ACTIVATE 19

The Growth Marketing Conference

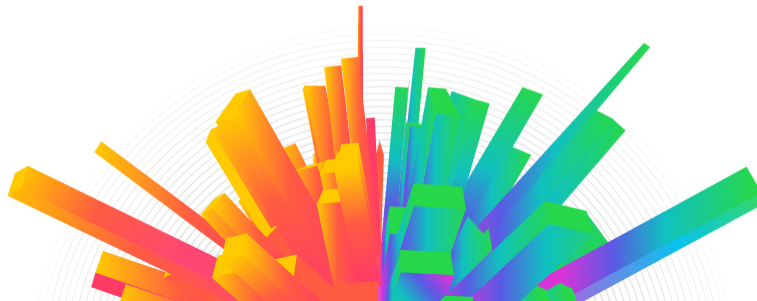# Using AI to Engage Your Audience

Wayne Coburn
Principal Product Manager, Iterable
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Presented by: iterable

Agenda

1. Overview of AI

2. Engagement Optimization
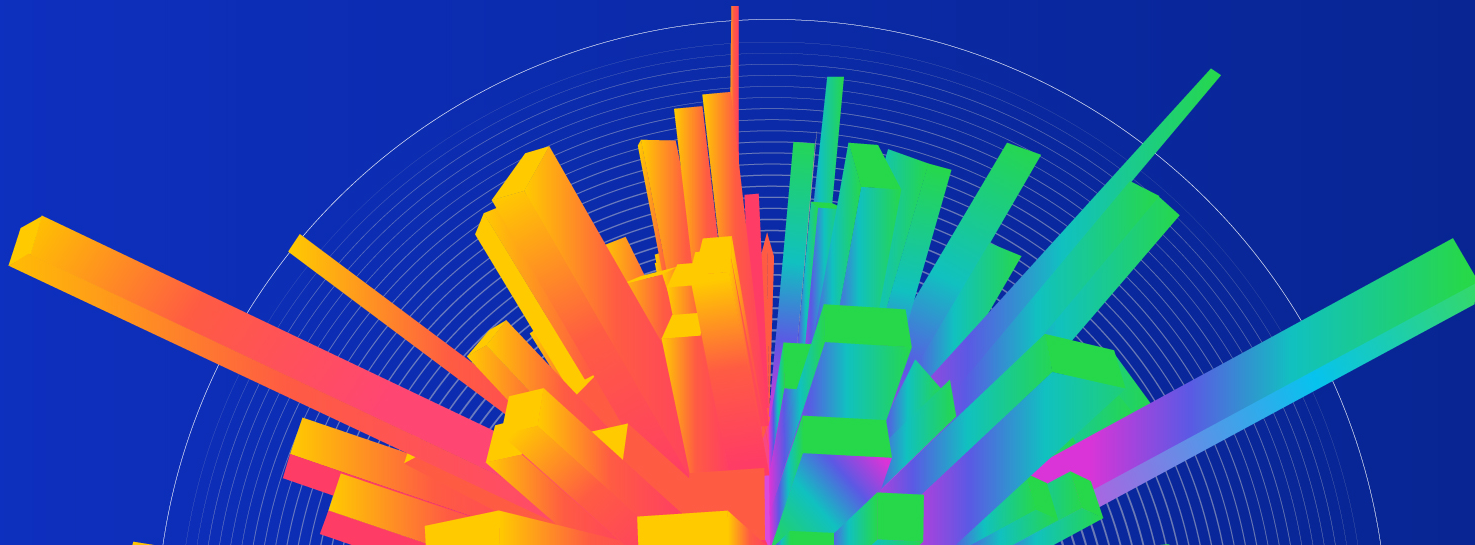
3. What's Next?

Wayne Coburn

- Principal Product Manager at Iterable
- Previously at Amazon and Westfield Malls
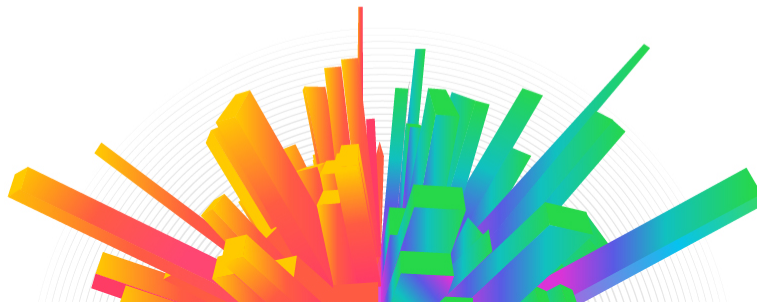- Data, analytics, and data science
- PhD in astrophysics

