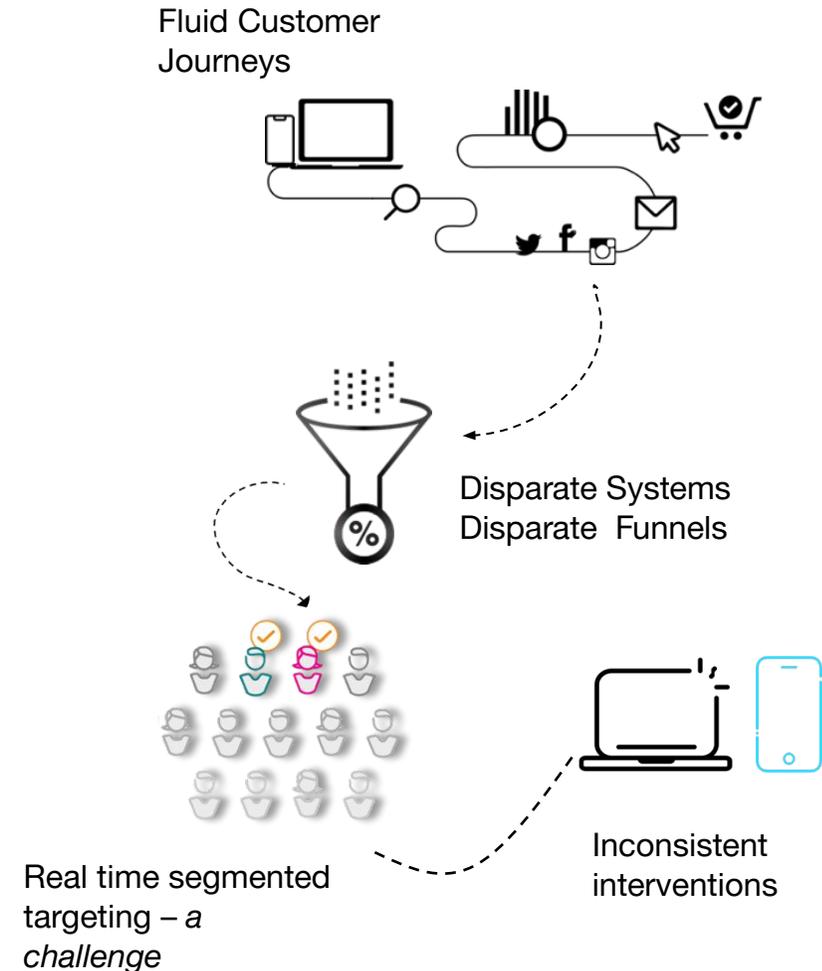
How it works
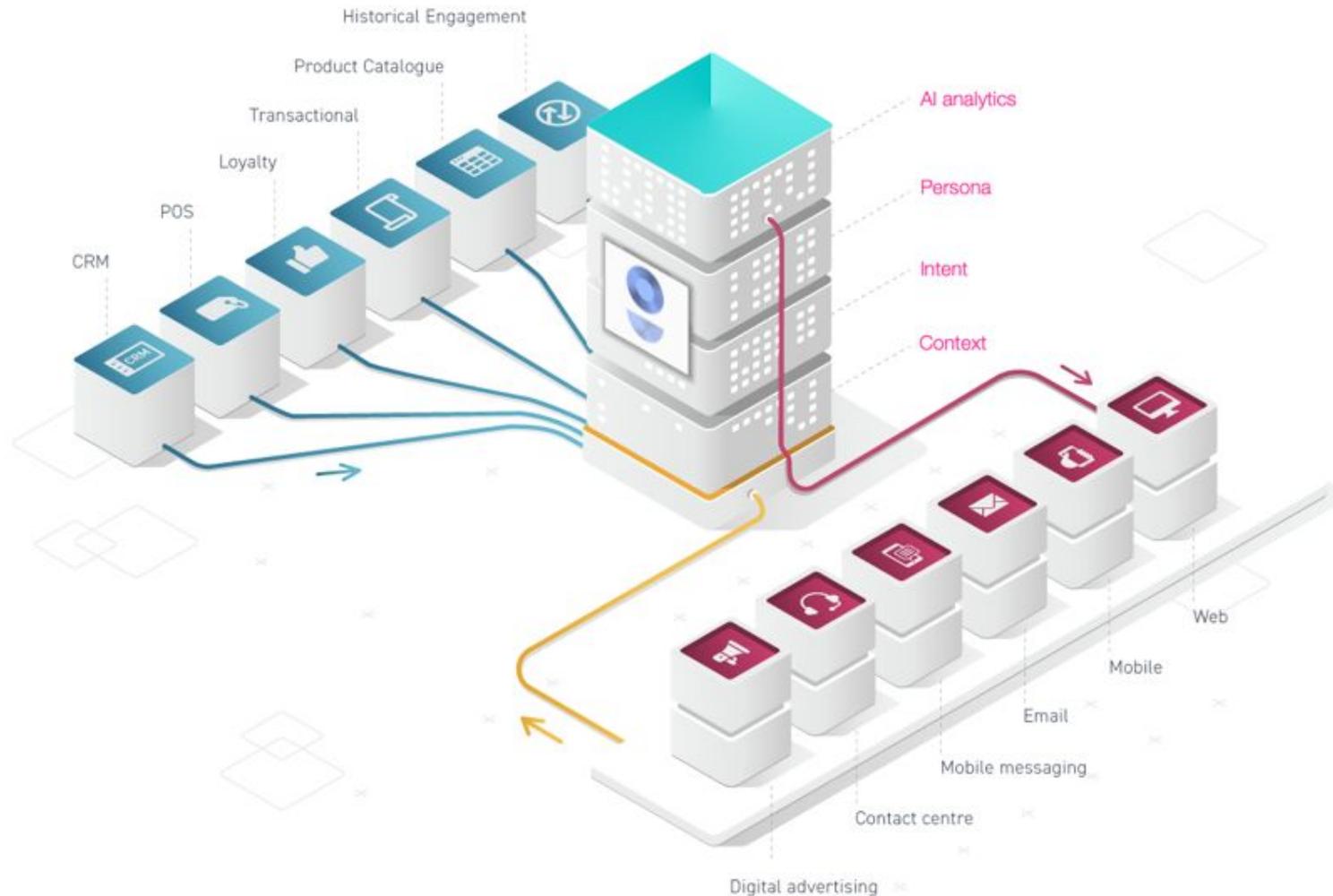
Ingest data from any source. Connect all customer, product and operational data to enable 1:1 personalization basis:

- Persona
- Intent
- Context

Matrix of real-time segments x actions improves CX and delivers higher lifetime value.

Unlocking
Intelligence from Data

appICE algorithms automatically joins millions of data points to identify patterns to create segments or ML models

appICE evaluates each customer touchpoint and looks at the customer's profile, segmentation and all prior responses in similar contexts to build models.
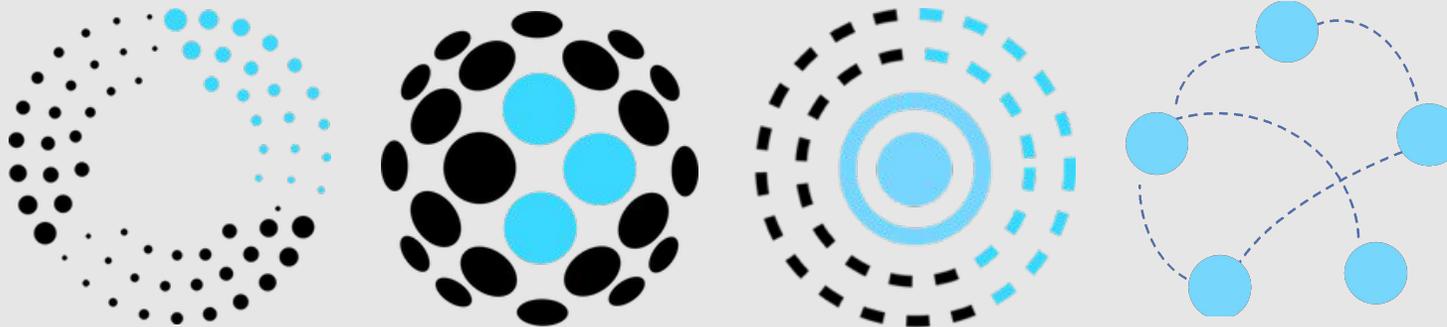
Delivering Value

DELIVER BETTER DIGITAL EXPERIENCE

Unite data from all customer touchpoints to identify segment insights – how they respond & behave to digital inputs.

