

# JAKALA CAMPAIGN MAXIMIZER

A TOOL TO GET YOUR  
EMAIL CAMPAIGNS  
OPENED, AND READ.

TOGETHER  
TO GET THERE



## The context

# Why DEM campaigns are not reaching the desired outcomes?

**80%**  
Of DEMs not even opened

**2.3%**  
Average of content click-through rate

**10.5%**  
Average of DEMs click-to-open rate

Customers who consent to communication channels often don't engage at all.

## Why is that?

Here's a problem we've been studying for **over 10 years**.

Effective DEM campaigns can be a powerful means to convert and engage. However, without a well-thought-out strategy, they may become a mere waste of time

\*\* Data points are valid worldwide, across all industries

## The solution

# Campaign Maximizer: a platform to get DEMs to be opened, and read.

**+38%**  
Average lift of click-to-open rate

**1000+**  
Optimized campaigns

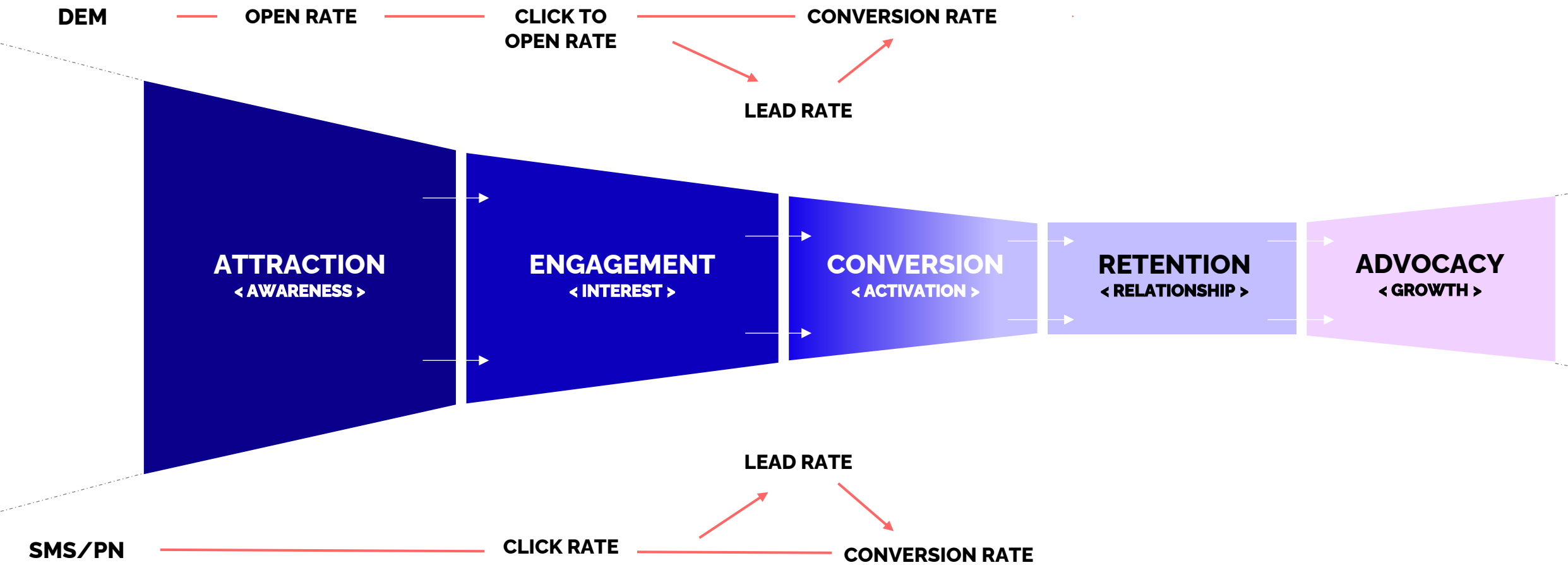
**+35%**  
Average conversions

The proprietary platform was designed to optimize Direct Email Marketing Campaigns; increasing **open rates** and driving **customer interaction**.

The platform, powered by Jakala, collects email data to understand trends, ideal timing, subject lines, and content that engages customers and drives conversions.

# OPENING AND SHORTENING THE UPPER FUNNEL - KPIS

Campaign Maximizer



# THE EVOLUTION MAXIMIZER APPROACH



**For 5 years JAKALA has been using artificial intelligence** algorithms to analyze and generate content (texts and images) with the aim of maximizing the performance of marketing campaigns in a CRO perspective.