Artificial Intelligence

"

The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

Google

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Introduction

When a question is well defined, machines can be highly effective decision makers

- Product recommendations
- Fraud detection
- Understand simple voice commands
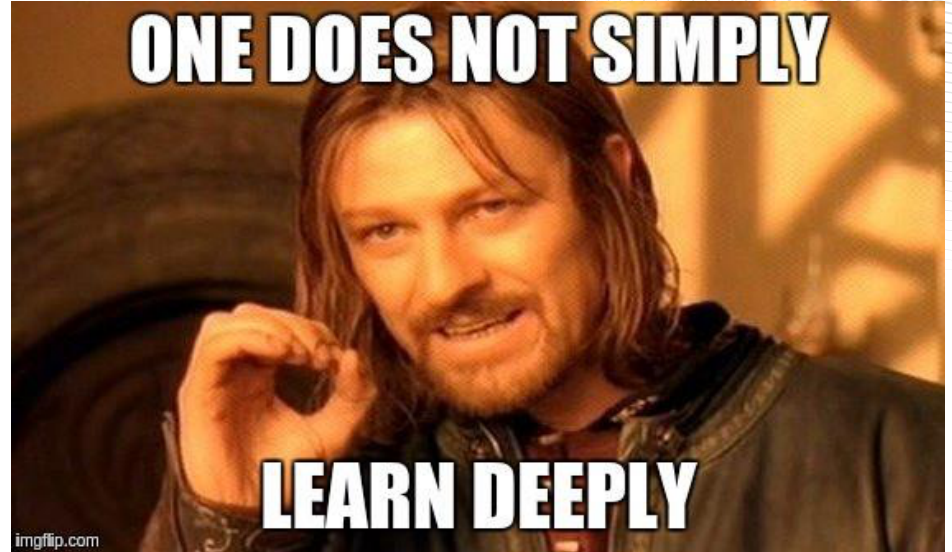- Engaging your audience