UPSELL AND CROSS-SELL EXISTING CUSTOMERS

Identify which customers are likely to upgrade or adopt new services based on transaction volume, balance, and other behavioral and account characteristics. Then, trigger an offer when specific conditions are met.

DRIVE LOYALTY AND REDUCE CHURN

Understand what your best customers have in common and identify the red flags that signal cancellation. Then, allocate resources toward driving behaviors that create satisfaction and loyalty.

Drive revenue

Increase traffic

Boost engagement
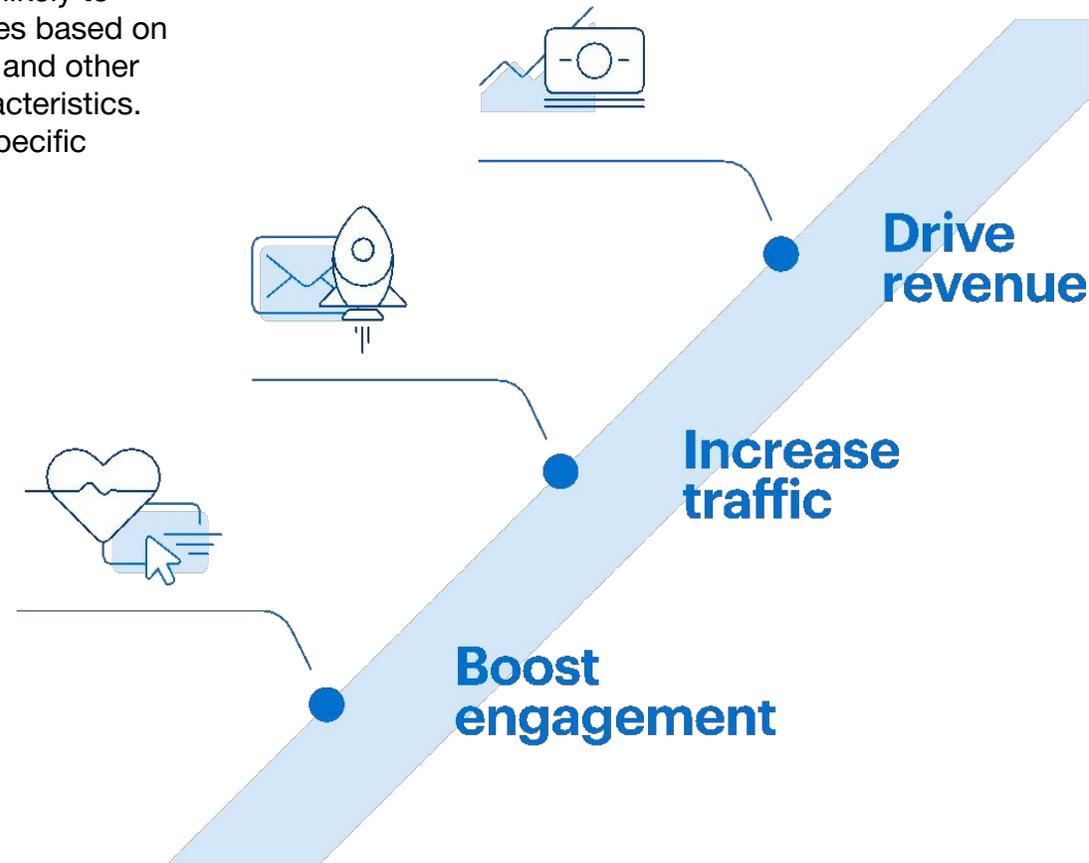
Features
Omni channel engagement

Personalize, at scale

Measure experience

Enrich existing data using AI

Unify data with context & events

Predict future actions

AD

Re-engage high-value users on social

Find valuable users with high retention rates

State-of-the-art safety & data security

Improve conversions

4:00
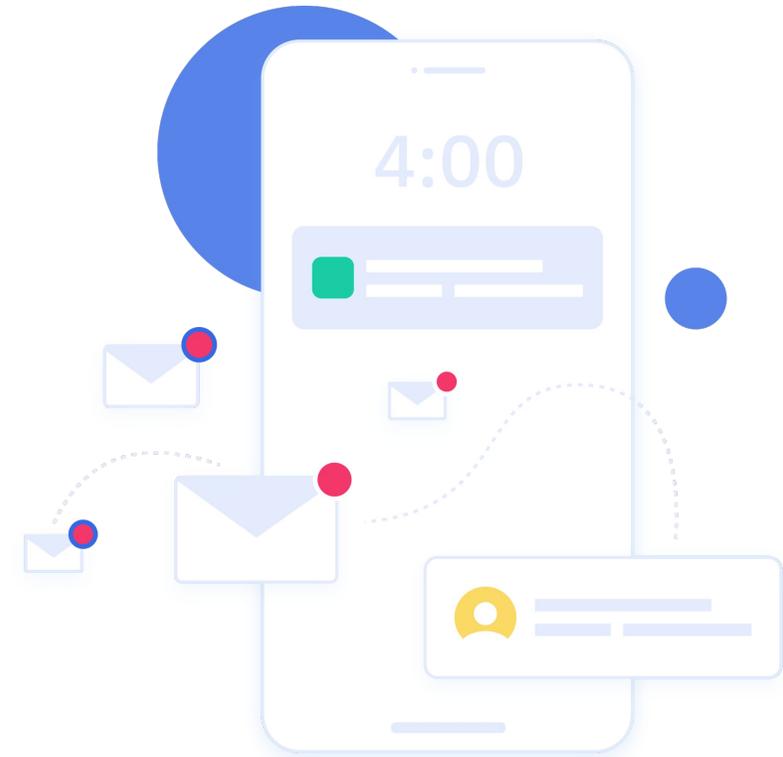
appICE

Case Study

Case Study

Etisalat integration across three key business lines & countries
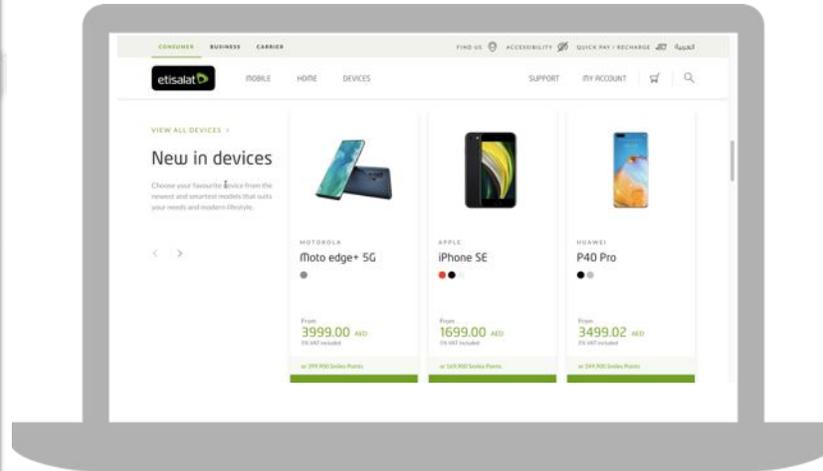
Increase Transactions.
AI driven recommendations to increase engagement & revenue.

