Campaign Maximizer

A New Approach to Conversion Rate Optimization

Analytics | Neuroscience | Generative-AI
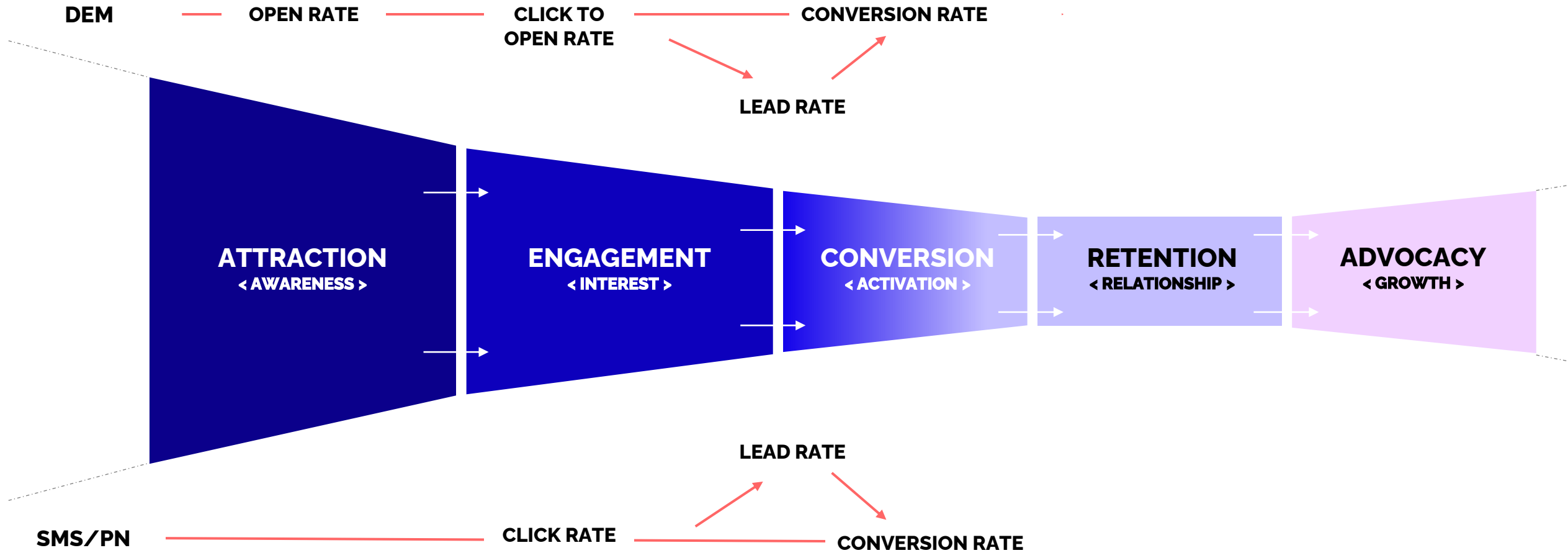
JAKALA
TOGETHER TO GET THERE

The science of
EMOTION
The dreams of
MARKETING

Due to the continuous and excessive struggle in the **share of attention**, emotions become the **most powerful weapon** to communicate with the customer and AI the key to interpret and use the emotional nuances related to the human intellect

OPENING AND SHORTENING THE UPPER FUNNEL - KPIS

Campaign Maximizer

DEM — OPEN RATE — CLICK TO OPEN RATE — CONVERSION RATE

LEAD RATE

ATTRACTION	ENGAGEMENT	CONVERSION	RETENTION	ADVOCACY
< AWARENESS >	< INTEREST >	< ACTIVATION >	< RELATIONSHIP >	< GROWTH >

