

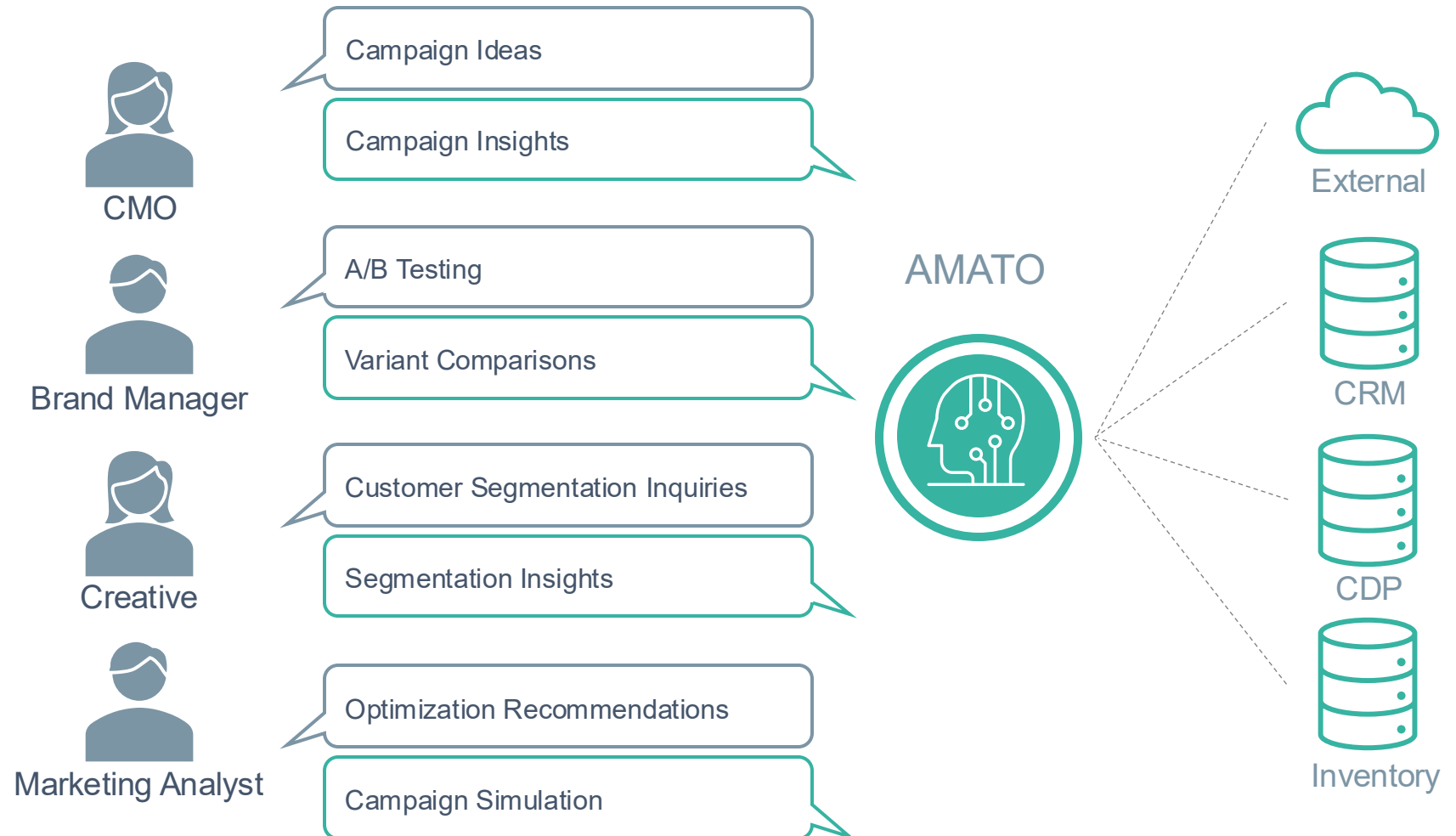


AMATO Overview

An AI Catalyst Idea – July 2025

AMATO

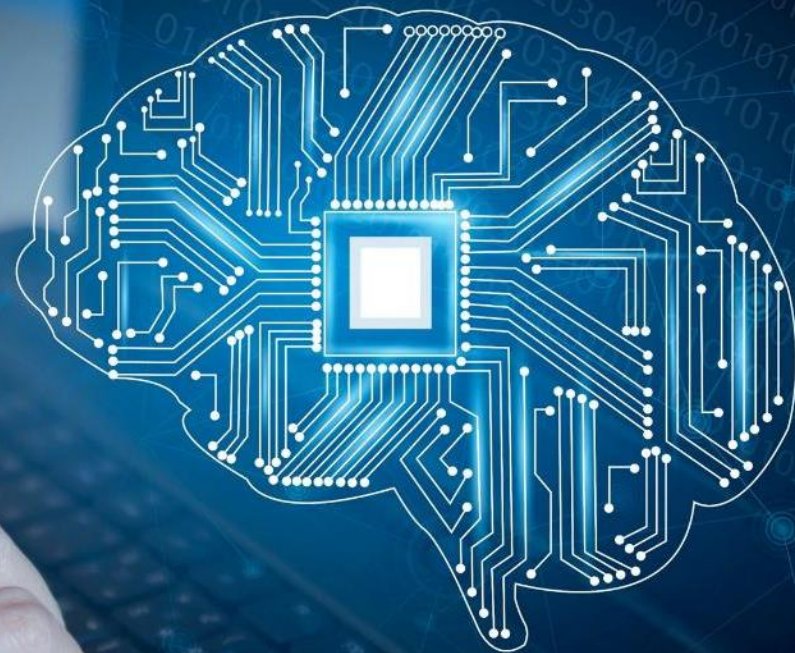
The AMATO AI platform allows marketing professionals to simulate end-to-end campaign journeys using natural language prompts, evaluate the impact of A/B variants, and forecast key performance indicators using customer segmentation and behavioral models.





Objectives

- Enable marketers to design and test campaigns in a no-code, NLP-driven interface.
- Predict campaign outcomes (e.g., conversion rates, revenue, ROAS) based on synthetic and historical data.
- Simulate customer journeys using AI and behavioral segmentation.
- Reduce time and cost associated with manual campaign testing.
- Integrate seamlessly with existing CRM, CDP, and adtech/martech stacks.



Functional Considerations

- Natural Language Interface (NLP)
 - Parse intent, target segment, offer structure, business objectives.
- Customer Segmentation Engine
 - Import or define customer segments from CRM and/or CDP
 - Generate behavioral profiles
 - Create synthetic personas for simulation based on historical patterns
- Journey Simulation Engine
 - Simulate consumer journeys across owned (email, SMS, app, web), paid (social, search), and earned (influencer, reviews) channels.
 - Predict drop-off points, engagement rates, and conversion
- Campaign Variant Testing
 - Allow users to simulate multiple campaign versions
 - Output side-by-side comparison
