[24]7.ai

[24]7 Customer Acquisition Cloud
Predict. Personalize. Profit.

The [24]7 Customer Acquisition Cloud is a suite of data-driven solutions designed to help you target your highest propensity customers, cut through the digital noise with more efficient media and tailored creative, and maximize your conversions.

By connecting customer experiences across channels and devices, the [24]7 Customer Acquisition Cloud can help you guide prospects down the path to conversion, increase sales, and improve efficiency. You get the right people, at the right time, for the right price, with built-in artificial intelligence for continuous improvement.

To learn more visit
www.247.ai

Customer Acquisition Cloud
Real-Time Predictive Marketing Platform

Anticipate	Simplify	Learn
consumer intent across the customer journey	cross-channel digital marketing campaigns	and optimize across channels in real-time

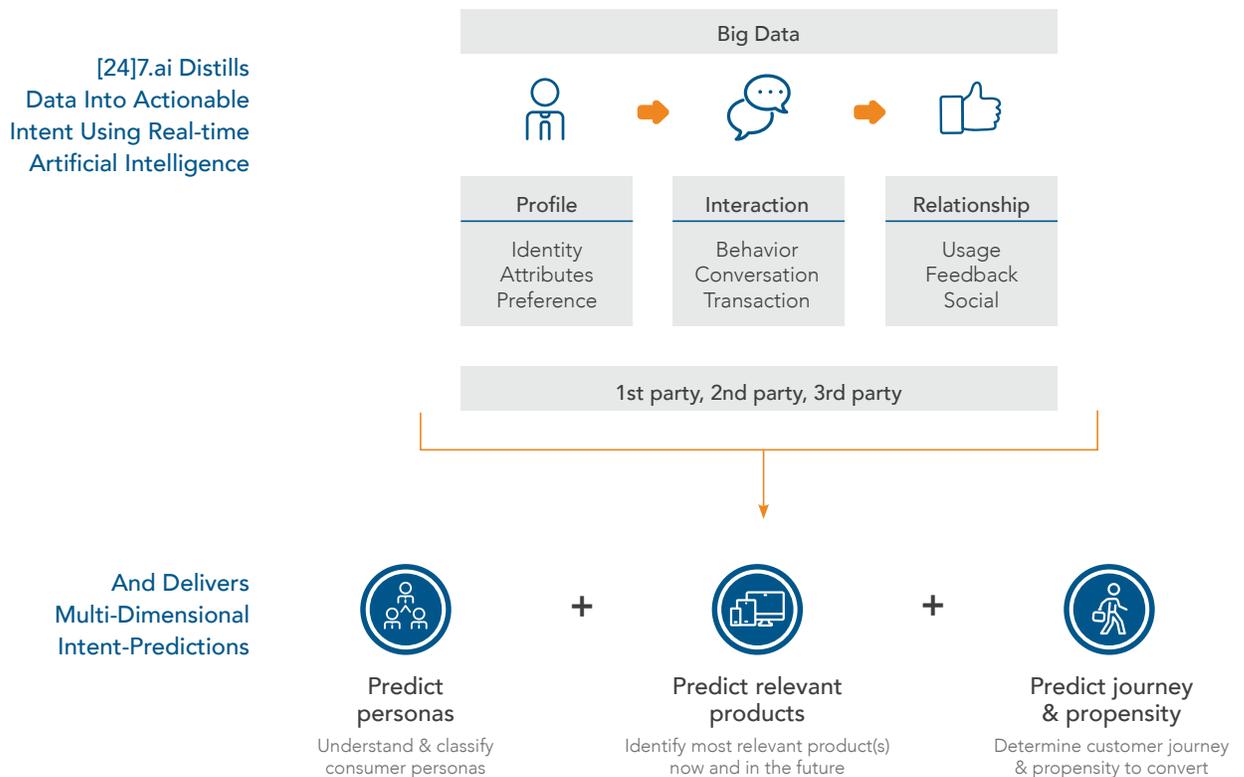search social banner ads video mobile website chatbot live agents

Anticipate Consumer Intent

Marketers in large organizations have lots of data, much of which is aggregated from the same pool of second and third party information. But not all data is created equal. The [24]7 Customer Acquisition Cloud uses machine learning to analyze billions of clicks in real-time, combining personal, behavioral, and relationship data to accurately predict customer intent. When you know what they want, it's easy to deliver.

