

INTELLIGENCE-DRIVEN USER COMMUNICATIONS AT SCALE

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Uber

Team



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Prior: Microsoft



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Prior: Uber, LinkedIn, CAD



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Prior: eBay, PayPal

01 Mission

02 Communication Terminology

03 Vision for Intelligent Communications

04 Architecture

05 Scale

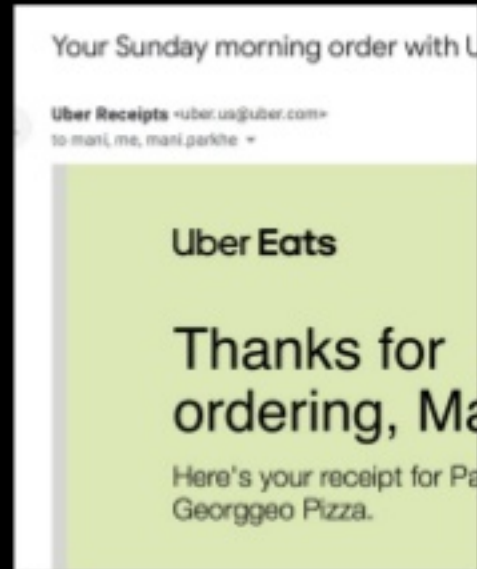
06 Use Cases

07 Q&A

WHY | MISSION

Drive billions of individual interactions intelligently and efficiently, across all communication channels that customers use, and adapt in real time to their behaviors.