Chat GPT (GPT-3) is just one piece of our updated solutions!

We have algorithms specialized in recognition of :

- Feelings
- Cognitive demand
- Marketing hook
- Attention focus
- Ecc...

Those are integrated with generation algorithms to condition the output to produce more engaging content.

We are riding the LLM revolution to improve our AI services, we will have switched our models to GPT-4 by the end of the year.

## DEV TIMELINE

- 2018 -2019**  
Classification: BERT  
Generation: BERT + Markovify
- 2020**  
Innovate language understanding: JMirror + JMood
- 2021**  
Classification: multilang. (distil) BERT  
Generation with GPT-3: JTalk
- 2022**  
Layout detection with R-CNN pre-trained in Meta Detectron2
- 2023**  
Classification: Few Shots Classification with GPT-4, Generation: GPT-4

## HOW WE ACT

*Campaign Maximizer*



CAMPAIGN MAXIMIZER is a **consulting framework** with the goal of supporting clients in **optimizing campaign** performance using **artificial intelligence** methods and tools. .

The basic idea is to value **AI-tools** in a consultative version to support **conversion rate optimization**, providing an integrated service throughout the **campaign lifecycle**.

## DESIGN & DELIVERY PROCESS





## JAKALA MARKETING PLATFORM



### BENCHMARK

#### Email Analysis & boosting

##### Email Look-out

Analyze emails from the largest Italian email observatory, extracting information from subject and content.

##### Push & Pull Analysis

Allows you capture the behavior of competitors or to simulate the mailbox of a specific target



### ANALYTICS

#### Creativity Analyzer

##### AI image analysis

Analyze images obtaining KPIs related to content, colors, text and attention

##### Real-time feedback process

Quickly compare different proposals, in order to reduce the time to deliver in accordance with the communication objectives



### GENERATIVE

#### Creativity Optimizer

##### Text Generation

Allows to quickly generate numerous text alternatives with variability in terms of tone of voice and writing style

##### ToV personalization

Correlate performance KPIs with Tone of voice variables to optimize communication towards a specific target



### A/B TEST

#### Scientific A/B Tester

##### Sample sizing

We ensure the right A/B test setup

##### Contents & performance

We focus on things that statistically matter

##### Significance analysis

We ensure the right results analysis



## BENCHMARK

Benchmark analysis involves **comparing key indicators against industry standards** or benchmarks to identify areas for improvement

