



**Amara Davis**

Marketing Manager, Chase

**savvy.ai**

### Reveal newfound insights

Rapidly draw actionable insights from massive amounts of unstructured data

#### What Amara did with Savvy

Amara learned to securely feed Amazon Comprehend past customer interactions and use it to **identify individual customer preferences**. She then used the tool to **pinpoint the characteristics of high-value customers** based on her product's historical data. She used the insights to optimize her next campaign, **improving the leads from the campaign by 24% and revenue generated by 37%**

Using



### Amplify team performance

Elevate productivity and effectiveness in self and team

#### What Amara did with Savvy

Amara trained Jasper.AI to speak in her brand voices and utilized it to **write marketing copy 10x faster**. She then used Midjourney to **generate licensed images** for her campaigns. She then shared her model and prompts to her team so they can benefit from them. Because of this, her team **decreases their reliance to external agencies, saving hundreds of thousands dollars annually**.

Using



### Develop organizational capability

Embed AI tools and best practices across the organization

#### What Amara did with Savvy

Amara built a chatbot on top of ChatGPT 4.0. and **embed a product specialist chatbot in her campaign website to increase engagement**. She then built an AI assistant to **support marketing team in key activities and automate repetitive tasks**, saving her team hundreds of hours per year. Lastly, she built an **AI coach** based on her team's internal documents to **help guide junior marketers**.

Using



OpenAI  
ChatGPT 4.0