[24]7.ai Distills Data Into Actionable Intent Using Real-time Artificial Intelligence

Big Data

Profile	Interaction	Relationship
Identity Attributes Preference	Behavior Conversation Transaction	Usage Feedback Social

1st party, 2nd party, 3rd party

And Delivers Multi-Dimensional Intent-Predictions

Predict personas
Understand & classify consumer personas

\+

Predict relevant products
Identify most relevant product(s) now and in the future

\+

Predict journey & propensity
Determine customer journey & propensity to convert

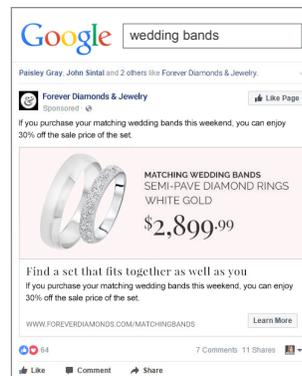## Simplify Cross-Channel Campaigns

Increasing your digital efficiency demands a solution that can manage multiple campaigns across devices and channels. The [24]7 Customer Acquisition Cloud makes it easier to target high-value prospects and create personalized experiences across search, social, mobile, display, video, website, and chat. Now you can deliver more connected consumer experiences for improved productivity and performance.

Paid Digital Media → Website → Assisted

Retargeting

THE INTENT-DRIVEN DIFFERENCE: TARGET WITH PRECISION

- Target high-value audiences and look-alikes based on multiple data points and predicted intents with highly personalized ads, chatbots and live agent interactions

- Retarget high-intent consumers with dynamic creative personalized with the product/offer they're most likely to respond to

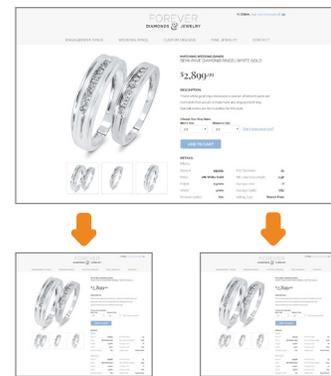- Remarket to known customers with next best offer across any channel

1 [24]7 Integrated journey across adwords, display and social

The [24]7 Difference
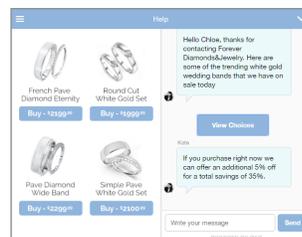Predict and deliver the right combo of creative and content.

2 Deliver personalized landing page and web experience

The [24]7 Difference
Personalize web experience based consumer intent, journey and relevant products.

3 [24]7 prediction engine identifies intent and propensity to chat

The [24]7.ai Difference
Proactively engage high propensity consumers with contextual chat experiences that help close the sale.

4 [24]7 prediction engine optimizes lookalike, retargeting & remarketing

X Drops
Retarget high intent audiences on any channel with personalized creative

✓ Purchase
Find lookalike audiences
Remarket to customers with next best product and personalize creative on any channel

