Personalized Email Drip Campaign Creator for ABM

Hackathon by Onlinesales.ai

Team: *Error Pointers*

Team Members:

Arshan Khan   **Anusha Agrawal**   **Kunal Pratap Singh**

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Executive Summary

The Personalized Email Drip Campaign API is a robust tool designed to streamline Account-Based Marketing (ABM) by automating the creation of customized email sequences. It leverages Generative AI to deliver targeted, high-quality communication aligned with business objectives such as awareness, nurturing, and upselling. The API simplifies the process of crafting email campaigns, offering features such as A/B testing, multilingual support, and suggested send times for optimal engagement. It outputs structured JSON data and CSV files, enabling seamless integration into email automation tools.

Chapter – 2
Introduction

Background of the Problem

Account-Based Marketing (ABM) is a strategic approach that relies on personalized and targeted communication to engage high-value accounts. With the increasing emphasis on customer-centric marketing, businesses face challenges in scaling such highly customized campaigns. Traditional methods, such as manually crafting emails for individual accounts, are time-consuming and prone to errors. Moreover, maintaining consistency across email sequences while aligning them with campaign objectives like awareness, nurturing, or upselling requires significant effort and expertise.

The growing complexity of managing email campaigns for multiple accounts necessitates a solution that combines automation, scalability, and personalization. To address this gap, advancements in Generative AI (GenAI) offer opportunities to create impactful and dynamic email content at scale, tailored to individual accounts and their unique characteristics.

Objective

This project aims to develop an API-driven solution that leverages GenAI to automate the creation of personalized email drip campaigns. The primary objectives of the solution are:

1. **Streamline Campaign Creation**: Simplify the process of generating email sequences tailored to account-specific pain points, preferences, and objectives.

2. **Enhance Personalization**: Enable highly customized communication that aligns with the recipient's role, interests, and tone preferences.

3. **Optimize Campaign Effectiveness**: Incorporate features such as A/B testing, multilingual support, and send-time recommendations to maximize engagement.

4. **Seamless Integration**: Deliver outputs in JSON and CSV formats, facilitating easy integration with email automation tools and marketing platforms.

By achieving these objectives, the API empowers marketers to efficiently execute personalized campaigns at scale, ensuring meaningful engagement with their target accounts.

Chapter – 3

Problem Statement

Marketers face several challenges in ABM:

- Crafting highly personalized emails[5] at scale is time-intensive.
- Aligning email content with business objectives requires deep domain expertise.
- Managing A/B testing and multilingual campaigns adds complexity.

Traditional approaches often fail to scale while maintaining personalization. This project addresses these challenges by automating the process, enabling faster, more efficient campaign creation.

Chapter 4

Proposed Solution

The solution is a FastAPI-powered system integrated with Cohere's Generative AI to:

- Accept detailed account and contact data, including pain points, tone, and language preferences.
- Generate a series of tailored emails for various campaign objectives.
- Provide outputs in JSON and CSV formats for easy integration into automation tools.
- Incorporate innovative features like A/B testing, multilingual support, and optimal send-time suggestions.

Chapter 5

Technical Implementation

Dataset

- **Sources**: No pre-trained data is directly used. The API relies on Cohere's language models to dynamically generate content based on provided account information.

Modules and Libraries

1. **FastAPI**[2]: For building API endpoints.
2. **Pydantic**: For request and response validation.
3. **Cohere SDK**: For Generative AI-based email generation.
4. **dotenv**: For secure environment variable management.
5. **GTTS**[4]: For converting email text to speech.
6. **CSV and JSON Modules**: For exporting campaign data.

Implementation Steps

1. **Input Handling**:
   - Accept detailed account data, including campaign objectives and tone preferences.
2. **Email Generation**:
   - Use Cohere API to generate email content based on account profiles.
   - Provide subject line variants and multilingual options.
3. **A/B Testing**:
   - Assign random groups to contacts for A/B testing.
4. **Output Generation**:
   - Provide structured JSON and CSV files with email data.
   - Include suggested send times based on industry norms.
5. **Deployment**:
   - Deploy the API to a scalable cloud environment for public access.

Tools and Environment

- **Programming Language**: Python (3.8+).
- **Deployment**: Google Cloud Services or an equivalent scalable platform.
- **Testing**: Postman for API testing and validation.
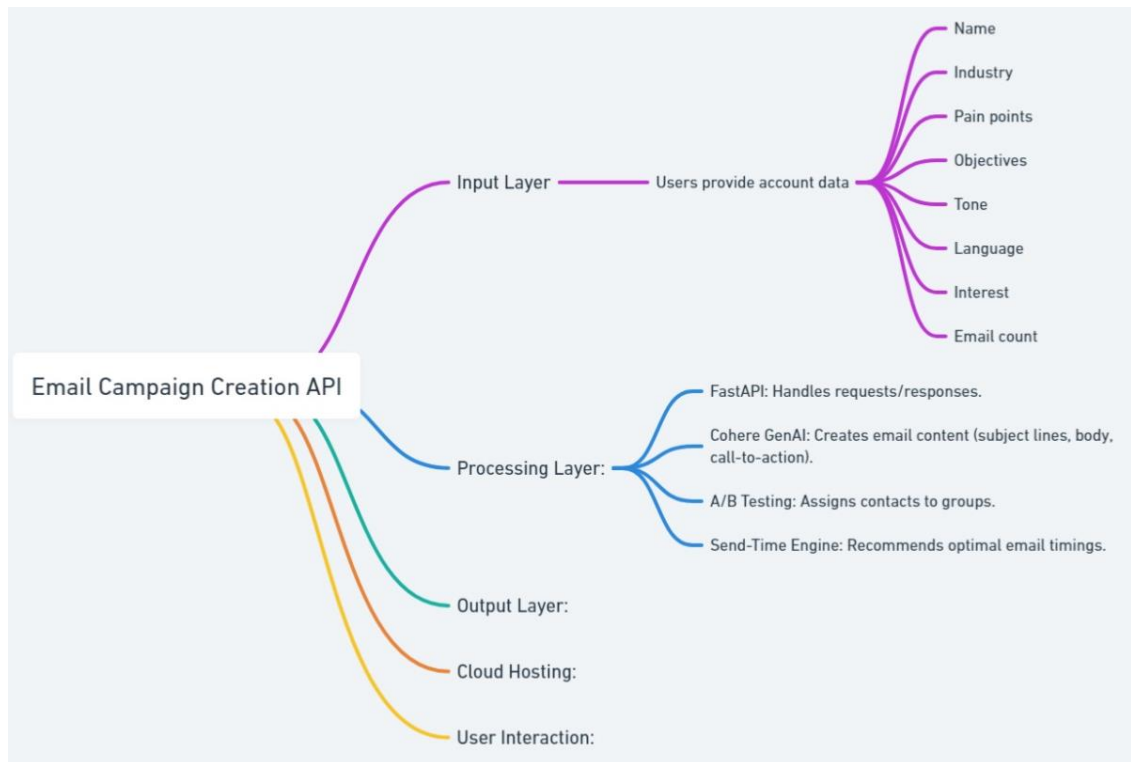
INPUT OUTPUT:

