

mengage

WORK SMARTER, NOT HARDER:

HOW AI CAN FUEL YOUR
MARKETING EFFECTIVENESS





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Introduction

AI and automation provide collective insights that give you the opportunity to better engage consumers with a personalized approach for improved marketing performance.

With the right customer engagement tools, you can create tailored campaigns that reach your customers on a deeper level.

In this eBook, we'll unlock some of the secrets to improving your marketing campaign performance with AI to achieve higher conversion rates and stronger engagement.



Analyzing Customer Behaviors: Why Is It Important?

It's not enough to get your customers engaged and active. Finding out what's influencing the buyer's decision can help you better articulate your campaigns.

For example, when you understand exactly why customers are browsing your website and can identify their key behaviors that determine whether they make a purchase or not, you can determine which products, services, or content are helping you achieve higher conversion rates and how to make optimizations to ones that are no longer performing.

Customer engagement tools can help you answer the following questions:

- » Which set of users are loyal vs. need your attention?
- » Which set of users will churn or convert?
- » When is the best time to reach your users?

Understanding these insights will give you a better grasp on the customer journey and where your current strategy is going right and wrong.

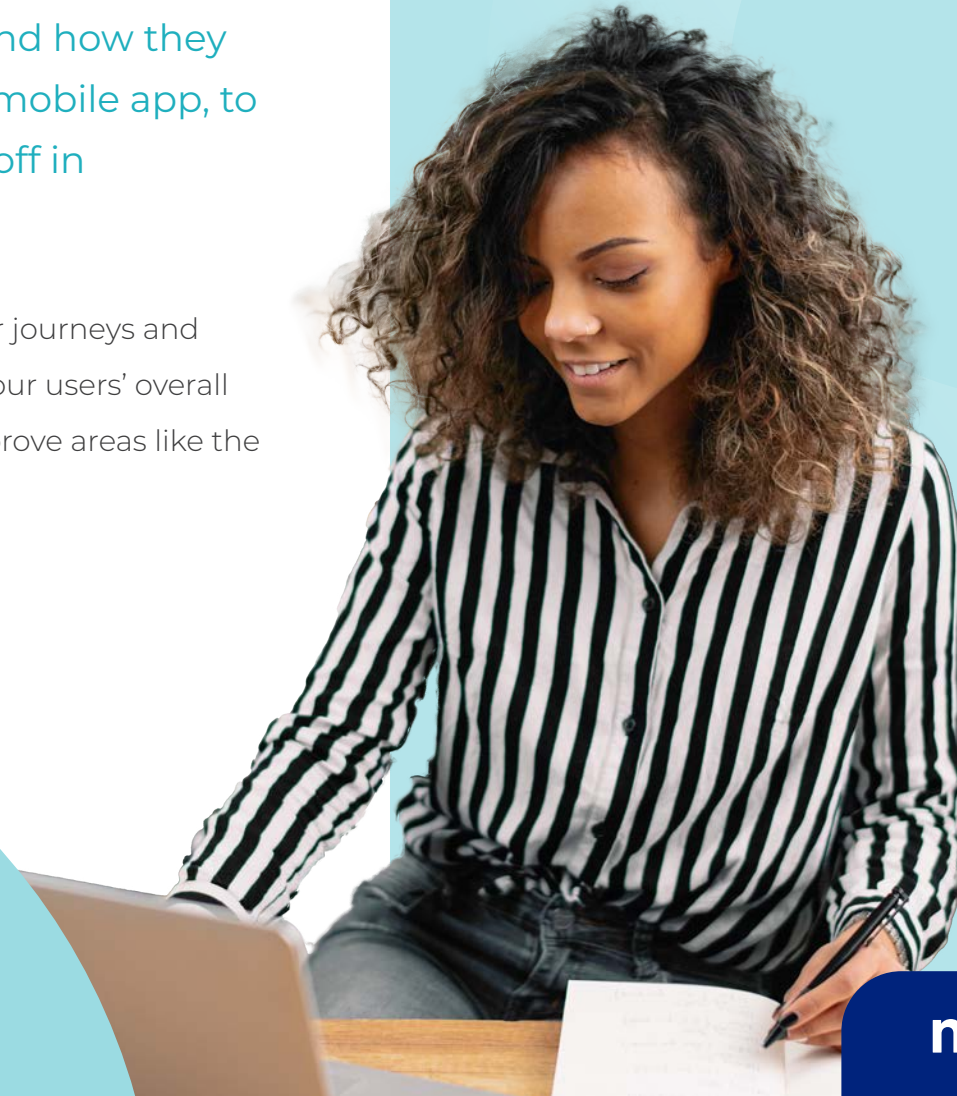
The Value of Customer Feedback and How to Gain It

Changing consumer behaviors starts with reaching out to customers for feedback to understand them better. Not only does this give you first-hand information from the source, but it's a great way to connect to consumers and show that you're a trustworthy brand that cares.