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Limitations

AI is limited by the training data

You need a large quantity of quality data to develop and train your models

We are working on ways to mitigate the cold start problem

Guiding Principles for the Intelligence Suite

Built for the marketer

Drive to customer goals

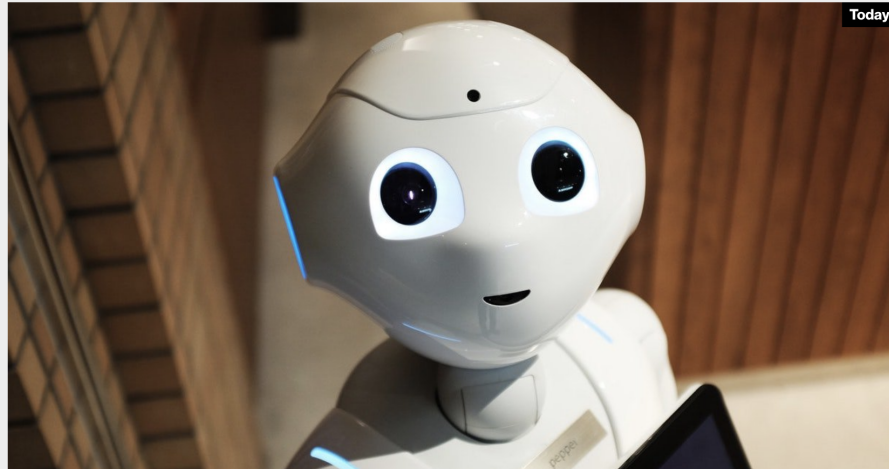Marketer-controlled messaging

Partner with our customers on the journey

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Superheros, Not Robots
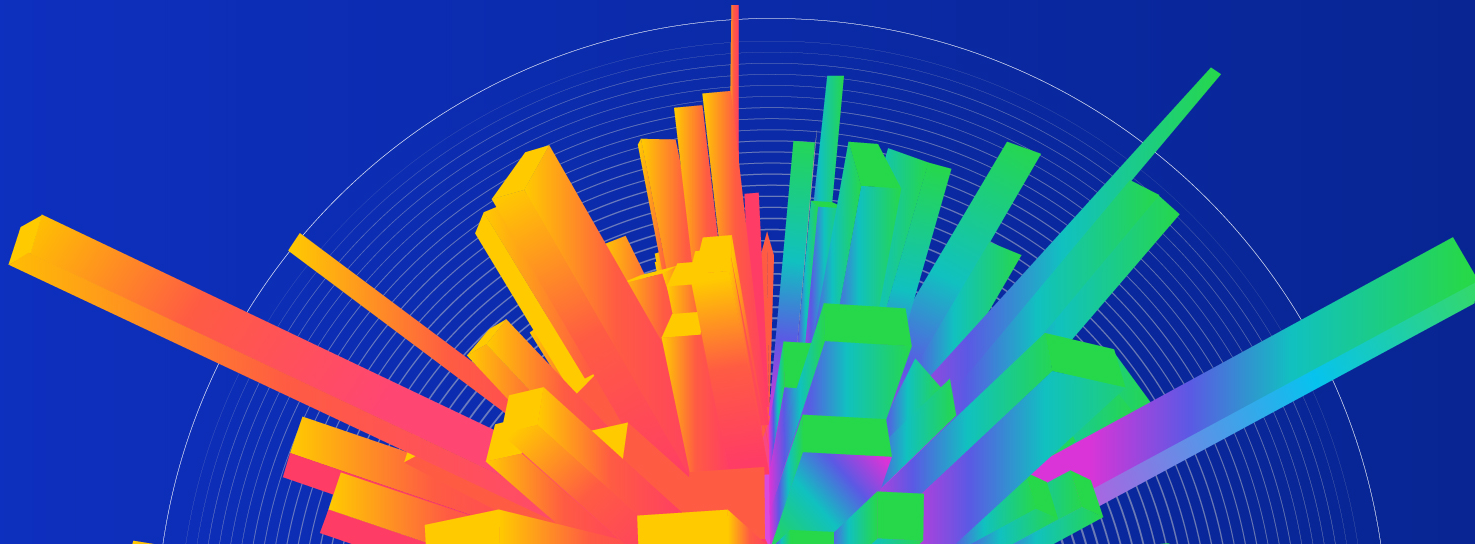
Our Goal, AI That Works

The Download

What's up in emerging technology

Today

About 40% of Europe's "AI companies" don't use any AI at all

A surprising number of firms are jumping on the artificial-intelligence bandwagon—without actually investing in any AI.
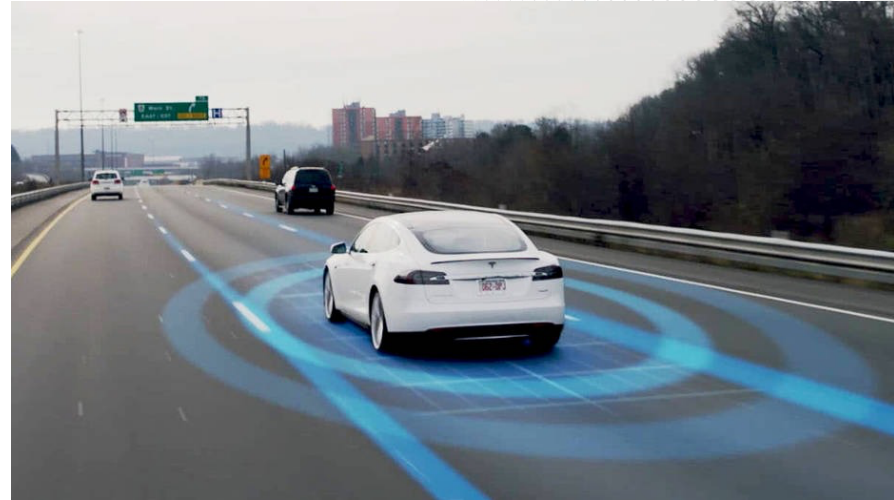
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Self Driving Cars