LEAD RATE

SMS/PN — CLICK RATE — CONVERSION RATE

Agenda

1. **What is Campaign Maximizer**

2. Our Approach

3. What's Next

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 and 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
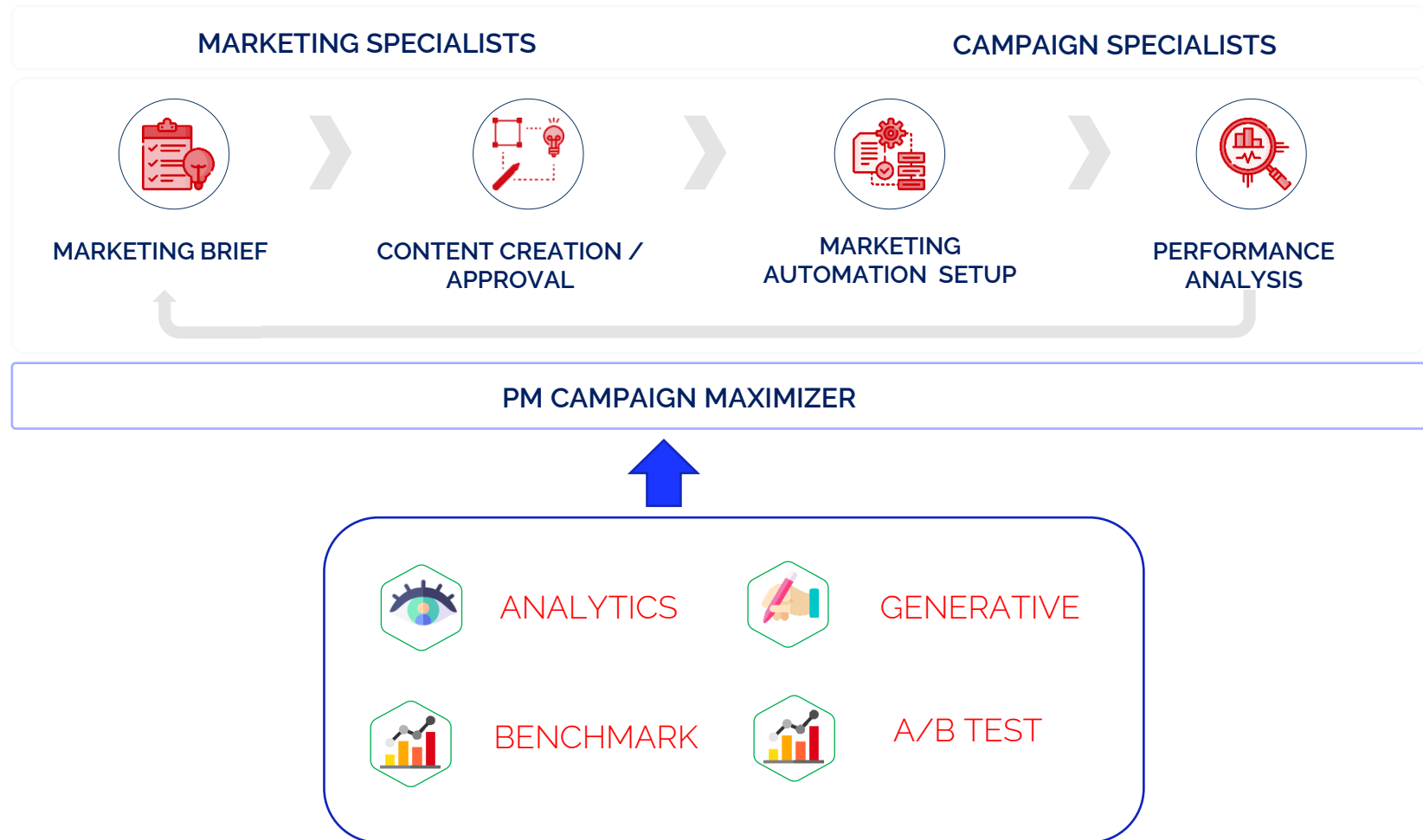Classification: Few Shots Classification with GPT-4, Generation: GPT-4