Another important part of understanding your customers better is doing an objective analysis. This will reveal how they actually interact with your brand across channels, and how their behaviors change over time.

For example, running a user path analysis can help you quickly visualize just how consumers are engaging with your brand — from which pages they browse on your website and how they are interacting with your mobile app, to where they are dropping off in their journey.

It's an opportunity to explore user journeys and investigate the performance of your users' overall customer journey so you can improve areas like the onboarding experience.








How to Assess Campaign Performance

Before you can determine if it's time to take on a new campaign strategy, you need to take the time to assess current performance.



Insight into your current marketing campaign can help you better understand the reason for its success or downfall and can help you recognize whether it's time to start anew or keep working from your current strategy.

To give your campaign performance a wellness check, we recommend asking yourself the following questions:

-  Are customers engaging well?
-  Are we sending customers too many notifications? Not enough?
-  What is the long-term retention of customers who engage with the campaign?
-  What is the average click-through rate and how can we improve it?
-  What is the total customer acquisition?

Of course, the ultimate determining factor is total revenue — when you tie metrics into your revenue goals, you can better understand and showcase your success.

How Artificial Intelligence Can Get You These Useful Insights

Artificial intelligence allows you to move beyond cohorts and toward deeper insights at the individual level to help you move to a customer-centric approach for your strategy. Artificial intelligence can improve marketing campaign performance automatically via:



The right audience and targeting.

Using AI for targeting to help you quickly better understand your audience based on factors such as buyer history, behaviors, and user preferences.



Personalization.

AI-enabled segmentation and dynamic product messaging based on campaign interactions or user actions enable marketers to instantly update or dynamically customize marketing communication in real-time for their audiences for smarter engagements — with more efficiency.



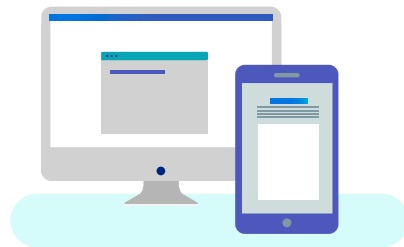
Automated user journeys.

Automated flows can use conditions and triggers that influence customers' purchase journeys and lead them toward conversions based on each individual unified customer profile preferences — ensuring customers get the right message at the right time on their channel of choice.



Cross-channel preference optimization.

AI gives you insight into which channels customers prefer, giving you the leverage to determine which channels are obsolete and which are necessary.



Optimized content.