### DEM BENCHMARK AND INSIGHTS

1 Select your Industry 2 Choose your competitor 3 Analyze



Fashion and luxury

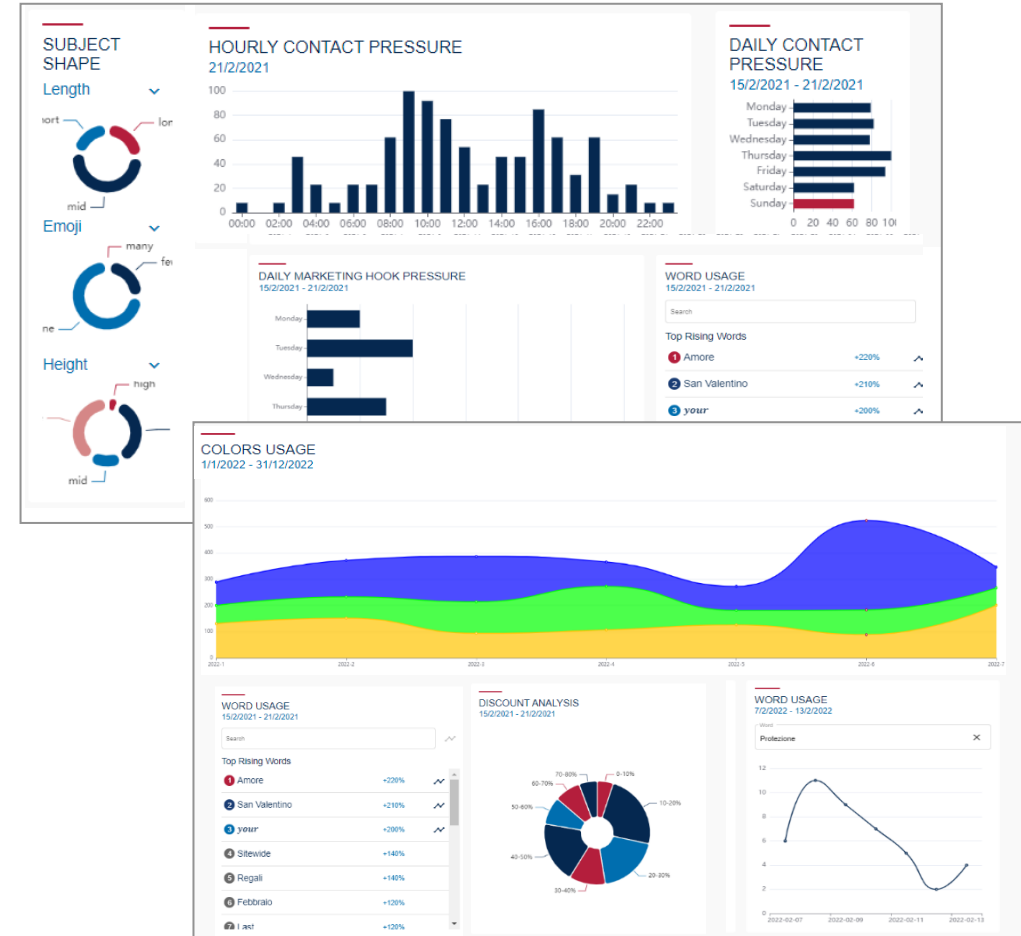


Grocery and GDO



Trasportation and Travel

...



# ADD-ON OBSERVATORY

## AI SUGGESTION



An Optimization model allows one to identify for a specific target audience the time to send a DEM campaign that maximizes the probability that one's subject line will be visible when the mailbox is opened. This model is generalized to the Jakala observatory history, but can be fine-tuned through the use of historical sending and opening data from client users.

TARGET

Sex

☒ Male  
☐ Female

Purchasing power

☒ High  
☒ Medium  
☐ Low

Occupation

☐ Student  
☐ Housewife  
☐ Worker  
☒ Professionist  
☒ Manager Entrepreneur

Age range

☐ <20  
☐ 20-30  
☒ 30-40  
☒ 40-60  
☐ >60

Passion

☐ Accessories  
☒ Automotive  
☐ Baby  
☐ Bricolage  
☐ Cosmetics  
☐ Entertainment - Sport

SUBJECT LINE

Subject line

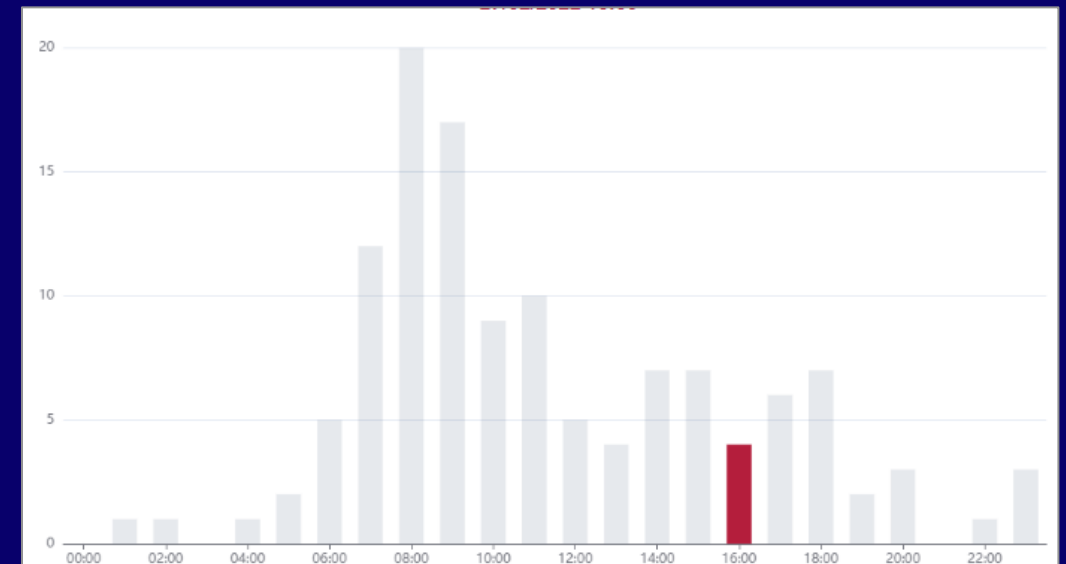
Oggi puoi proteggere i tuoi acquisti online e vivere la tua vita con più serenità

X

Reset

Choose

Select a target



Identification of the moment of least communication pressure



## ANALYTICS

We use advanced AI tools for both graphical and textual analysis. These tools objectively assist in understanding user experience metrics



Ciao Cliente,  
ti ricordiamo che il **30 giugno** termina la **promozione**  
del **Prestito Online BancoPosta**!