A self driving car needs to
- Stay in its lane
- Maintain a safe speed and distance
- Change lanes appropriately

Before you have fully automated cars, each of the above can provide an improved driving experience

Life Since Activate 18

At Activate 18, we announced
- Send Time Optimization
- Frequency Optimization
- Channel Optimization

Since then
- We have increase the size of our data science team significantly
- We have invested heavily in a world class data science platform
- We have built, tested, rebuilt, iterated on, and improved our models
- We are in private beta with a handful of customers

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Send Time Optimization

$$\min_{t_{send}} \sum_i \left(t_{open,i} - t_{send,i}(\mathbf{x}_i) \right)^2$$

- Hypothesis is emails at the top of inbox are more likely to be opened
- Minimizing the time between send and open
- Mathematically, we're looking for function that minimizes the above equation

Schedule campaign

Send time

Choose a date up to 21 days in advance

| 📅 | Thursday, April 11, 2019 | 🕐 | 10:45 AM |

Recurring ❓

OFF

Send with respect to...

◉ Project time zone (`America/Los_Angeles`)

○ Recipient's time zone

Automatically determine send time ❓   ON

| Send Within | 24 | Hours of Scheduled Start |

Create STO experiment ❓   ON

🕐 SCHEDULE THIS CAMPAIGN

Frequency Optimization

$$\max_{f_{send}} \sum_i \left(w_c P_i(conversion|\mathbf{x}_i) - w_u P_i(unsub|\mathbf{x}_i) \right)$$

- Hypothesis is too many emails will cause people to stop opening and eventually unsubscribe
- Want a send frequency that maximize clicks and opens while minimizing unsubscribes

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Experiment with

ⓘ Subject line	👁 Preheader text
👤@ From name and sender	📰 Email body
◨△ Everything	🕐 Send Time
📊 Send Time Optimization	〰 Frequency Optimization ✓

Channel Optimization

$$\max_{\delta} \sum_{i} \sum_{ch} \delta(ch, \mathbf{x}_i) P_{ch}(conversion | \mathbf{x}_i)$$

- Hypothesis is too many emails will cause people to stop opening and eventually unsubscribe
- Want to send on a channel that maximize clicks and opens while minimizing unsubscribes
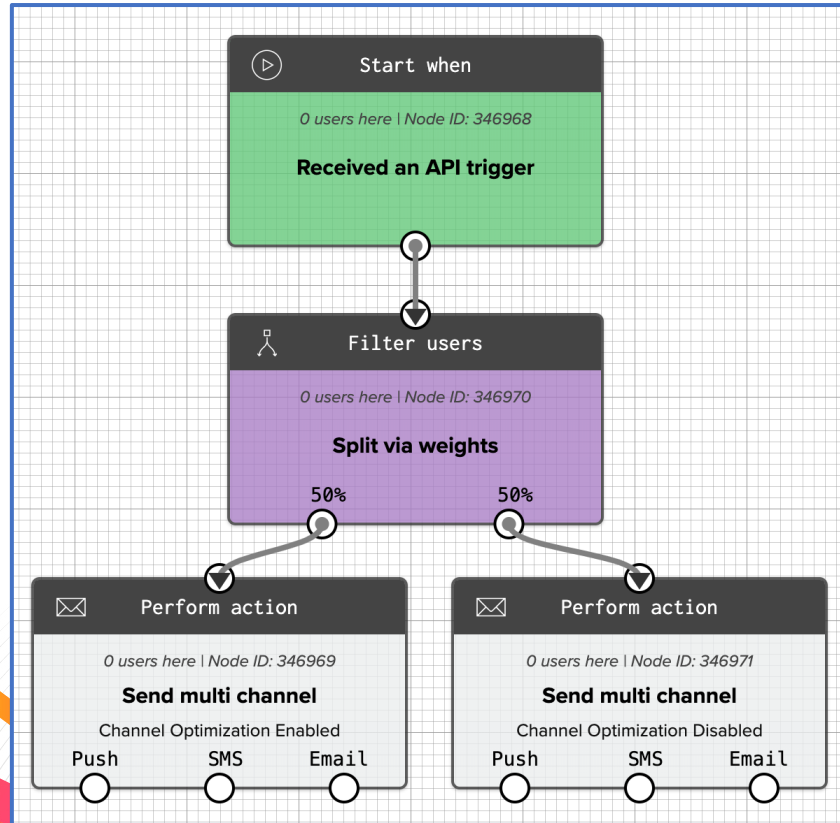
SEND ACTIONS