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

MARKETING SPECIALISTS   CAMPAIGN SPECIALISTS

MARKETING BRIEF   CONTENT CREATION / APPROVAL   MARKETING AUTOMATION SETUP   PERFORMANCE ANALYSIS

PM CAMPAIGN MAXIMIZER

ANALYTICS   GENERATIVE

BENCHMARK   A/B TEST

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

Select your Industry — Choose your competitor — ③ Analyze
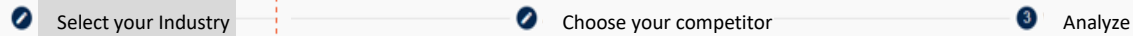
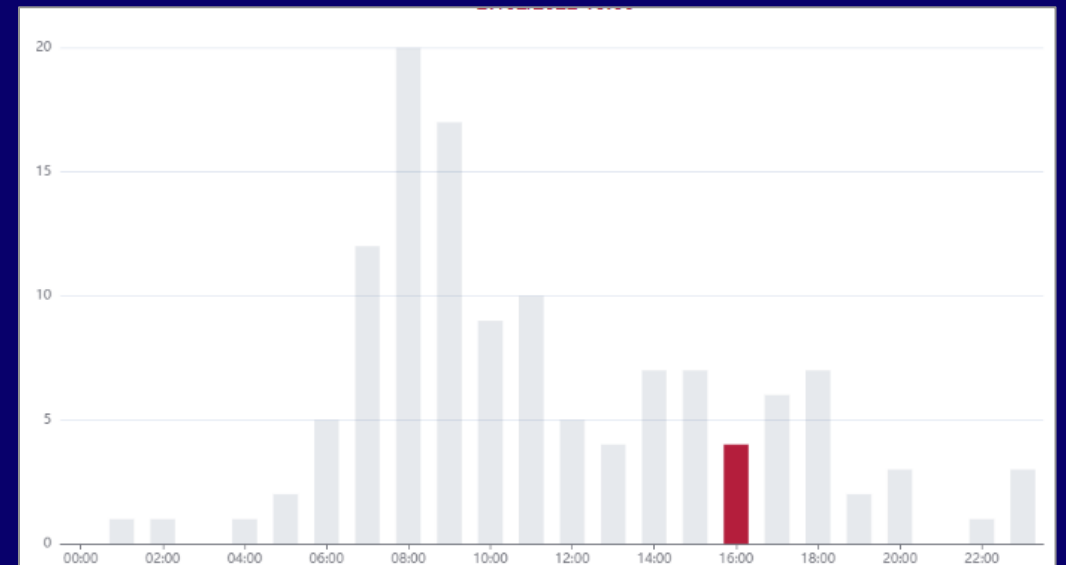Fashion and luxury   Grocery and GDO   Trasportation and Travel   ...
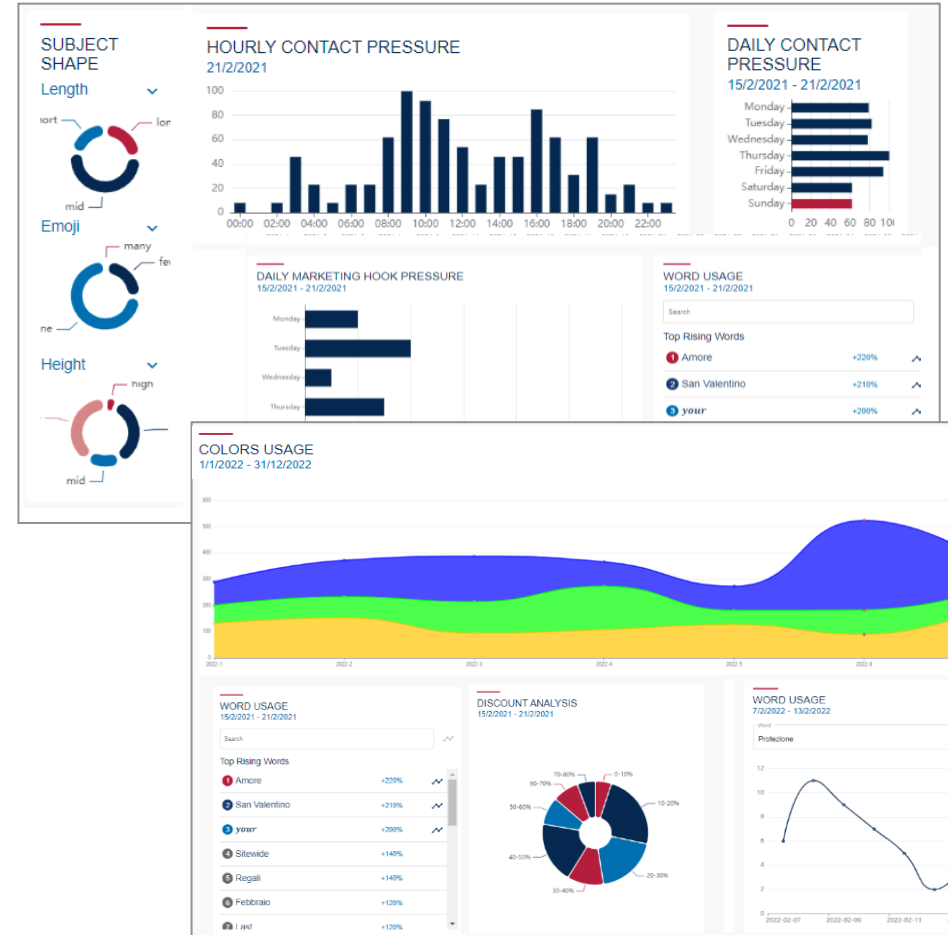
An Optimization model allows one to identify for a specific target audience the time to send a DEM campaign that maximizes the probability that one's subject line will be visible when the mailbox is opened. This model is generalized to the Jakala observatory history, but can be fine-tuned through the use of historical sending and opening data from client users.