SCOPRI DI PIU'

Semplice e veloce, con **rate e durate flessibili**:

- **Importo** richiedibile da 3.000€ fino a 30.000€
- **Accredito diretto** sul tuo conto corrente BancoPosta in **pochi giorni**
- Possibilità di **cambiare o saltare** il pagamento di **una rata** direttamente online

RICHIEDI ONLINE

La promozione è valida solo online.

Per maggiori informazioni sulle offerte di Finanziamento BancoPosta vai su [poste.it](https://poste.it) oppure scegli il **servizio gratuito "Ti chiamiamo noi"**: un nostro operatore specializzato ti contatterà nella fascia oraria da te indicata.

I Prestiti BancoPosta sono erogati da Compass Banca S.p.A., Deutsche Bank S.p.A., Findomestic Banca S.p.A. e Santander Consumer Bank S.p.A. e collocati da Poste Italiane S.p.A. - Patrimonio BancoPosta.

Messaggio pubblicitario con finalità promozionale. Per le condizioni contrattuali ed economiche del Prestito BancoPosta Online consultare il documento Informazioni Europee di Base sul Credito ai Consumatori, disponibile nel processo on line. La concessione del finanziamento è soggetta a valutazione ed approvazione da parte di Findomestic Banca



Ciao Cliente,  
ti ricordiamo che il **30 giugno** termina la **promozione**  
del **Prestito Online BancoPosta**!

SCOPRI DI PIU'

Semplice e veloce, con **rate e durate flessibili**:

- **Importo** richiedibile da 3.000€ fino a 30.000€
- **Accredito diretto** sul tuo conto corrente BancoPosta in **pochi giorni**
- Possibilità di **cambiare o saltare** il pagamento di **una rata** direttamente online

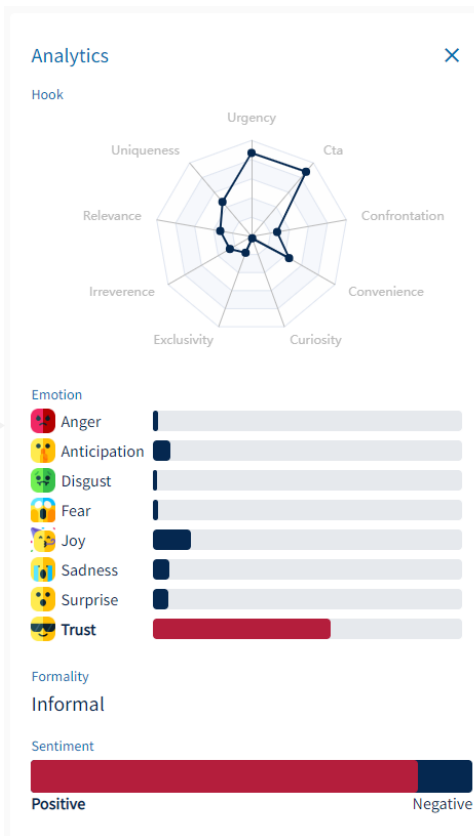
RICHIEDI ONLINE

La promozione è valida solo online.

Per maggiori informazioni sulle offerte di Finanziamento BancoPosta vai su [poste.it](https://poste.it) oppure scegli il **servizio gratuito "Ti chiamiamo noi"**: un nostro operatore specializzato ti contatterà nella fascia oraria da te indicata.

I Prestiti BancoPosta sono erogati da Compass Banca S.p.A., Deutsche Bank S.p.A., Findomestic Banca S.p.A. e Santander Consumer Bank S.p.A. e collocati da Poste Italiane S.p.A. - Patrimonio BancoPosta.