SEND EMAIL

SEND IN APP

SEND PUSH

SEND SMS

SEND WEB PUSH

SEND MULTI CHANNEL

Edit workflow node
Perform action ✎

Node ID   346969
Number of users here   0 ⬀
Number of splits   3

Send Multi Channel	▼

Drag the tabs left or right to select sending priority when channel optimization is disabled.

| Push | Email | SMS |

Channel Optimization   [Enabled ⬤]

← BACK TO SELECT TEMPLATE

Campaign   gigs_worker_pre-gig-reminder-WOM_push campaign from Workflow 35498
Campaign State   Running
Push Message

⟳ UPDATE NODE

Ultimately, It's About *Engagement*

STO, FrO, an ChO are all trying to optimize the same things
• Maximize opens, clicks, and conversions
• Minimize unsubscribes

It's is about engaging your customers by sending messages at the right time, on the right channel, and at the right frequency so the recipient isn't overwhelmed and opportunity isn't lost

Engagement Optimization is part of the Iterable Intelligence Suite

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What's Next For The Intelligence Suite?
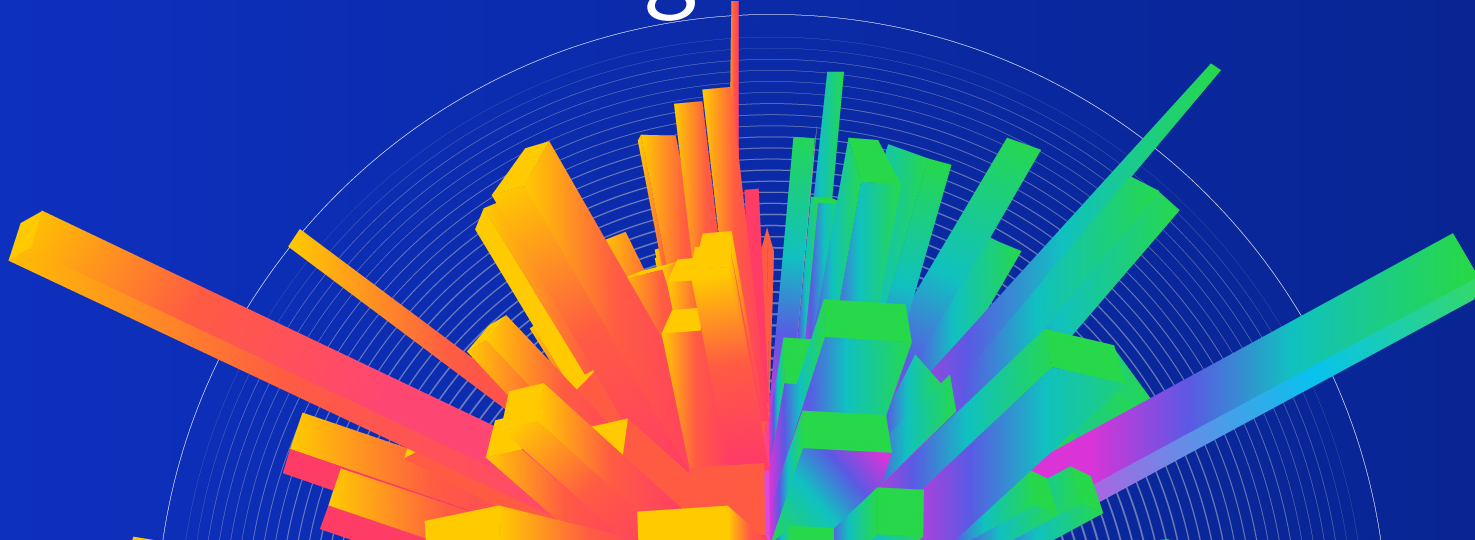
Product Recommendations

Initially for our E-Commerce partners

- Magento
- Shopify

The team has extensive Retail experience, including Macy's and Westfield Malls

Based on what you've liked from us before, here are five more styles tailored to your (really great) taste...

