



REAL-TIME DELIVERY PERSONALIZATION

Delivery AI

Munvo's Delivery AI is the leading platform that capitalizes on deep artificial intelligence (AI) to tailor the delivery of marketing messages to each of your customers – all in real time.



TIMING IS EVERYTHING

Ensure that each customer receives the right message at the right time.

With Delivery AI's ability to understand customer behaviour and apply this cognizance to future communications, it dramatically amplifies customer engagement and overall responsiveness.

Realize the value of AI quickly using Delivery AI with Adobe Campaign



Increased Conversion



Reduced Fatigue

A SaaS platform with proven results

- ✓ **Improved customer engagement** – Delivery AI detects the ways in which customers interact with your marketing communications to personalize experiences for each of them
- ✓ **Plug-and-play compatibility with Adobe Campaign** – Delivery AI leverages data natively available in Adobe Campaign
- ✓ **Automatically scalable infrastructure** – day or night, Delivery AI scales to your needs in real time to ensure high availability and throughput
- ✓ **Security and privacy are standard** – Delivery AI requires no personally identifiable information; the AES256 server-side encryption provides industry-leading protection
- ✓ **Designed for marketers** – Delivery AI abstracts the intricacy of underlying machine learning models and provides an easy-to-use Adobe Campaign interface that gives you complete control

Use Cases



Send an email at the perfect time

GOAL:

Maximize the likelihood of an 'open' or 'click' with personalized contact timing

Input: Adobe Campaign customer interaction history

Action: Delivery AI sends each individual their offer at the time of day they are most receptive

Result:

Measurably improved conversion rates due to increased opens and clicks, deployed quickly as a plug-and-play solution



Increase engagement for a cyclical campaign

GOAL:

Heighten each customer interaction by tailoring the frequency of touchpoints

Input: Adobe Campaign previous campaign cycle interaction history

Action: Delivery AI identifies the ideal candidates to target in each wave for optimal engagement

Result:

Significantly enhanced responsiveness through a curated customer journey for a quick return on investment



Reduce customer churn

GOAL:

Suppress contact with customers at risk of attrition

Input: Adobe Campaign contact and opt-out history

Action: Marketer defines a maximum opt-out probability of 80% as determined by Delivery AI

Result:

Increased retention with complete transparency, while keeping marketers fully in control

About Munvo

Munvo is a leading consulting firm helping clients improve their marketing capabilities through a combination of technology implementations, management consulting, and marketing run services. In addition, MunvoLab develops products and connectors for Adobe®, Salesforce®, SAS®, and Unica® Marketing Solutions.

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