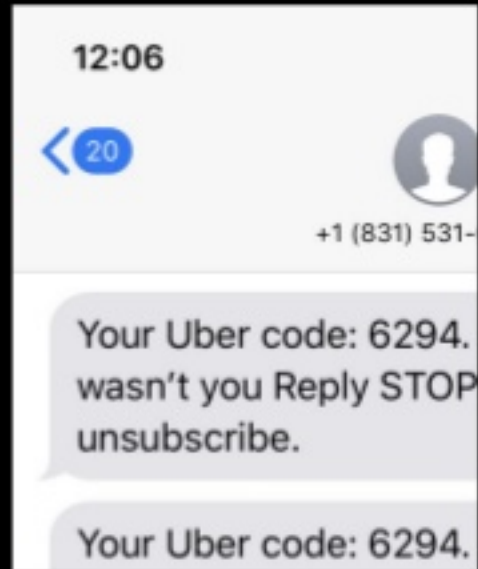
Channels



Email

Marketing

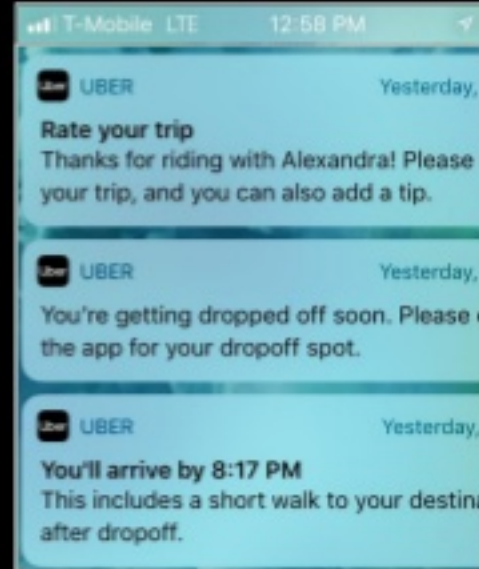
Transactional



SMS

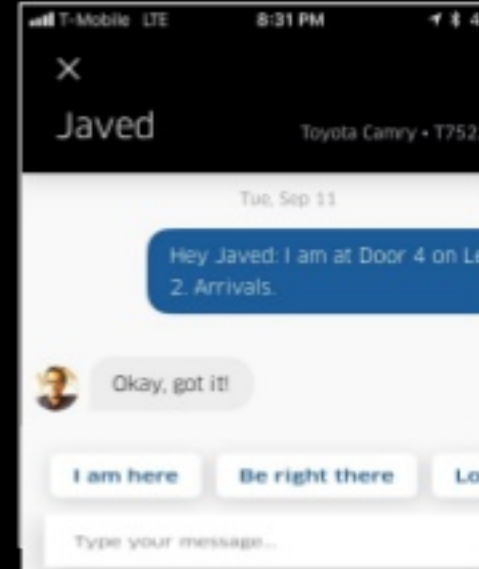
Marketing

Transactional



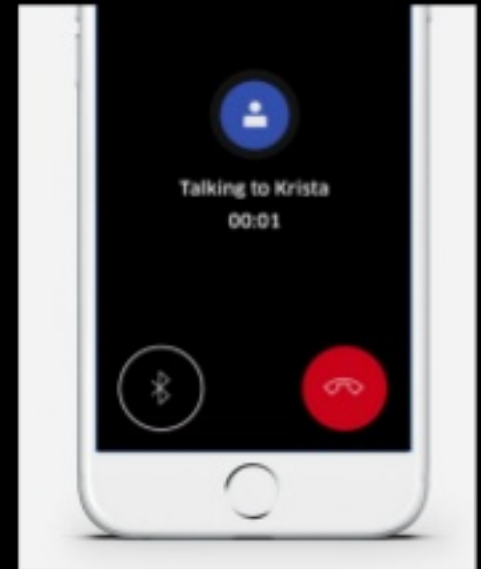