- Performance Forecasting
 - Click-thru rates (CTR), Conversion rates, Average Order Value (AOV), Return on Ad Spend (ROAS), Churn Risk
 - Compare against predefined goals or historical baseline.
- Optimization Insights
 - Channel effectiveness by segment
 - Offer suitability
 - Campaign timing and duration



Data

Customer Segmentation

Customer ID	Unique IDs, hashed emails, UUIDs
Demographics	Age, gender, location, income
Psychographics	Lifestyle, values, preferences
Behavioral Scores	RFM(Recency, Frequency, Monetary Value), Customer Lifetime Value, Churn Risk, Loyalty Status
Opt-In Status	Channel Preferences, Compliance Metadata

Sources:

- Internal: CRM/CDP
- Public: Synthea, Mockaroo

Historical Campaign Performance

Campaign ID	Internal ID for email/SMS/social push
Channel	Emal, SMS, Paid Media
Audience Segment	Target group.
Offer Type	Discounts, Perks, Loyalty Multipliers
CTR / Open Rate	% opened, clicked
Conversion Rate	% purchase
AOV / ROAS	Average order value, Return on ad spend

Sources:

- Internal: Campaign logs
- Public: Mailchimp, HubSpot, Klaviyo



Data

Clickstream and Journeys

Session ID	Web or app visit
Page / Event Sequence	Home, Category, PDP, Cart, Checkout, etc
Timestamps	Event logs and action types
Exit Points	Bounce, Abandon, drop-offs
Sources: <ul style="list-style-type: none">• Internal: Web Analytics (GA4, Adobe Analytics)• Public: Retailrocket, RecoTour	

Product and Offer Catalog (Inventory)