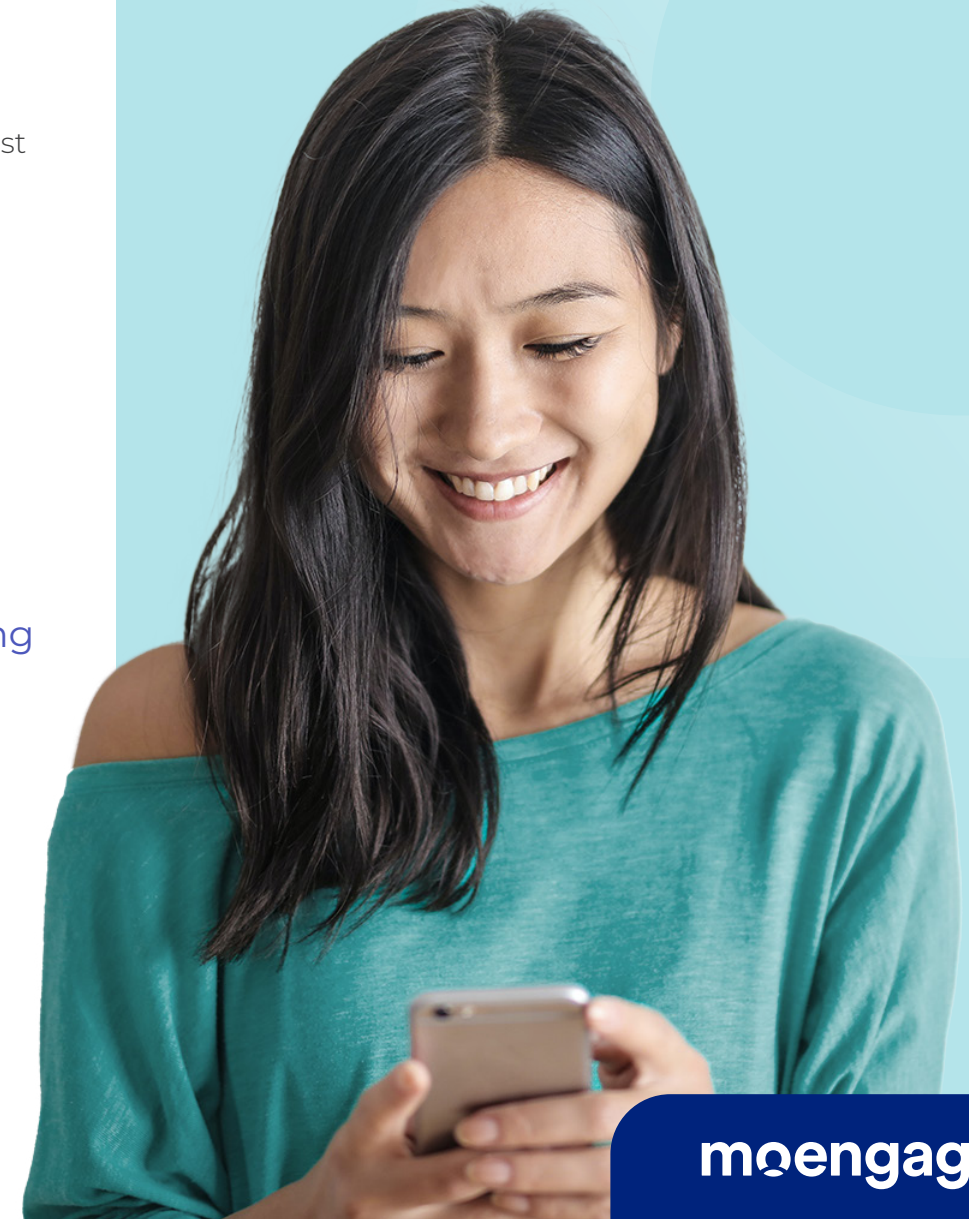
Automated testing gives you an idea of what type of content is performing best, allowing your creative team to focus their efforts where they matter most.



More efficient marketing.

AI monitors constant changes, giving you the most accurate data and behavioral trends to create a customer-centric marketing campaign.

With assistance from AI, your team members can focus more of their efforts and attention on only the most important tasks while machine learning interprets data and gives you the information needed to improve your marketing campaigns and reach your goals.



Leverage MoEngage's AI Engine, Sherpa, for Better Results

MoEngage's AI engine, Sherpa,¹ brings these powerful capabilities immediately into the hands of marketing and product teams.

Sherpa's Intelligent Time Optimization helps to identify the best time to send communications to your customers at an individual level. By uncovering peak engagement times, the AI engine automatically sets time delays for your campaigns to ensure they are sent at the right time. This eliminates the guesswork it takes for marketers and product owners on when to best engage with their customers.

Sherpa's Content Optimization feature automatically determines the top-performing content to show customers — in real-time. This is done by running many A/B and multivariate tests at unprecedented speeds to help marketers shortcut the manual data collection, testing and analysis process and deliver messages that convert.

“By uncovering peak engagement times, the AI engine automatically sets time delays for your campaigns to ensure they are sent at the right time.”



Brands Already Achieving Remarkable Results with AI

Cocomelody,² a retail and eCommerce brand, noticed over time their conversion rates remained stagnant and their return on ad spend began to decline.

Without having clear insights into the customer journey and campaign performance, optimizing their marketing activities was a time-intensive, manual process that relied heavily on guesswork.

By leveraging MoEngage's AI-driven insights platform, the team was able to quickly conduct an analysis to find and remedy drop-offs that were impacting performance. With the introduction of these new capabilities, they ran automated A/B tests to make smarter optimizations in a fraction of the time and with much better accuracy.

The team achieved remarkable results:

30% in sales in their try-at-home category,³

69% increase in return on online ad spend

27% increase in repeat purchases



Overall, this resulted in a 30% increase in sales for the brand.

Predicting Future Campaign Outcomes

Taking it one step further, AI is now being used to predict future outcomes.