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

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.
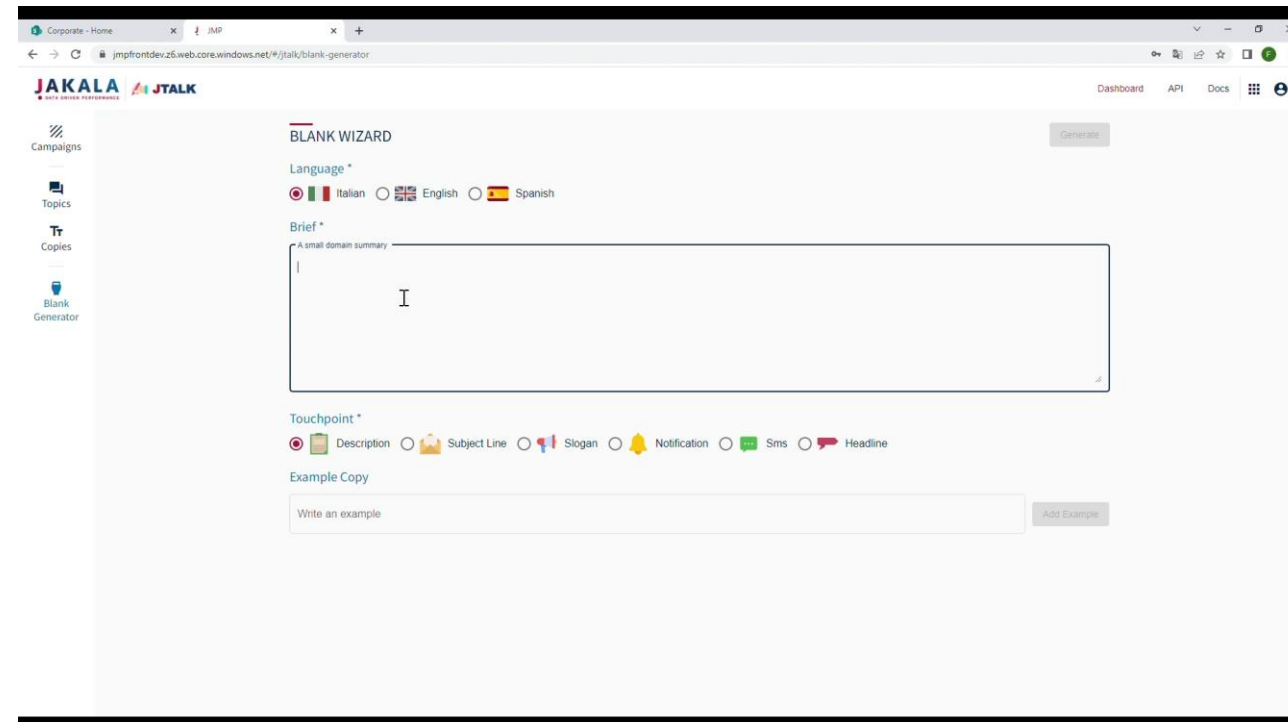
A/B TEST