Messaggio pubblicitario con finalità promozionale. Per le condizioni contrattuali ed economiche del Prestito BancoPosta Online consultare il documento Informazioni Europee di Base sul Credito ai Consumatori, disponibile nel processo on line. La concessione del finanziamento è soggetta a valutazione ed approvazione da parte di Findomestic Banca



# AI SOLUTION, COMPONENTS

*Campaign Maximizer*



## GENERATIVE

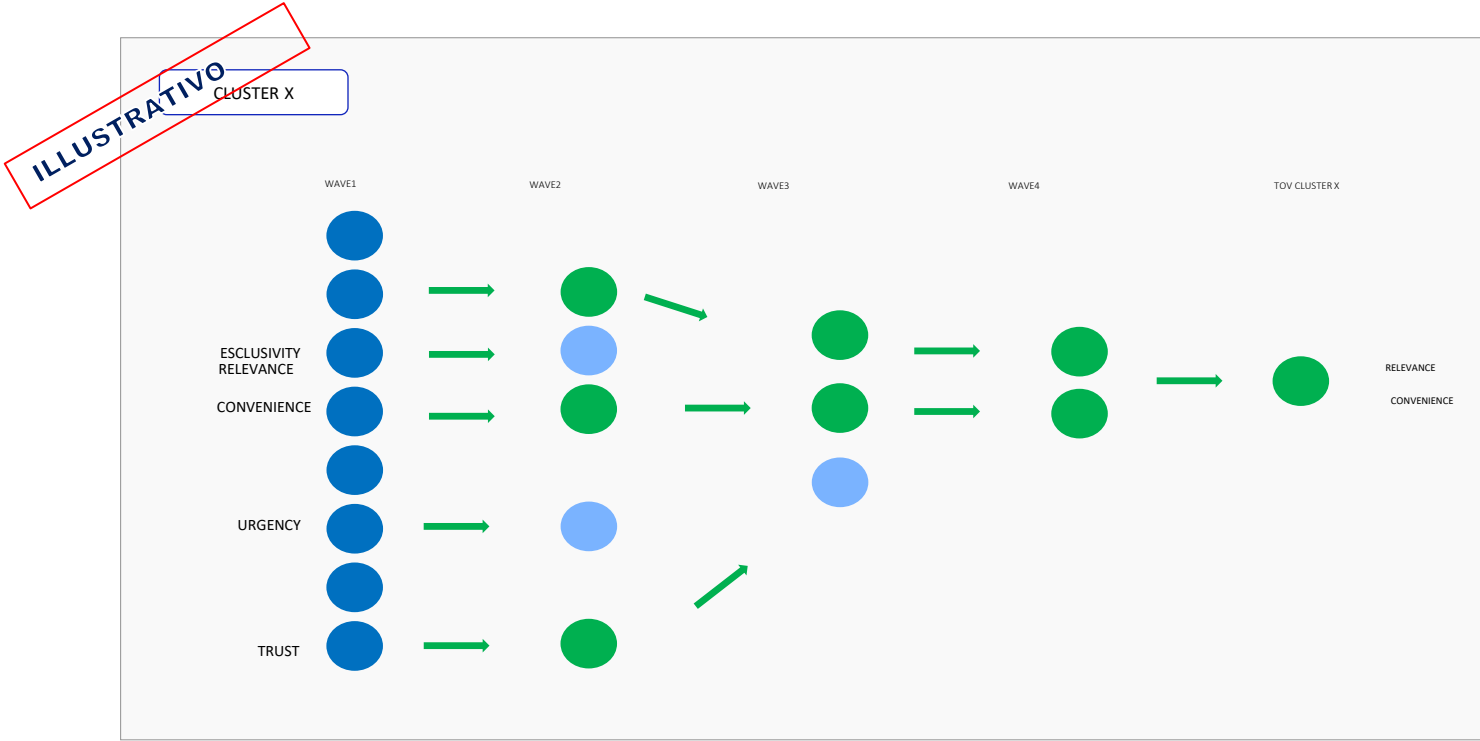
We use the same underlying OpenAI technology as ChatGPT, combined with our Marketing Knowledge to insure the best prompt for each use case.

The automatic generation process is supported by an intuitive UI that allows the generative template to be set up in seconds, by giving as input a description of the product/service/campaign object and an example of copy, the machine will try to create alternatives following the user's input.



# A/B TEST

We help customer to data-driven decisions based on statistically valid reports. We ensure significance and effectiveness.



**JAKALA CAMPAIGN MAXIMIZER**

**TOGETHER WE CAN MAKE  
EMAIL CAMPAIGNS GO  
FROM INBOX TO INCOME.**

**TOGETHER  
TO GET THERE**



Grazie.