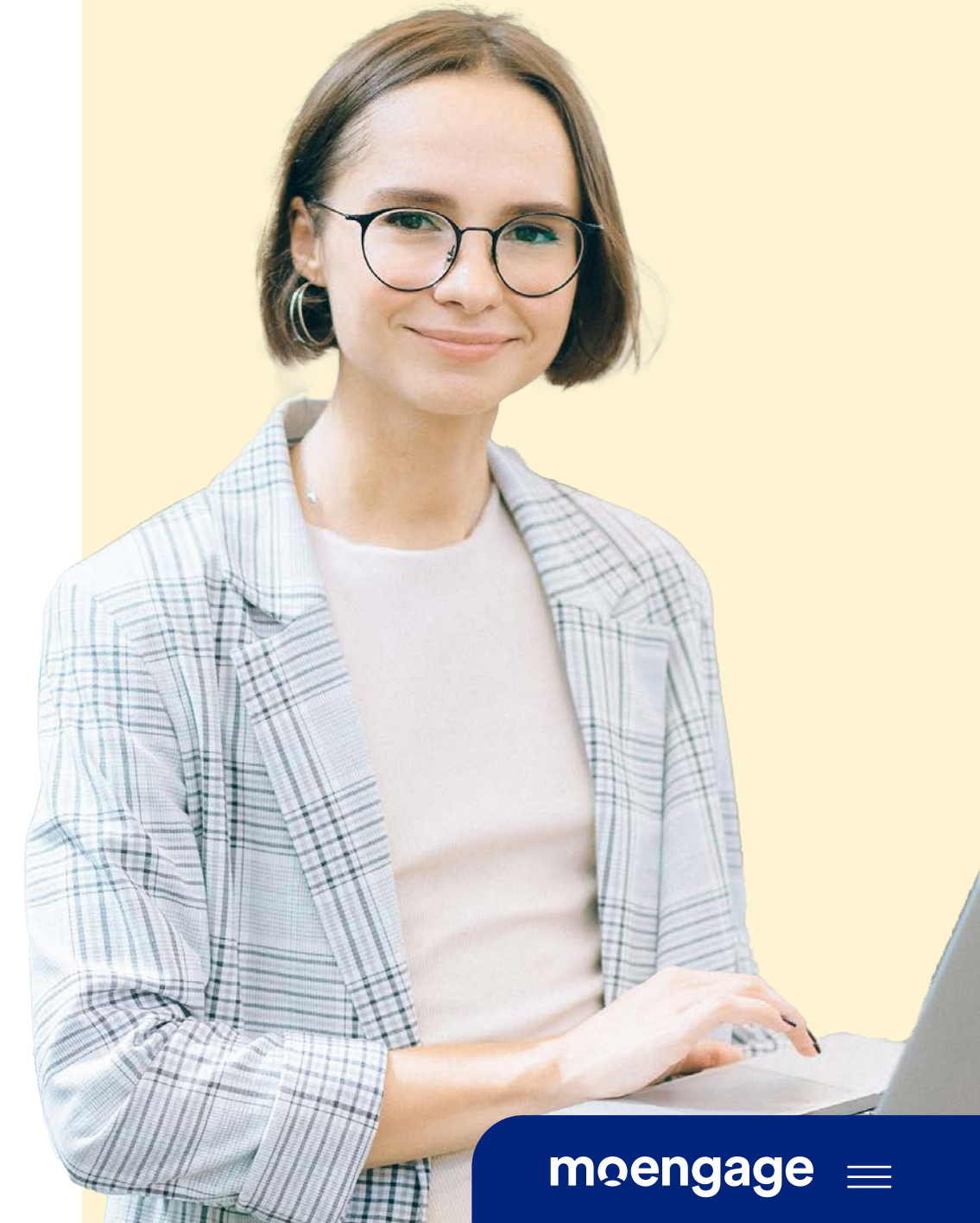
Tools like MoEngage's AI-powered Predictions can help your brand predict customers' future preferences and behavior. This allows you to accurately forecast consumer and customer actions and offer only the most relevant content, offer, product, or service recommendations.

Armed with the right insights, you can create highly relevant campaigns to nudge customers back to the platform.

With AI-powered predictive insights, you can obtain insights and immediately act upon things like:

- ✓ Predicting which consumers are most likely to convert
- ✓ Identifying which customers need a slight push to make a purchase
- ✓ Identifying which cohorts of users are converting well or poorly
- ✓ Understanding where you are losing customers in their journey
- ✓ Analyzing if you are sending too few or too many messages to your users
- ✓ Finding which customers need attention or are at risk of churning

With these predictions, you're better equipped to fine-tune your marketing strategy.



Conclusion

An AI-driven approach to customer engagement offers an opportunity to get to know your consumers better and create optimized marketing campaigns that keep them around for good.

For more information on how you can leverage AI to improve your marketing campaign performance or if you are interested in learning about other opportunities to improve your customer engagement strategy with AI-Driven insights, **reach out to MoEngage** today.



content@moengage.com



www.moengage.com



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