**Better Service Experience.**
Shift customers to digital service, reduce costs.

Higher Device Sales.
Grab higher share of device sales. Increase e-commerce revenue.

Engagement Automation

appICE orchestrated rich media campaigns based on real-time segmentation, triggered basis events in a customer's journey.

Users who have

Bought Discount Coupon

Category

is

Retail Rewards

and have not

Subscribed to BOGO
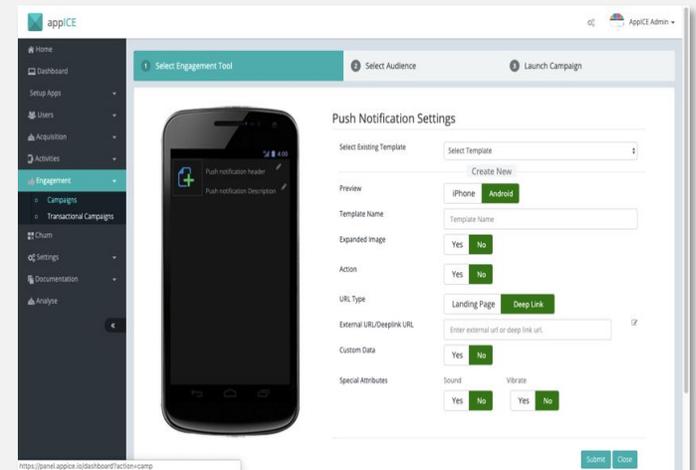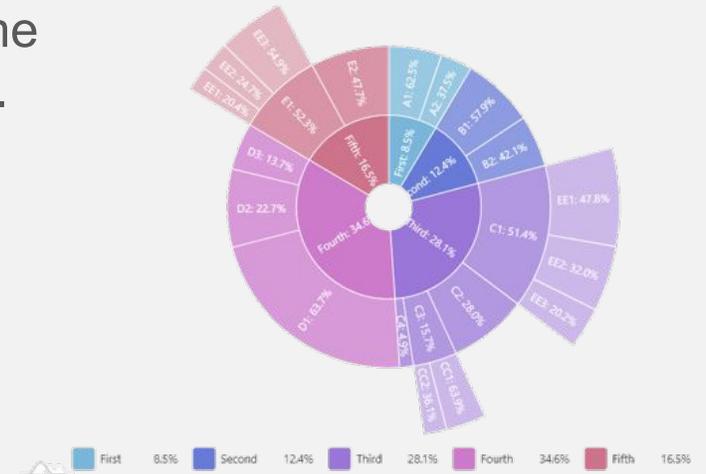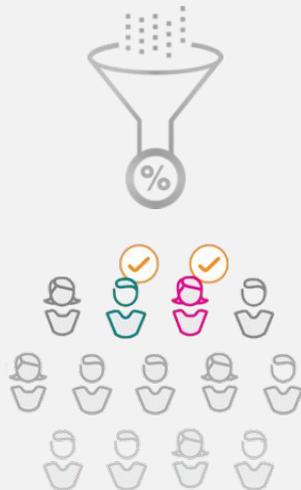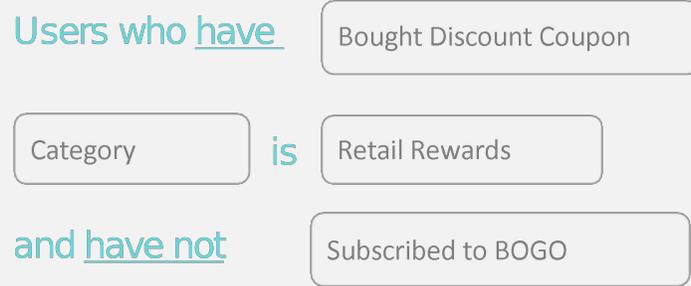
Real Time Analytics

Agile | Live Segmentation | No IT Intervention | Rich Analytics | Omni Channel
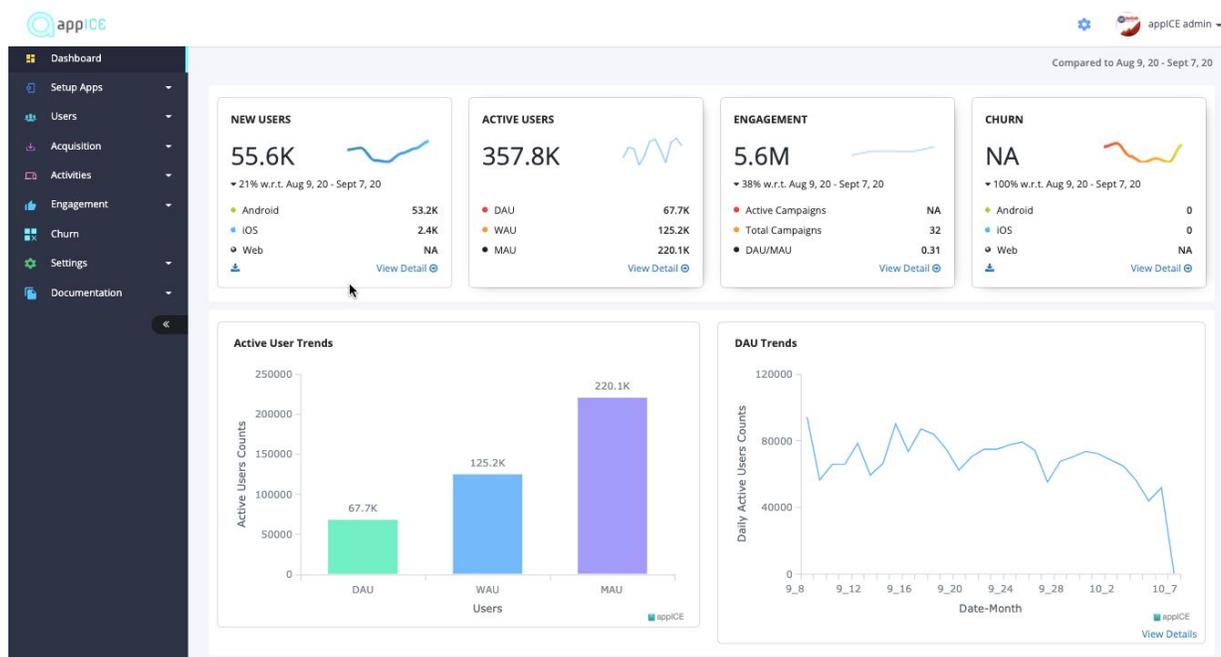
Real Time Analytics
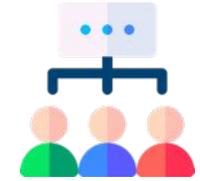
Behavioral Segments
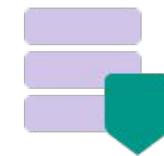
Zero PII Architecture
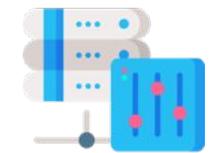
CRM, Big Data Integrations

