



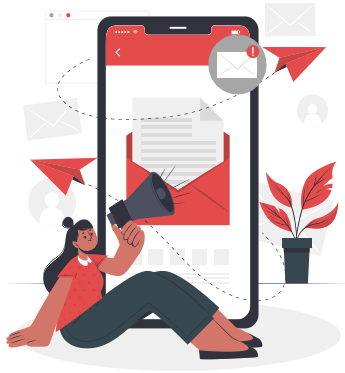
ACQUIRE

AI Campaign Quality Insight and Revenue Engine

Automated Intelligence for High- Impact Marketing Campaigns

Drive impactful market-leading campaign with
AI agentic intelligence

There are a lot of things to manage for successful campaign



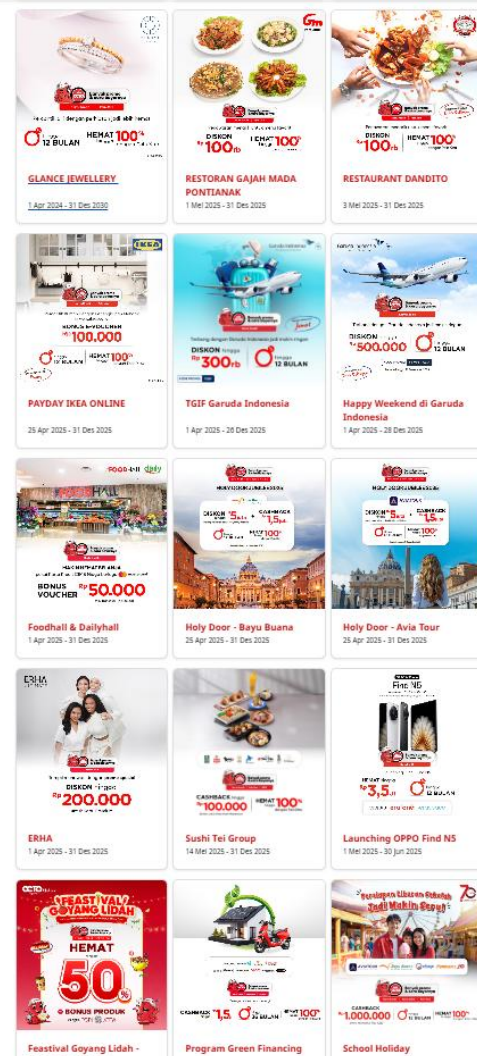
Optimized campaign (best channel & time to blast)

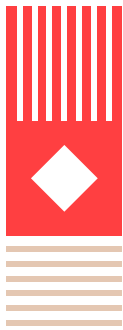


Analyzing large amounts of data for leads targeting



Drive leads conversion, sales, and revenue





However, traditional marketing campaigns struggle with



Campaign Leads Criteria

Most campaigns rely on broad demographic filters, failing to identify micro-segments that actually convert.



Low Conversion Rates

Despite its broad reach, high delivery volume often masks poor engagement, resulting in wasted budget on uninterested audiences.



Time-Consuming Manual Segmentation

Marketers and Analyst spend hours crafting logic query or analyzing data slices, delaying campaign launch and agility.



Bringing agentic capabilities for better marketing experience



Agentic AI that provide high-quality, data-driven customer targeting logic

Empowers marketers to generate precise segmentation filters autonomously, reducing reliance on manual query or static and broad rules.

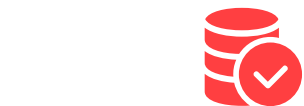


Intelligent learning to Optimized ROI and CVR

ACQUIRE leverages patterns from historical campaign performance combined with LLM-generated reasoning to recommend strategies that drive measurable impact.



Approach & System Architecture



Structured data:

- Customer datamart + metadata
- Historical campaign performance & leads criteria

User Input



New Campaign Information

Embedding



Top 5 Most Similar Campaign

LLM

AI-Generated Targeting Logic based on historical similar campaign*

LLM

Innovative AI-Generated Targeting Logic*

*leads targeting logic rationale provided

Human-in-the-loop validation & Leads Simulation



Key Features of ACQUIRE

Smart Leads Targeting

Automatically crafting **best time and channel to blast** and three **optimized targeting leads criteria** for a new campaign based on historical campaign and innovative AI-based criteria

LLM-driven Reasoning

Provides **clear rationales** behind each recommendation—explaining the customer profile, behavioral insight, and why the logic **aligns with the campaign's objective**.

Insight-Based Retrieval

ACQUIRE retrieves the **most similar past campaigns** based on new user input, using embeddings to **inform and ground the logic generation**.

Interactive UI

The UI lets users review AI-suggested logic, simulate targeting outcomes, and visualize ROI/CVR uplift for data-driven decisions.

Data Quality Checks

Highlight users about critical points for consideration when using the crafted logic criteria



Benefits to Business & Campaign Teams



Higher ROI & CVR

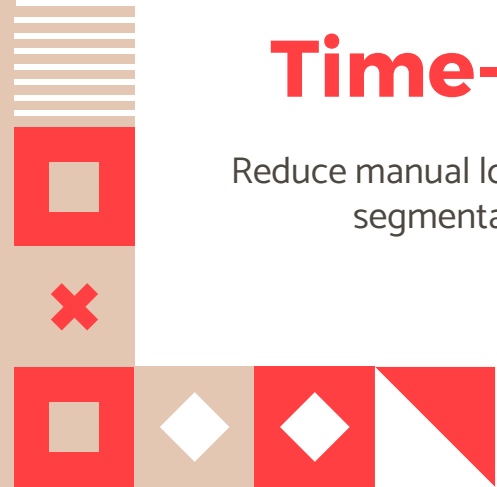
Smart targeting leads to higher campaign efficiency

Time-saving

Reduce manual logic query building & segmentation reviews

Scalable Intelligence

Encourage innovative targeting from AI insights with minimal input





Thank you!