**Push
Notification**

Transactional



**In-App
Message**

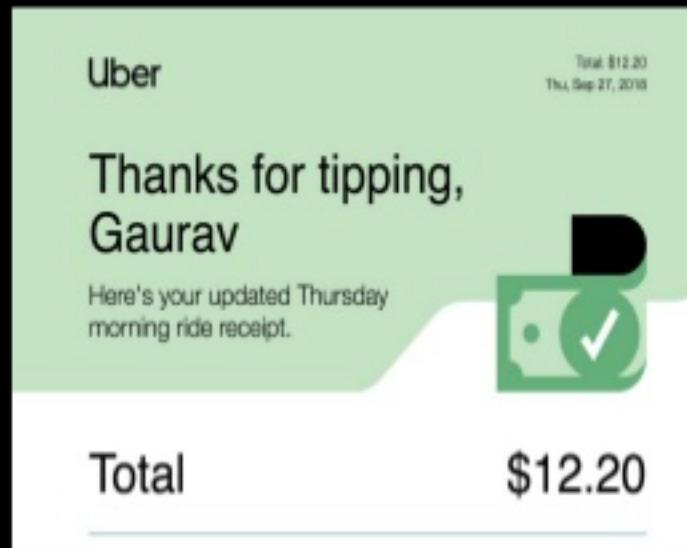
Transactional



Voice/VoIP

Transactional

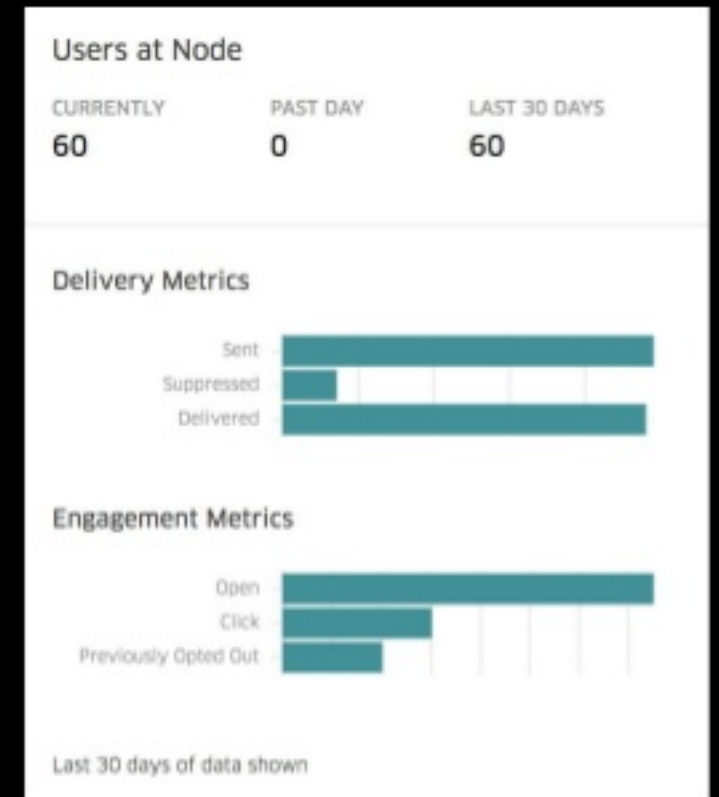
Tools



**Authorization and
Personalization of
Content**