Business Impact

etisalat.ae website

abandoned cart
conversions
plans & devices

36%

Business Impact

Smiles App

subscription
conversions
revenue

6%
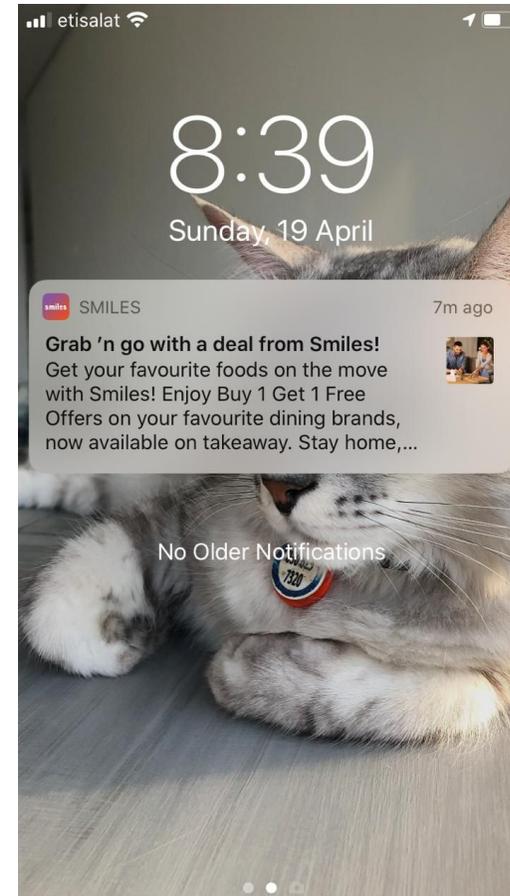
Business Impact Analytics

Real Time Events

More than 500K Smiles customers receive push notifications daily generating millions of actions. This data is captures in real-time for each device.
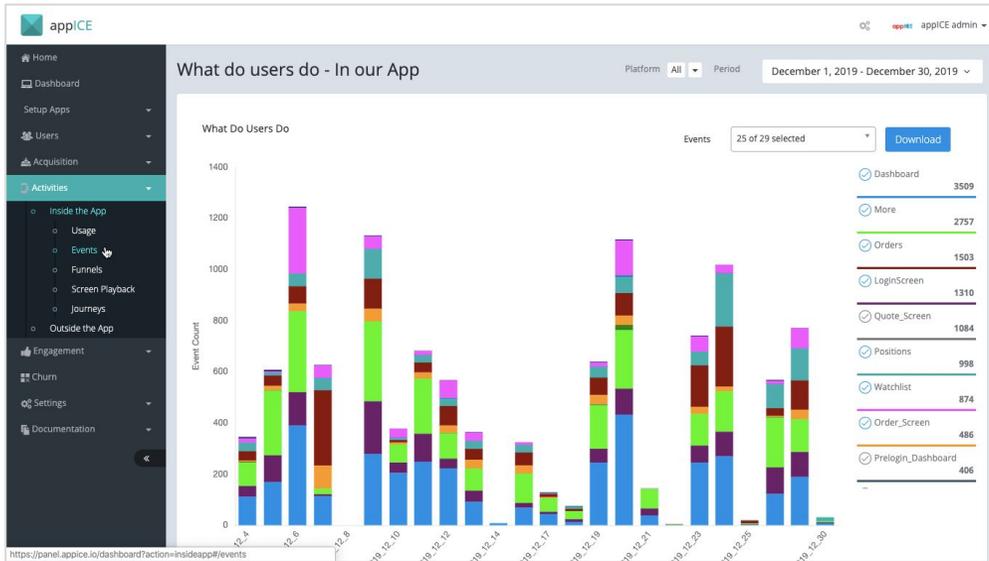
Behavioral Intelligence

Contextual and behavioral segments to show relevant 1:1 personalized messages.

In Moment Marketing with Rich media notifications
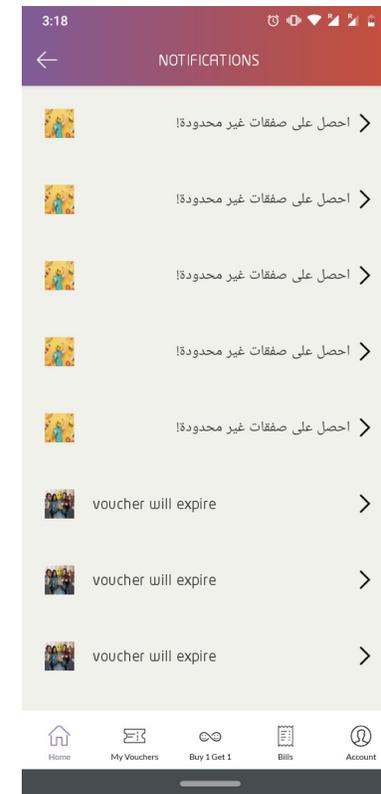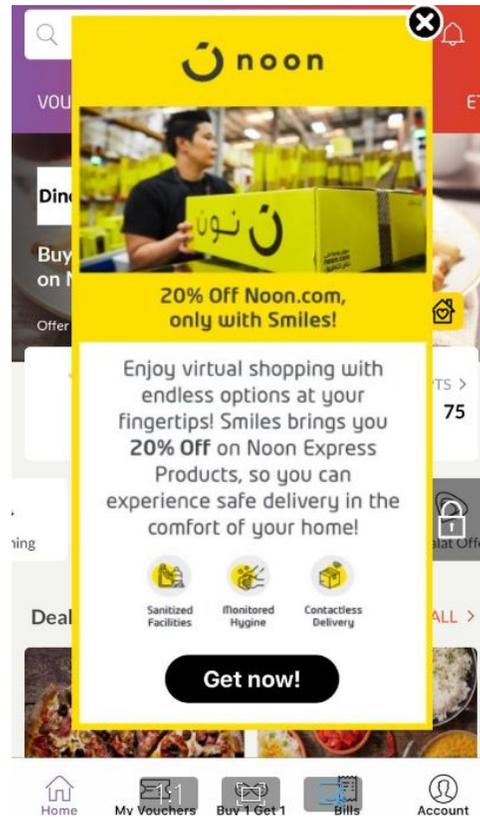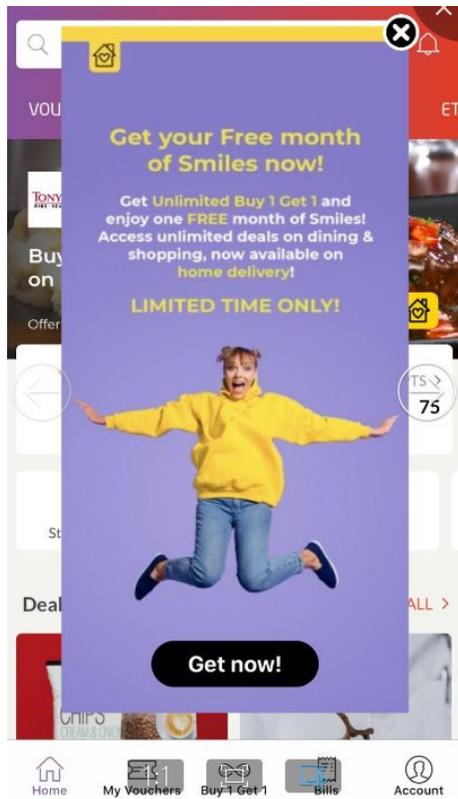
- Never miss an important notification!