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

Agenda

1. What's Campaign Maximizer

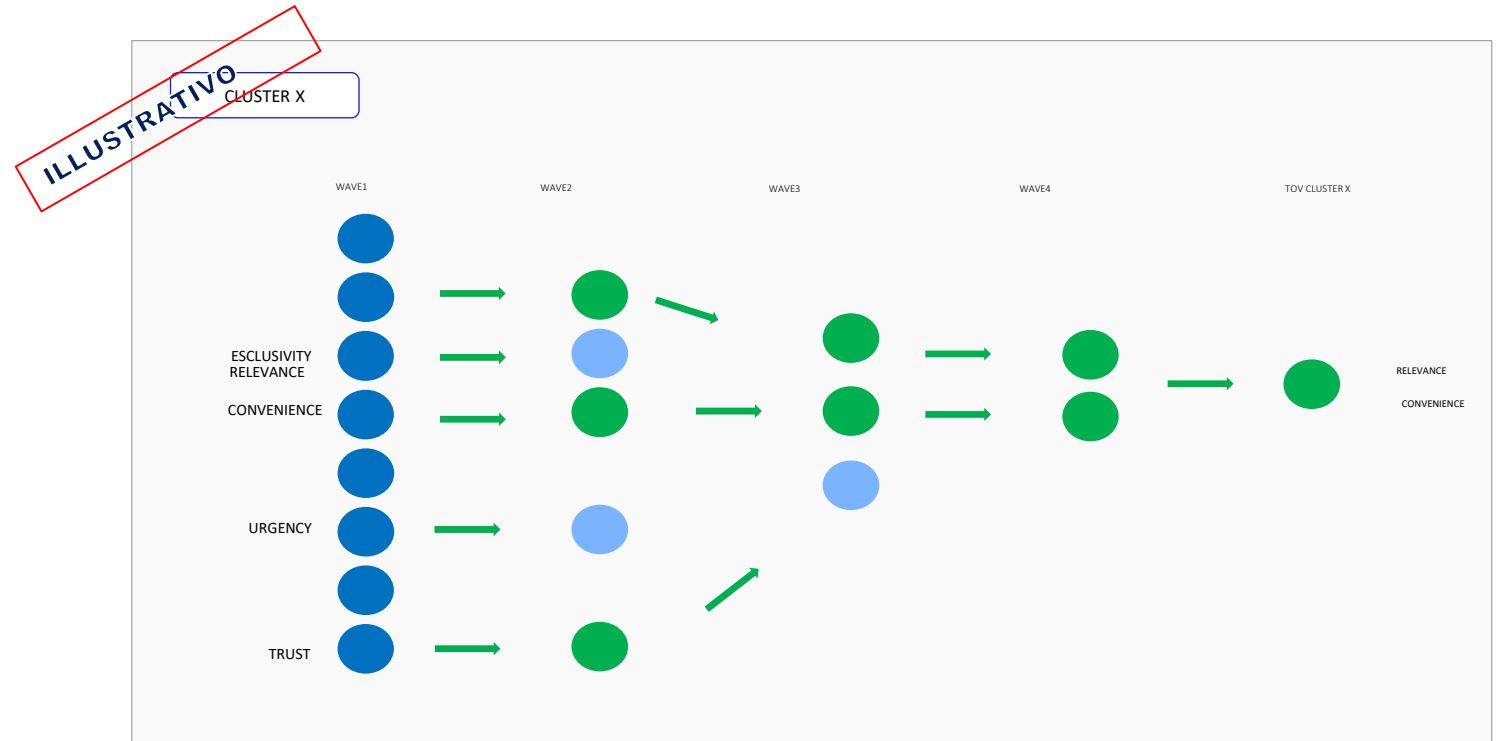2. **Our Approach**

3. What's Next

IMPLEMENTATION, IN LESS THAN 4 MONTHS

Approaching the first set up

····· *activities* ·····   ····· *Customer effort* ·····

A.
ASSESSMENT
1-3 months

1. Campaign history collection   -   Mid – high
2. Data normalization   -   None
3. Correlation Analysis   -   None
4. Benchmark Analysis   -   Low
5. Report   -   Low