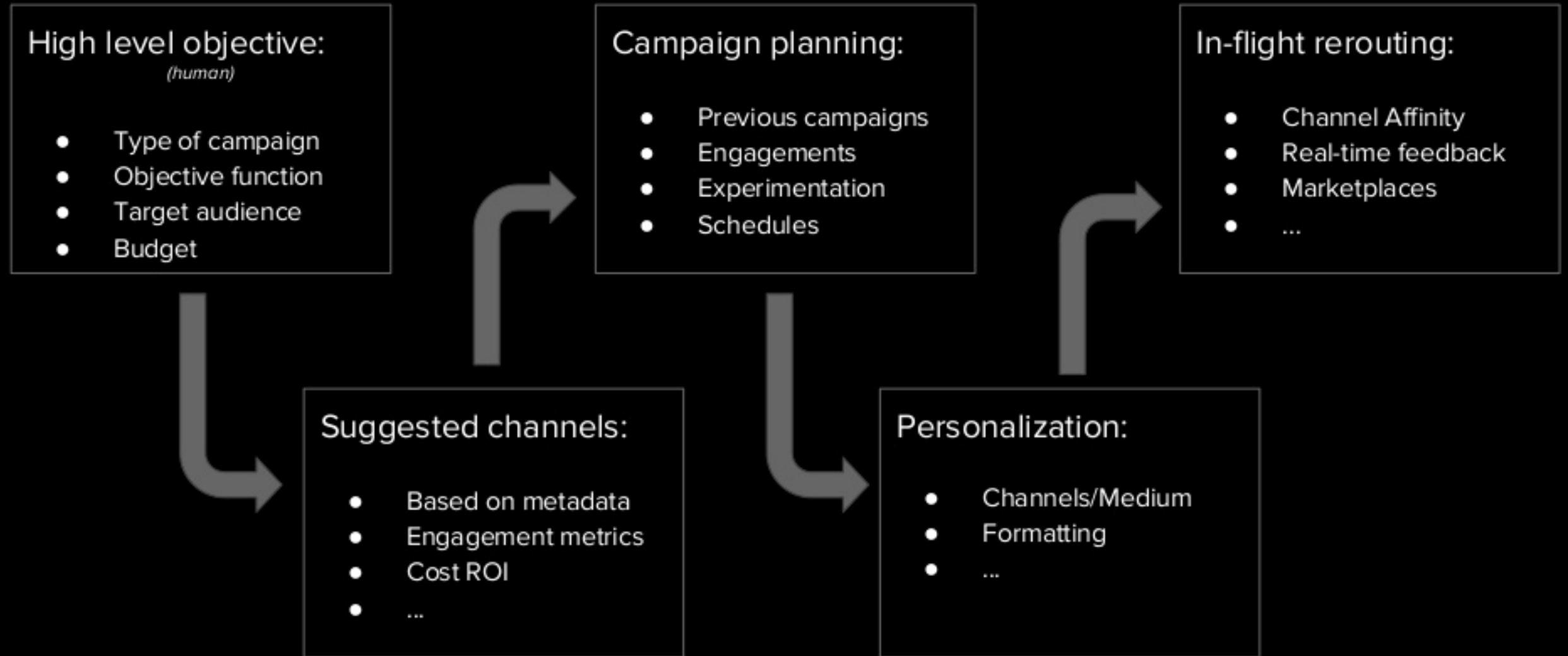
**Create
IFTTT
campaigns**



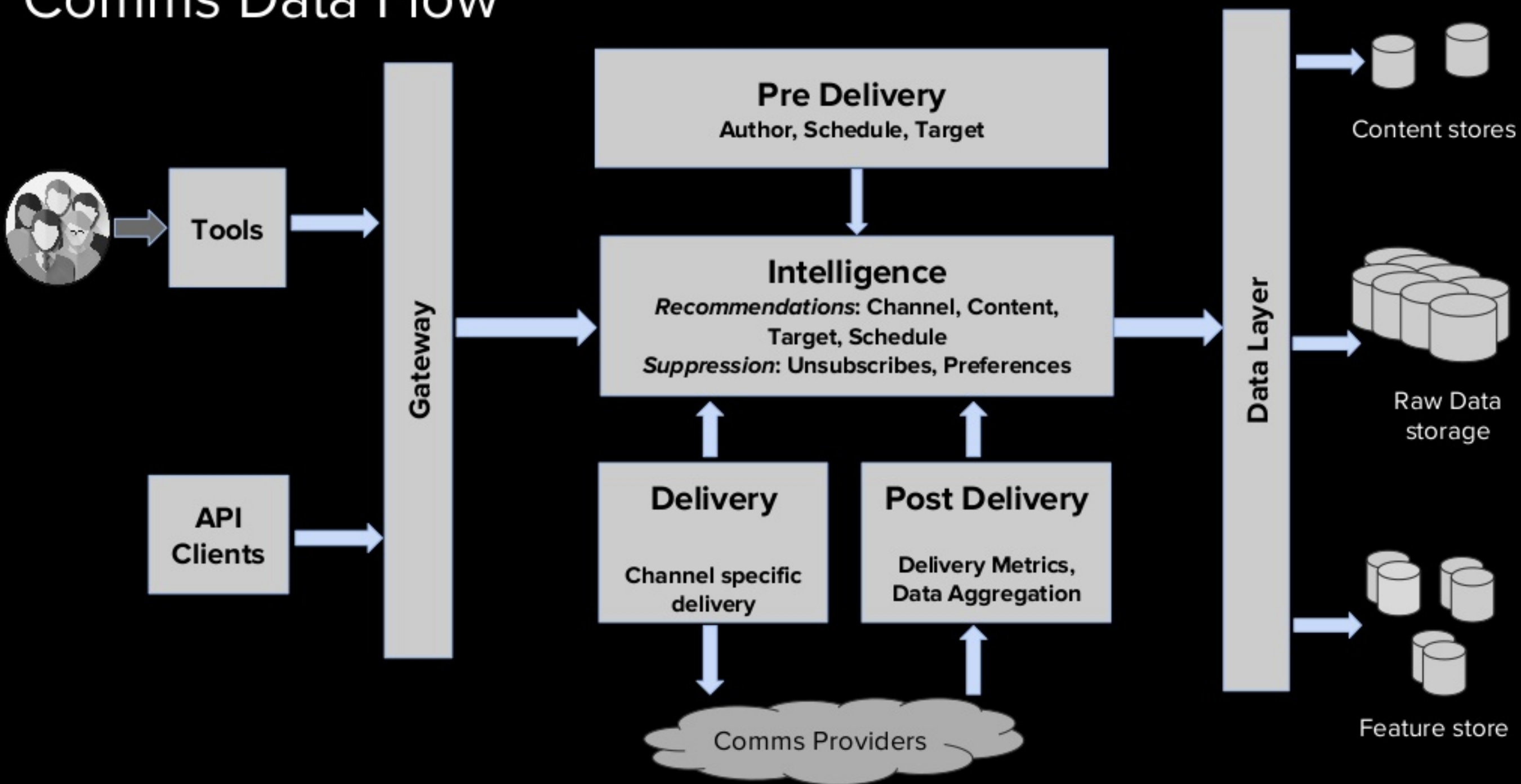
**Delivery and
Engagement
stats**

Automating campaigns

Vision: AI-driven Marketing and CRM campaigns



Comms Data Flow



Scale