Nike® for J.Crew Killshot 2 sneakers

Believe it: Like a pro athlete who keeps coming out of retirement, Nike's Killshot is back. Introduced some 30 years ago, the original Killshot rolled out as low-profile tennis shoes. To give it our own spin, we updated the upper with sleek leather and suede and cast it in exclusive colors for some serious one-of-a-kind appeal. Leather, suede upper.Cotton laces.Padded footbed.Natural gum rubber sole.Import.Limit one per customer.

Perfect rain jacket   Eyelet top in vintage cotton   Midi wrap dress in allover eyelet   Point Sur drapey popover shirt
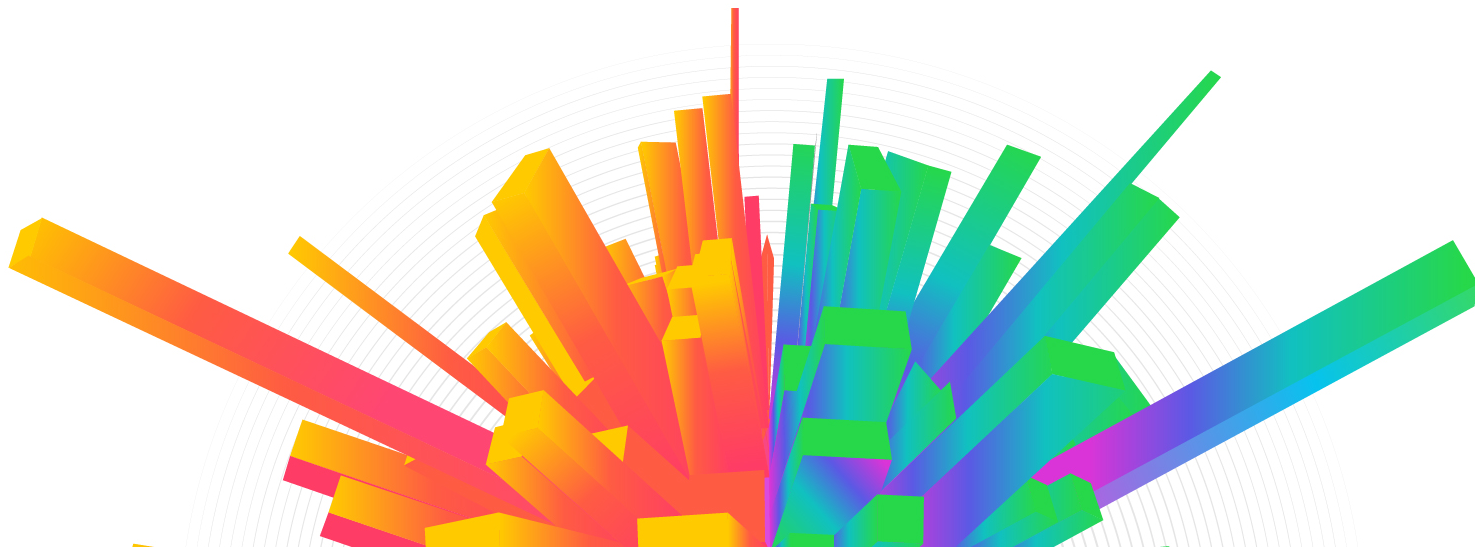
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Brand Affinity Scoring

- Classify users based on how they interact with your brand

- Intelligent segmentation, and so much more
  - Identify Power users to maximize retention
  - Track customers who are likely to churn

Ask the Product Expert Meetup

2:30 PM in the Gold Ballroom