

## BOOST CUSTOMER ENGAGEMENT WITH PREDICTSPARK

### THE PROBLEM: OVERWHELMED CUSTOMERS

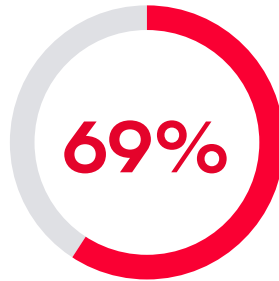
When your customers feel bombarded with irrelevant email, they tune out. They delete, ignore, or unsubscribe.

### THE SOLUTION: RELEVANCE

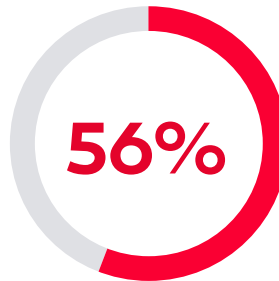
PredictSpark, our AI-powered solution, helps you deliver targeted, engaging communications that customers want to open.

“The right message, at the right time, to the right customers”

### WHY ARE THEY OPTING OUT?



receive too many emails from the same sender



say content isn't relevant

## 5 RULES FOR SMARTER MARKETING WITH PREDICTSPARK



### 01. Be Precise

Use AI to move from mass communication to tailored campaigns.



### 02. Know your customer

Leverage data to understand and anticipate customers needs.



### 03. Target with purpose

Showcase only the offers that that resonate with customers' preferences.



### 04. Automate effectively

Adopt tech solutions to simplify and enhance campaign management.



### 05. Track and improve

Use data insights to measure results and refine your marketing strategy.

Transform your after-sales marketing with **PredictSpark**

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