GENERATE EMAIL CAMPAIGNS:

INPUT:

```
`
  "accounts": [
    {
      "account_name": "Tech Innovators Inc.",
      "industry": "Software Development",
      "pain_points": [
        "High employee turnover",
        "Difficulty in scaling infrastructure",
        "Inefficient project management tools"
      ],
      "contacts": [
        {
          "name": "Jane Doe",
          "email": "jane.doe@techinnovators.com",
          "job_title": "CTO",
          "group": "A"
        },
        {
          "name": "John Smith",
          "email": "john.smith@techinnovators.com",

          "job_title": "Project Manager",
          "group": "B"
        }
      ],
      "campaign_objective": "awareness",
      "interest": "Enhancing team productivity through better tools",
      "tone": "neutral",
      "language": "English"
    }
  ],
  "number_of_emails": 1
}
```

OUTPUT:

```
{
  "campaigns": [
    {
      "account_name": "Tech Innovators Inc.",
      "emails": [
        {
          "variants": [
            {
              "subject": "Tech Innovators: It's Time to Transform Your Development Journey",
              "body": "Hello [Recipient CTO],At Tech Innovators Inc., you're at the forefront of software development, but we understand that your current challenges are hindering progress. High employee turnover, infrastructure scaling issues, and outdated project management tools can be detrimental to your team's productivity and overall success.Our mission is to empower your team with cutting-edge solutions tailored to your needs. We believe that the right tools can not only improve efficiency but also create an environment that attracts and retains top talent.We have helped numerous companies in the software industry tackle similar pain points, and we are confident we can do the same for Tech Innovators Inc.We'd love to schedule a consultation to discuss how our solutions can address these challenges and propel your team forward.",
              "call_to_action": "Let's schedule a call to explore the possibilities. Click the link below to book a meeting at your convenience: [Insert booking link here]. We look forward to helping Tech Innovators Inc. reach new heights!Best regards,The Tech Innovators Inc. Team",
              "sub_variants": [
                "Tech Innovators: It's Time to Transform Your Development Journey",
                "Software Solutions to Retain Talent and Boost Productivity",
                "CTO's Guide to Scaling: Overcome Infrastructure Challenges"
              ],
              "suggested_send_time": "6 PM - 8 PM"
            }
          ]
        }
      ]
    }
  ]
}
```

Chapter 6

Results and Analysis

Performance Metrics

- **Email Personalization Accuracy**: The API[1] ensures alignment of email content with campaign objectives and recipient personas.

- **Generation Speed**: Emails are generated within seconds using Cohere's models.

- **API Response Time**: Outputs are structured within 1-2 seconds for typical inputs.

Visual Outputs

- Campaign data can be exported in CSV format, containing all details like subject variants, email bodies, and recommended send times.

Comparison with Existing Systems

- **Traditional Approaches**: Time-intensive and less scalable.

- **This API**: Offers scalable, automated, and highly personalized email creation.

Chapter 7

Challenges Faced

Data Validation:

Ensuring all account and contact fields are correctly formatted before generating content.

Integration Complexity:

Debugging issues between FastAPI and Cohere's API responses.

Cloud Deployment[6]**:** Minimizing latency and optimizing resource allocation during hosting.

Chapter 8

Future Work

Advanced Analytics: Incorporate metrics to analyze email performance, such as open rates and click-through rates.

Predictive Features: Use historical campaign data to predict engagement trends.

Edge Computing: Enhance scalability by deploying the API on edge devices for faster response times. Enhanced A/B Testing: Automate the comparison of variant performance using statistical analysis.

Chapter 9
Conclusion

This project delivers a cutting-edge solution for automating personalized email campaigns. By integrating Generative AI with a user-friendly API, the system addresses the key challenges of ABM, enabling marketers to create scalable, high-quality campaigns. The inclusion of innovative features such as A/B testing and multilingual support enhances its value proposition.

Chapter 10

References

1. **Cohere API Documentation**: https://docs.cohere.ai

2. **FastAPI Documentation**: https://fastapi.tiangolo.com

3. **Google Cloud Services**: https://cloud.google.com

4. **gTTS Documentation**: https://gtts.readthedocs.io

5. https://in.indeed.com/career-advice/career-development/how-to-write-a-professional-email

6. https://cloud.google.com/free/docs/free-cloud-features#cloud-run