500M

Messages Sent Daily

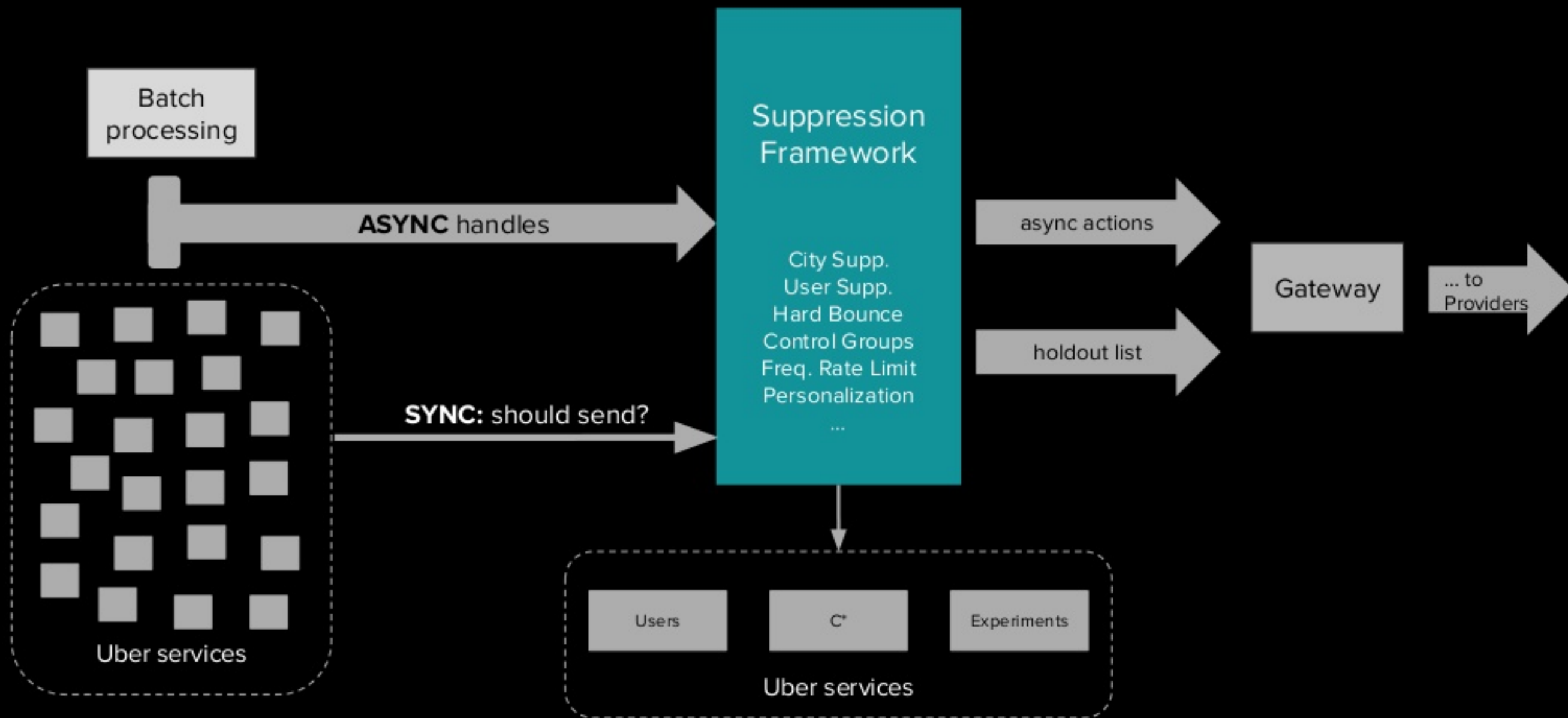
3.5B

Events Processed Daily

- 500M messages sent and 3.5B message related events processed through the system
- Transactional vs. Marketing SLAs
- Global: Supports 168 locales