SKU	Internal catalog ID
Category	Apparel, Cosmetic, Electronics, etc.
Price	Current MSRP, offer
Discount Tiers	Available promotional variations
Purchase Velocity	Sell-through rate by segment
Sources: <ul style="list-style-type: none">• Internal: ERP, Magento, Shopify	



Data

Synthetic Personas

Archetype	“Luxury Buyer”, “Discount Seeker”, etc.
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Trigger Preferences	Time of day, channel, urgency
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Abandonment Patterns	Drop at pricing, shipping, etc.
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Preferred Journeys	IG, PDP, Cart, Checkout
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Sources:

- Internal: Proprietary
- Public: Delve AI



Example Prompts/Responses

Simulate a winter holiday campaign for our top 5% spenders. Offer a \$15 gift card with purchases over \$75. Goal: drive incremental revenue without cannibalizing margin.

Segment Profile:

Segment: Top 5% of spenders (avg. order value = \$124, frequency = 3.2x/year)

Preferred Channels: Email, App Push

Promotion Sensitivity: Low discount reliance, respond better to loyalty perks

Forecasted KPIs:

Conversion Rate: 12.8%

Avg. Basket Size: \$96.70

Revenue Lift: +22% vs. BAU

Margin Cannibalization: <3%

I want to re-engage users who haven't visited the site in over 6 months. Show me which offer performs better: 25% off vs. \$10 off.

Segment Profile:

Segment: Dormant users (inactive >180 days)

Size: 120,000 contacts

Channel Preference: SMS > Email

Past Purchase Trigger: Deep discounts or flash sales

Forecast:

Metric	25% Off	\$10 Off
CTR	12.4%	8.1%
Conversion Rate	7.2%	6.8%
Avg. Order Value	\$52.00	\$64.50
ROAS	2.9x	.7x

Simulate a campaign to promote our new product launch using influencer reels and stories. Target customers aged 18–30 in California. Goal: build awareness and first-time purchases.

Segment Modeled:

Geo-targeted: California, Age 18–30, Fashion Enthusiasts

Behavior Traits: Highly active on Instagram & TikTok, prefer video content

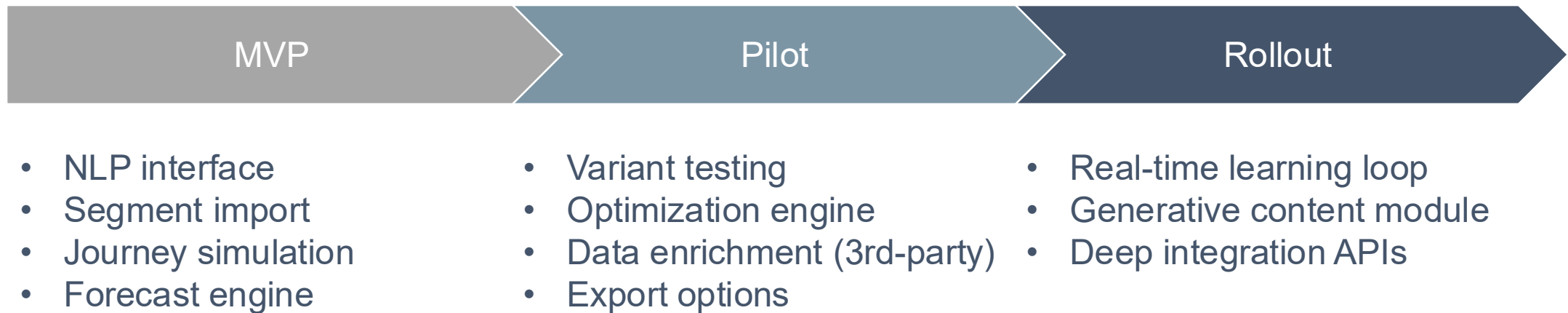
Past purchase behavior: Most first purchases happen after 2+ exposures

Projected Campaign KPIs:

Total Reach: 480,000
 Influencer Engagement Rate: 5.2%
 First-Time Buyer Conversion Rate: 2.1%
 Awareness Lift: +31% in target market



Product Vision



Market Research

Feature	AnyLogic	Delve AI	Omneky	Adobe Gen Studio	Synerise
Consumer Behavior Simulation	✓	✓		✓	✓
NLP		✓		✓	✓
A/B Testing		✓	✓	✓	✓
Journey Modeling	✓		✓	✓	✓
Objective Alignment	✓	✓	✓	✓	✓
Segmentation Integration	✓	✓	✓	✓	✓