- Engagement in language of choice

Automating Campaigns Behavioural & Geo Targeted

- Behavioural Campaigns, In-App, Visually Rich Notifications or Geo Targeted
- Engagement in language of choice
- Understand what's working, what's not

Smiles Campaigns

Reach

All Audience   Multiple Geo Targeted Audience:
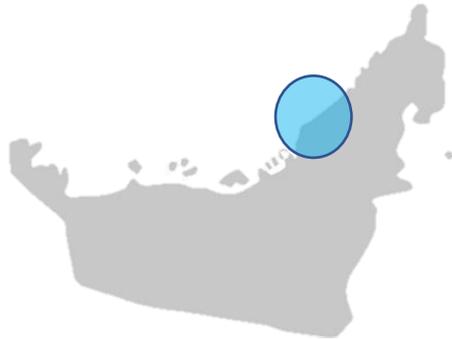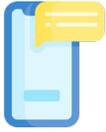
# Driving Multistep Communication

Omni Channel based engagement
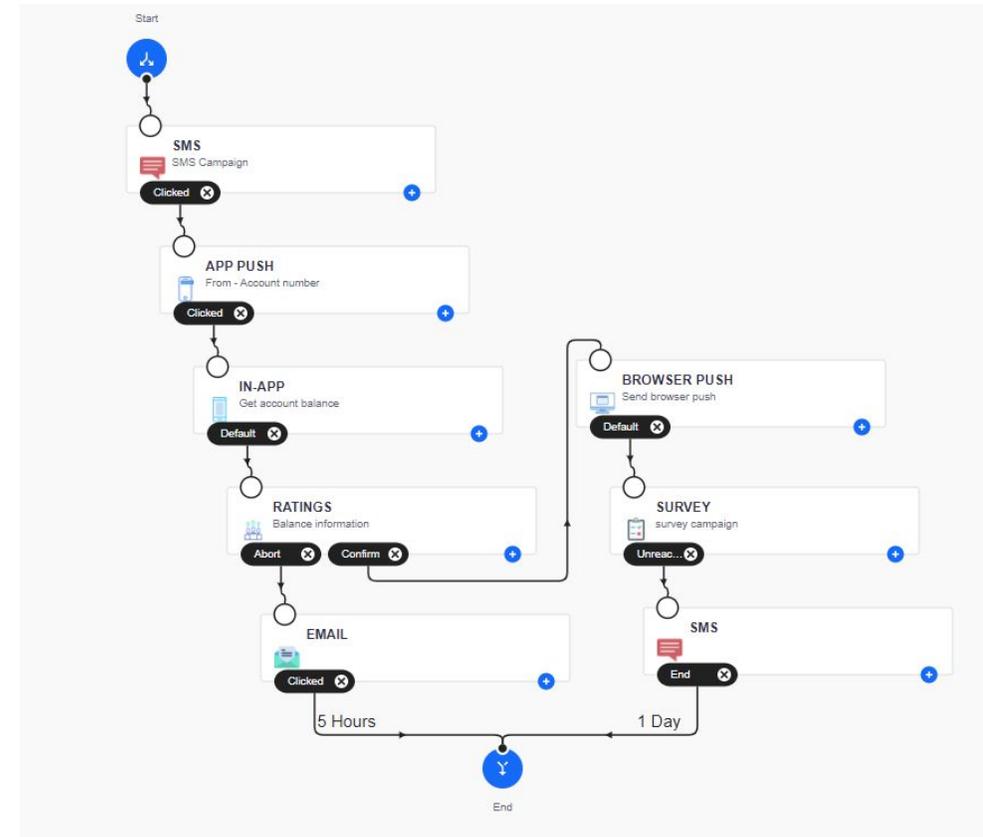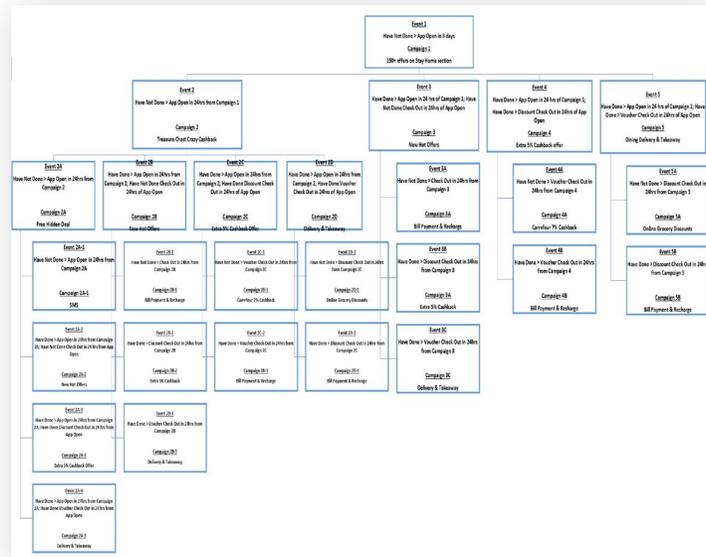
Collaborative App Intelligence

Rich understanding of other App usage
- Competitor or collaborative.
- Real time targeting basis intelligence outside of Smiles
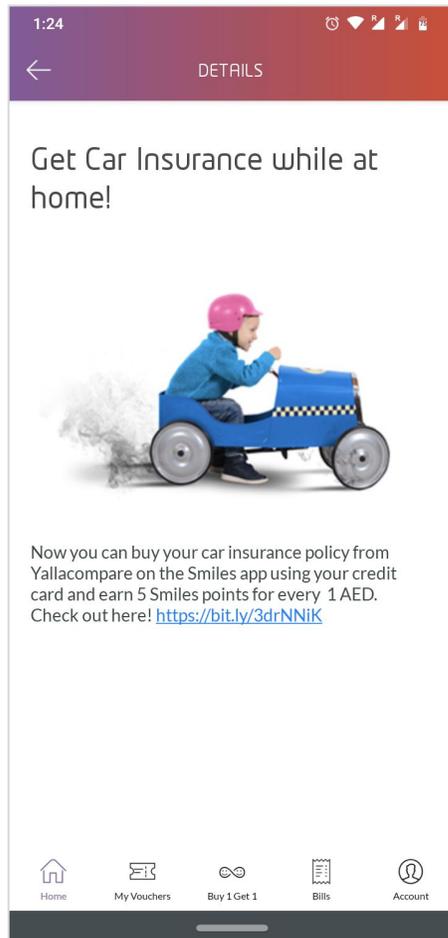
Promotion for Yalla Compare

- Segmented of those who interact with other insurance Apps
- Targeted message in real-time
- Uplift of 5x over non-targeted messages
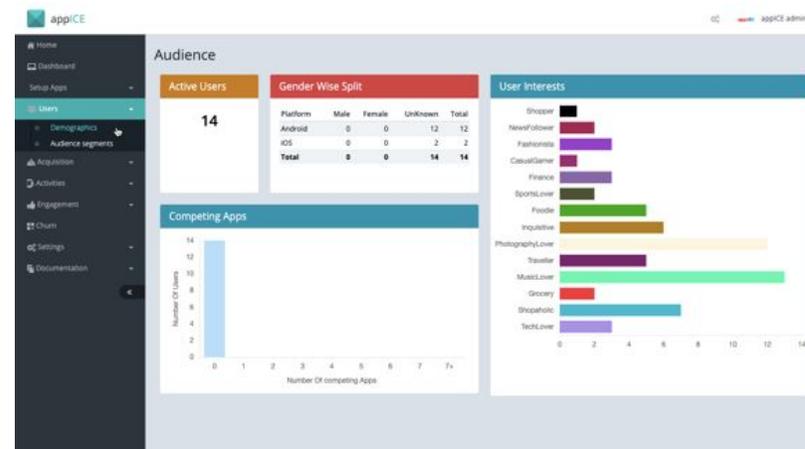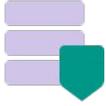
Privacy Preserving Deployment