B.
SET UP
1-4 weeks

1. Process mapping   -   Mid-low
2. Setup teams   -   None
3. Train LLM   -   None
4. Test LLM   -   None

C.
RUNNING
1-5 days

1. Campaign brief   -   Mid
2. Analyze proposed contents   -   None
3. Generate alternatives   -   None
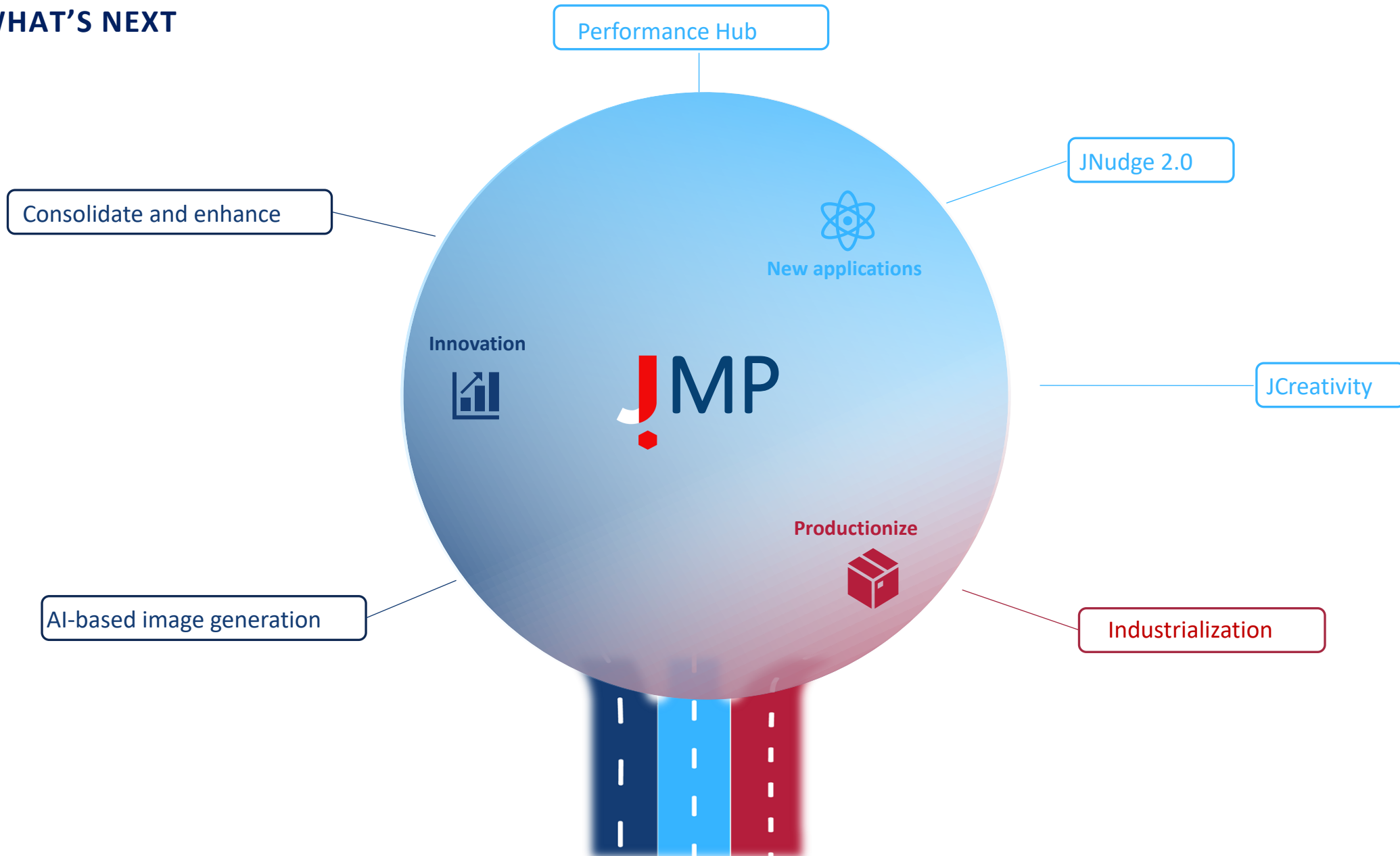4. Setup A/B test   -   Low
5. Analyze result and reporting   -   None

Agenda

1. What's Campaign Maximizer

2. Our Approach

3. **What's Next**

WHAT'S NEXT

Performance Hub

JNudge 2.0

Consolidate and enhance

New applications

JCreativity

Innovation

JMP

Productionize

AI-based image generation

Industrialization

JAKALA
TOGETHER TO GET THERE

Grazie.