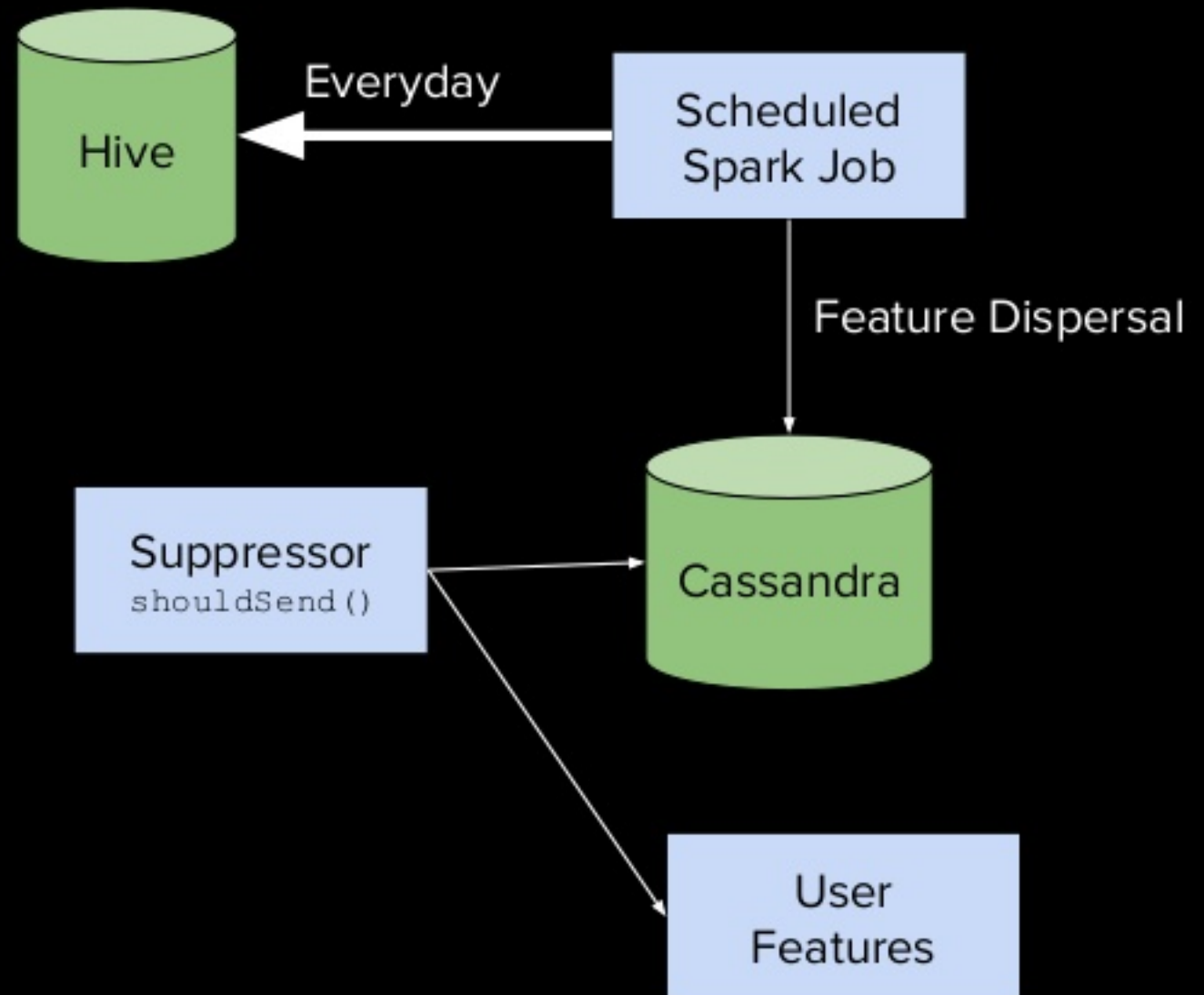
Filters: Suppression Framework

Blocking communications in-flight ...



Example: City-based message suppression

- Estimate most likely city for a user
- Disperse features to Cassandra via Spark app periodically
- Suppressor framework stops marketing messages in real-time



Thank you!

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