Patented privacy preserving engagement core

- Analytics and Segmentation basis Hash ID Tokens
- A 'first' in the world of cloud based marketing automation
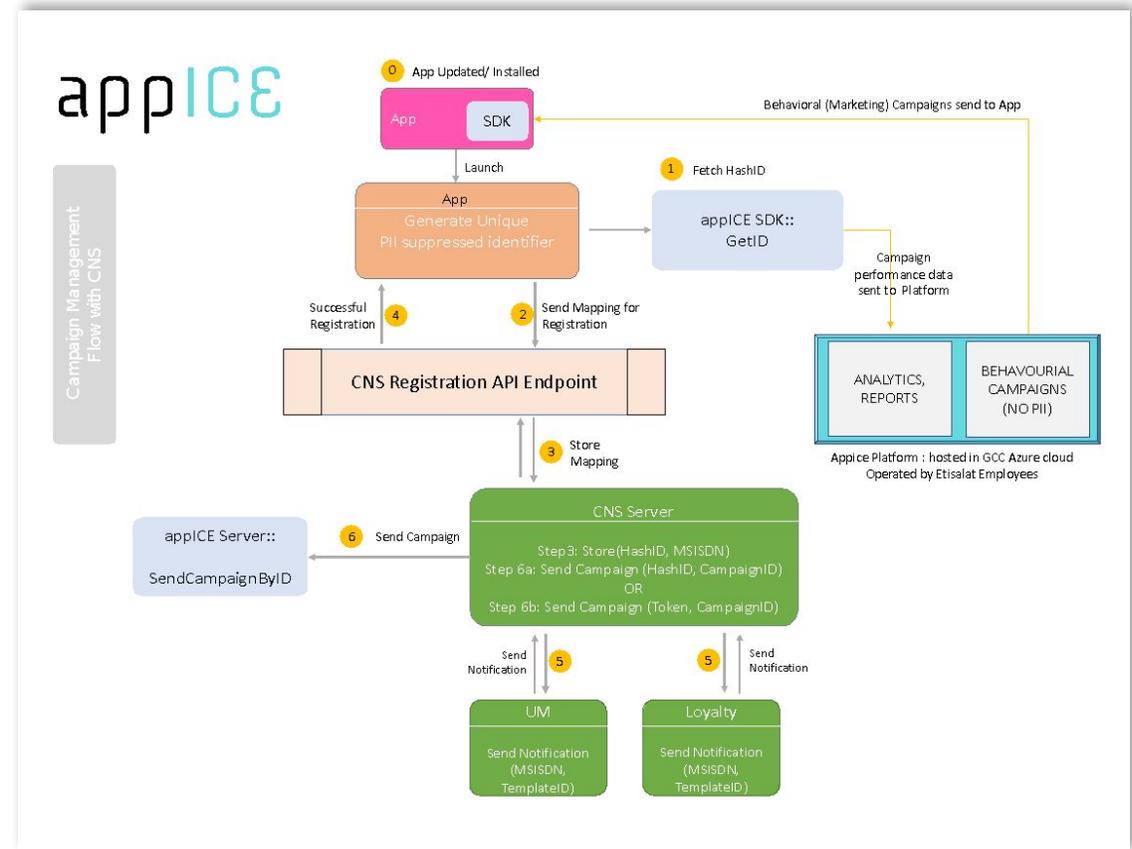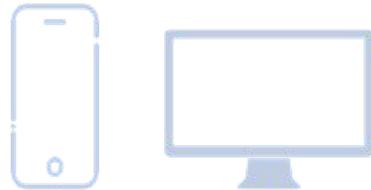
👥 ML Data Modelling

- Add and update activities at any time and take advantage of all historical data
- Define concepts as activities once, allowing everyone to use consistent definitions
- Follow the simple structure, and identity resolution happens automatically

PEOPLE who

LOGGED IN

and

SUBSCRIBED
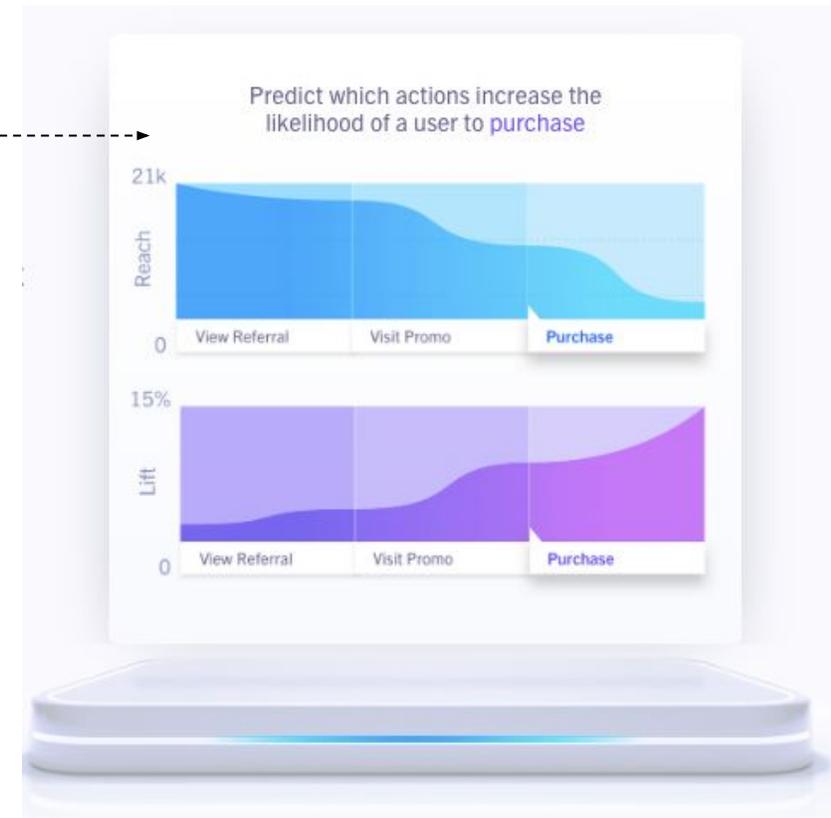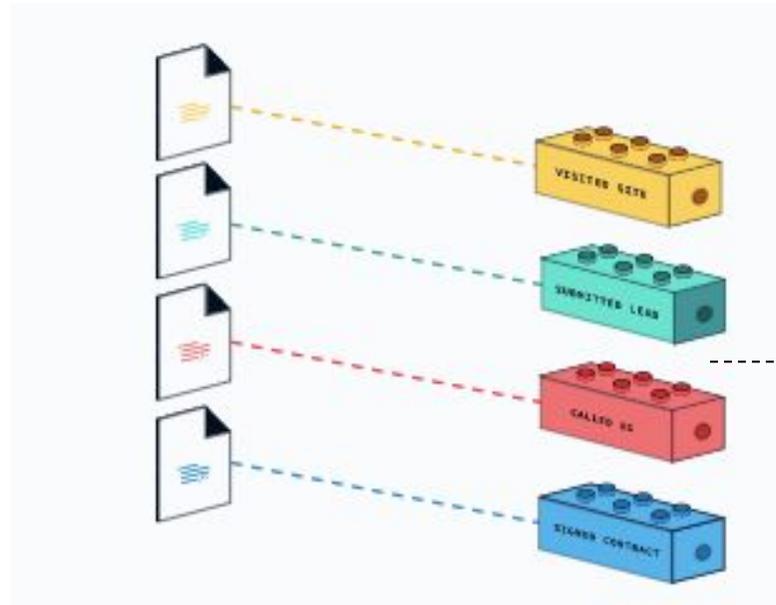
Behavioral Engagement
Website or app

