



## Why is Marketing Automation broken and how do we fix it?

Marketing Automation tools, as we know them today, are largely databases attached to a mail exchange and a rules system. These tools are primarily built on the one-click model -- a process that targets incremental improvements to increase chances that a customer/prospect will click on a link and tracks scoring until the lead can be handed off to sales. Single digit campaign response rates are the norm.

Motiva AI's point of view is that we are still in the days of Madmen with a mix of Ad tech sprinkled in, and that we still have a ways to go to optimize the marketing-to-sales process. Chief Marketing Officers (CMOs) and customers are frustrated and more pressured than ever before. With mounting accountability to increase Marketing Sourced Leads and demonstrate contribution to revenue, marketing leaders are under increased scrutiny to deliver real results, fast. But the tools and techniques marketing leaders use are not delivering enough value.

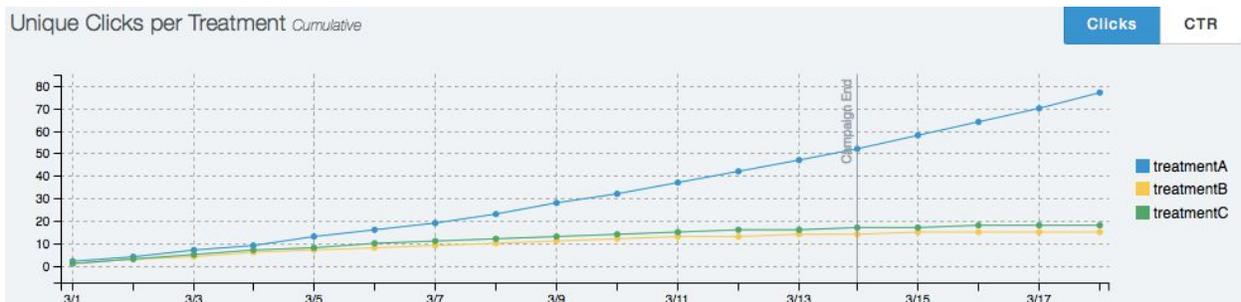
### Enter Motiva AI™ . We can help.

To engage more deeply with customers, increase loyalty, repeat purchase, and communicate more strategically to audience segments, marketing leaders need to take the guesswork out of communications and be able to better match message to segment to point in time when the audience is most receptive. Additionally, marketers need to be able to understand how customers and prospects naturally segment themselves into actionable preference groups, which may not follow traditional or intuitive groupings.

"Typically messaging takes months to test, refine, and by that time it's blessed, the relevance to any particular segment may be off. Additionally, gaining insight into what's working and how segments naturally organize is a major challenge. Motiva AI offers a huge boost for marketers across market verticals and marketing domains."  
- Sandra Miley, VP Marketing Zymergen

### What we do

Motiva AI is an intelligent marketing assistant that powers adaptive experimentation and uncovers audiences who are most receptive to your messaging at a point in time. We do this through artificial intelligence software that plugs into your existing marketing automation platform. By adding this layer of machine learning, the integrated system adapts marketing campaigns to segments dynamically, generating more, high-quality matches that accelerates engagement, conversions, and stickiness.



Motiva AI™ creates campaigns that adapt and improve automatically. Our software learns preferences across digital channels, messages, and graphic designs to accurately predict the experiences that



generate the most significant improvements in conversion rates. Simply put, Motiva AI provides the assistance marketers need to make better marketing decisions, to increase value of marketing investments, and to make a greater impact to the business.

### **Key benefits**

We've seen customers benefit in a number of ways. Initial findings show us that Motiva AI:

1. Increases campaign performance: higher open, click-through, and conversion rates
2. Increases market resource efficiencies and performance: fully automated campaign tunes as Motiva AI learns what works and provides the insight to improve campaigns
3. Accelerates segmentation and sub-segmentation analysis to improve audience targeting and engagement
4. Streamlines message split testing through a high level of automation

### **In Summary**

Taking marketing automation to the next level and maximizing your existing marketing investment is key for marketing leaders' success. With Motiva AI, we take the guesswork out of understanding what works to help marketing teams make a greater impact on the business and to maximize marketing investments.

We're confident we can help you.

[Contact us](#) today to schedule a free demo and learn more.