

Persona 2 — The Product Manager



Name: Daniel Ross

Role: Product Manager

Company Size: Fintech app (500K users)

Daniel notices engagement rates declining over time. Email open rates have dropped significantly, but routing logic hasn't been updated in over a year. He suspects user behavior has changed but lacks visibility and per-user insights.

Pain Points:

- Declining engagement rates
- Static routing rules
- No behavioral insights
- No visibility into channel performance

Maps to NotifyEngine:

- XGBoost adaptive routing
- Real-time engagement dashboard
- Model explainability
- Automatic learning from outcomes