01
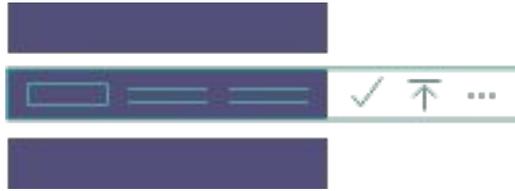
TRACK
Events from website or App

02
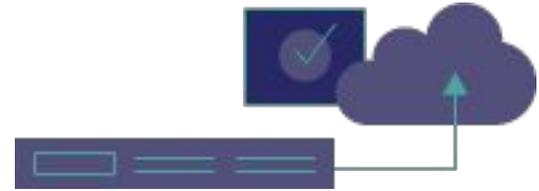
JOIN
PII preserving architecture
(GDPR compliant)

03

SEGMENT
Events, Context, Behaviour

04
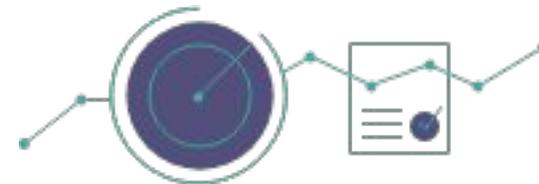
EXECUTE
Send to another system or manage
campaigns from Appice

appICE
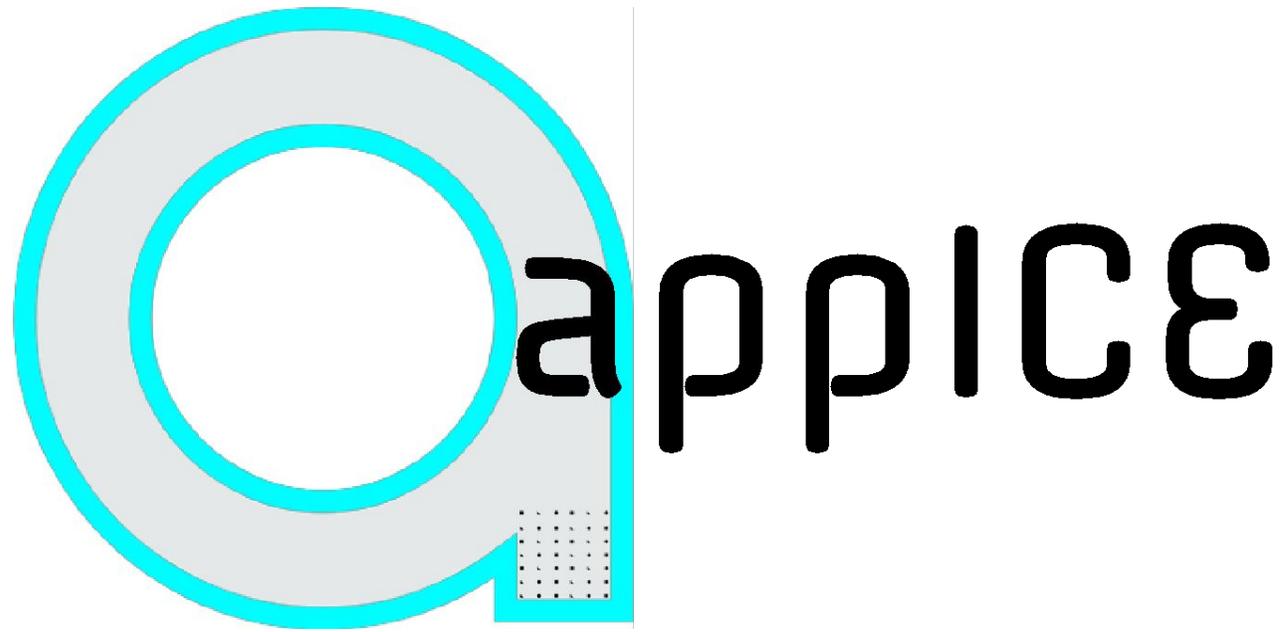
Intelligent Engagement Platform

SBI | **Case Study**

Case Study
India's Largest Bank

SBI

Business Challenges:

Integrate transactional & behavioural data to create marketing outcomes that impact revenue.

- Contextual data not being used to influence actions.
- Segmentation in batch mode, not in real-time.
- Legacy data lakes and on-premise data could enable messaging on digital channels.
- Increase ROI from digital channels to acquire and engage customers by determining best time to engage on paid media & own channels.
- Data from different service providers (SMS, Email) and internal data from APP and Web visits did not allow real time insights on what's working and what's not.

CRM

CLICK

DB

EDW

DATA INGESTION

PREDICTIVE MODELLING

MARKETING OPTIMIZATION

ESP

APP

WEB

Ads

LIFT
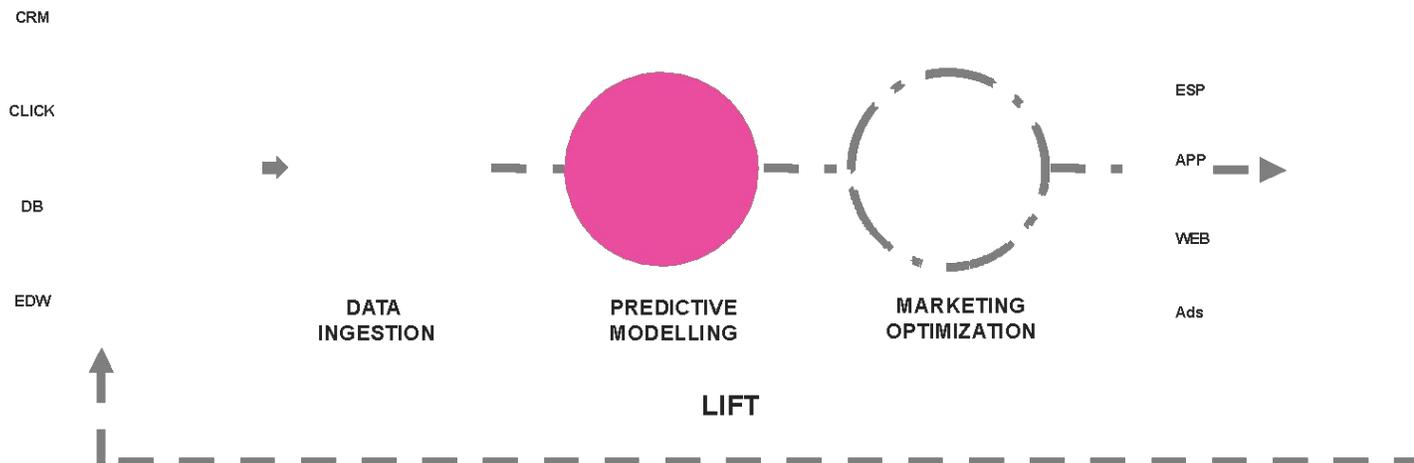
Results

Behavior Shift
- Nudge to increase FD investment.
- Increase in digital only FD creation
- *Major Impact* as per Head to Retail banking
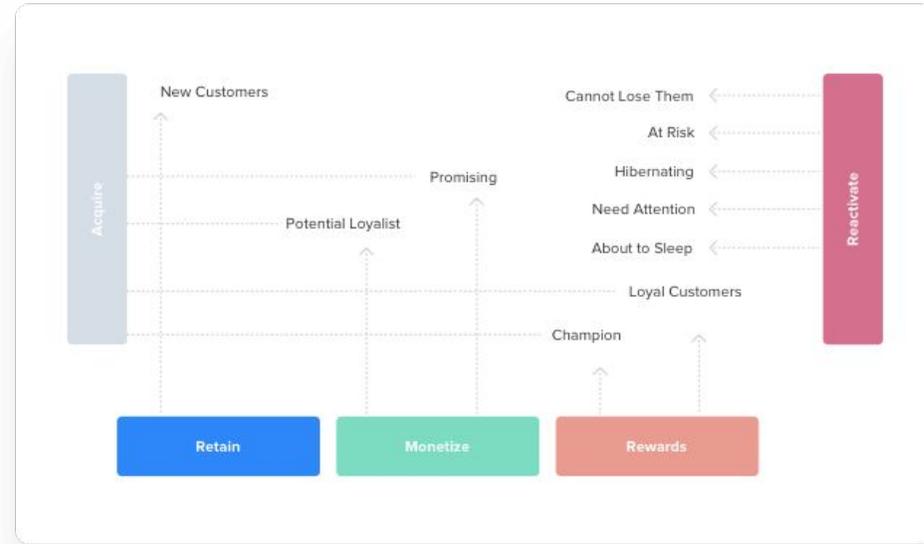
Engageing SME's

- Increase time on site.
- Recommend products

Lower 'Form' Dropouts
- Better form fills
- On site Contextual campaigns

End-to-End Funnel Optimization

- Path to purchase to deliver better CX
- Re-engagement at drop off points

Results

✓ Digital Deposit Velocity Increase.
Moving funds from saving A/c to FD A/c. Savings product adoption increase.

✓ Increase App MAU.
Dormant users and occasional user engagement. ROI impact.

✓ Funnel Optimisation.
Increase conversion ROI. Decrease paid media cost.
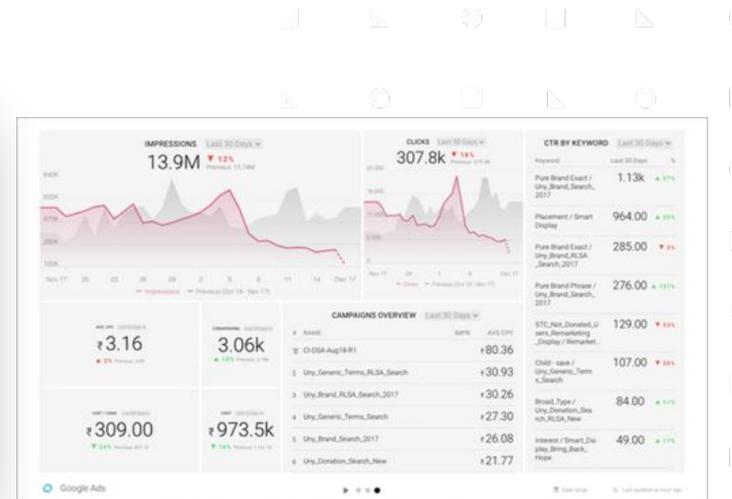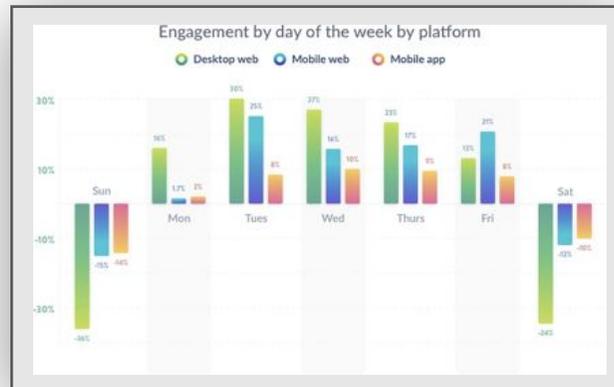
Case Study
Leading Mutual Fund

Business Challenge

The mutual fund operator wanted to increase its share amongst millennial investors who do not want to rely on traditional fund managers/brokers.

Research showed that millennials needed time-saving mobile solutions that make it easier to engage and have full control over their finances. If the client proactively delivered best-in-class mobile content related to investments solutions , they would increase retention and attract new customers.

Customer Problem

Consistent investing in SIP's faces wallet-competition from other desires and re-engagement differs basis age and lifestyle segments e.g. first jobbers vs SME, Tier 2 town vs metros.

Solution

Goals based approach creates consistent and relevant engagement. Unified 360 view basis content recommendations, time of engagement and channel of communication, delivered business KPI's on engagement and ROI on digital media spends.

- Recommendations on a balanced portfolio of assets, tailored to the risk profile of the user.
- You were interested in x stocks but didn't complete your transaction.
- Best time and channel for engagement.
- Content on asset class which initiates engagement or digital assets.

Results

✓ Increased Policy cover.
New Premium worth~ $1.8mn

✓ Increases 'stickiness'.
75% would stay with Client because of Goals
based approach.

✓ NPS Increase.
23% increase in NPS - felt messages addressed
their specific needs, making them feel understood.

✓ Boosts engagement.
23% increase in mobile logins.

First   8.5%   Second   12.4%   Third   28.1%   Fourth   34.6%   Fifth   16.5%
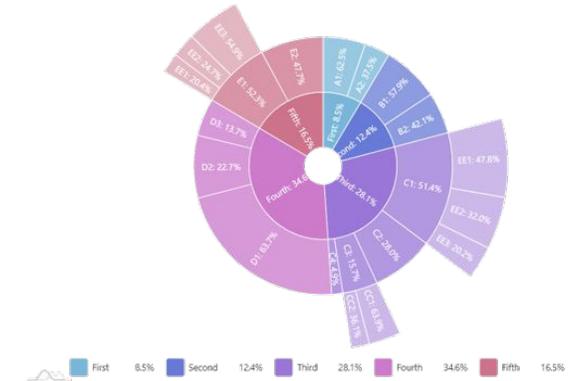
"
Maximizing revenue
requires 360 view of our
base – How many "best
customers" do we have
defined as those who
placed > 4 orders with
email open rate >20%
"

appICE + Microsoft

We are part of MS Accelerator & also deployed on MS Azure cloud to ensure data residency within region.

- Global partnership
- AI & ML engine
- Best in class data security
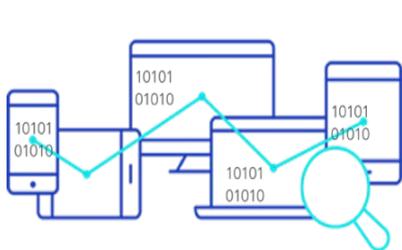
CONNECT ALL YOUR DATA

TRANSFORM DATA TO INSIGHTS

AI ENABLED PERSONALISATION

Our Customers
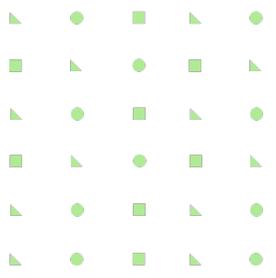
India's Largest Bank
Unified attribution, engagement &
competitive intelligence solution.
Segmented offers, real-time engagement

Leading Private Bank
Deploying AppICE for omni channel
engagement and customer loyalty.

UAE Mobile Operator
Deploying AppICE for omni channel
engagement across telecom and
commerce services

Global FMCG
Used AppICE in the new
repositioning initiative on 'health'.
Engagement for health bot.

Leading Cards Issuer
With over 10 mn active users

Our Customers
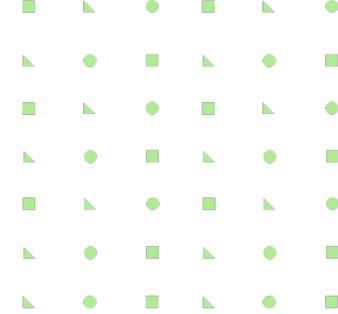
Nationalised Bank
Unified attribution, engagement &
competitive intelligence solution.
Segmented offers, real-time engagement

India's 1st Non-UTI Mutual Fund
With over 5 mn active users

Indian Public Sector Bank
Deploying AppICE for omni channel
engagement and customer loyalty.

11th Largest Bank in the UAE
Used AppICE in the new
repositioning initiative on 'health'.
Engagement for health bot.

**Multinational Telecommunications
Services Company**
Deploying AppICE for omni channel
engagement across telecom and
commerce services

Our Customers

AI DRIVEN MARKETING AUTOMATION