The [24]7.ai Difference
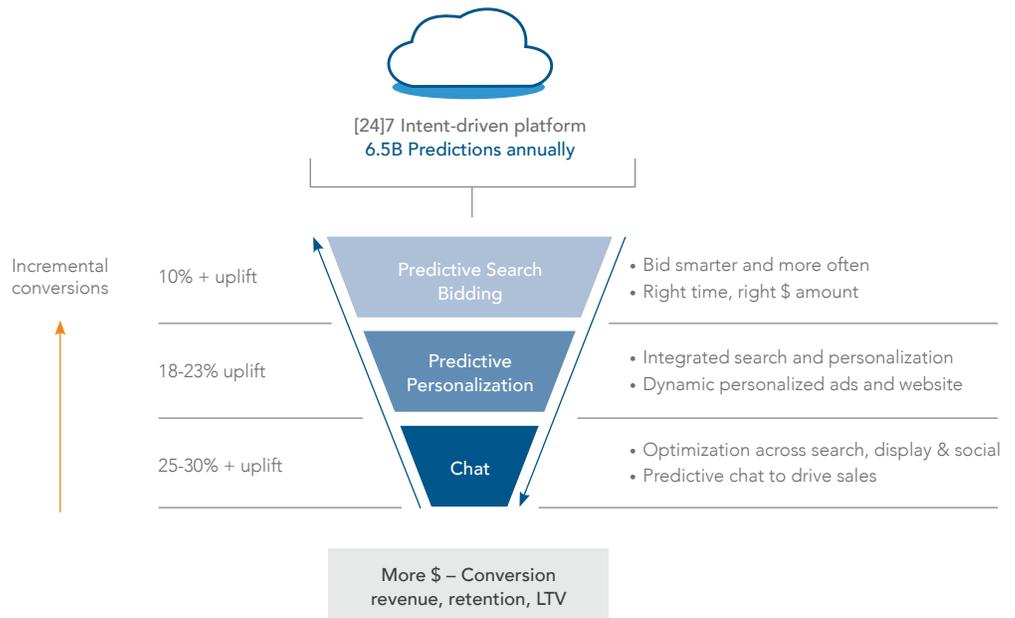Optimize future acquisition and customer lifetime value in real-time.

Learn and Optimize Results in Real Time

The [24]7 Customer Acquisition Cloud integrates machine learning to provide a continuous feedback loop that automatically adjust bids, creative, and messages based on what's really happening. Our Big Data platform ingests and makes sense of hundreds of thousands and up to millions of events per second and responds in milliseconds.

Better Insights, Better Results

[24]7.ai's intent-driven platform gives you the power to know your customers better, and achieve better results. Predict consumer intent more accurately and respond with the right creative, at the right time. Connect the dots across the customer journey to optimize paid search efficiency and boost ROI, reduce CPA, and acquire customers more profitably. Improve online conversions by delivering dynamic, personalized creative, and leading consumers down the path to purchase. Reach your business goals faster and more efficiently—guaranteed.

The Compound Benefits of the [24]7 Intent-Driven Platform

To learn more visit
www.247.ai

[24]7 Intent-driven platform
6.5B Predictions annually

Incremental conversions

10% + uplift

18-23% uplift

25-30% + uplift

Predictive Search Bidding
- Bid smarter and more often
- Right time, right $ amount

Predictive Personalization
- Integrated search and personalization
- Dynamic personalized ads and website

Chat
- Optimization across search, display & social
- Predictive chat to drive sales

More $ – Conversion revenue, retention, LTV

[24]7.ai

INTENT DRIVEN ENGAGEMENT EXPERTISE

From customer acquisition to customer service, [24]7.ai drives better experiences across the entire customer journey for hundreds of the best-known global brands

15B

events tracked per month across web, mobile, and phone

#1

in intelligent enterprise chatbot deployments

6B

predictions of customer intent annually

1.3B

intent driven experiences delivered last year, most of which were automated

The Products

The [24]7 Customer Acquisition Cloud combines three products with our powerful Customer Engagement platform to help you create connected customer journeys, and continually improve performance.

[24]7 Predictive Search Bidding

Outsmart. Outbid. Outperform.

[24]7 Predictive Search Bidding uses Big Data analysis to accurately predict value per click (VPC), and automates high-frequency bidding for the best possible results—driving an average lift of 27%. Plus, it plugs into your existing system so you can start using it right away.

[24]7 Personalization

Create individual experiences—intelligently, and at scale

Different people respond to different creative—from colors to copy. [24]7 Personalization makes it easy to design individual ads and experiences, fine-tuned and dynamically delivered across channels and devices. Achieve 4x better ad engagement and increase web conversion rates by 75%.

[24]7 Chat

Close the sale with smarter engagement

[24]7 Chat uses predictive modeling to target high-value prospects, and guides them with intuitive conversations to help you close the sale. Engaging smarter increases online revenue by 10% or more, helping you meet your business and marketing goals faster.

Create Consumer Connections

The [24]7 Customer Acquisition Cloud's data-driven approach lets marketers connect consumer intent across channels and devices, and act on it in real time. It's time to take the guesswork out of customer acquisition.

Key Features

Richer insights with multi-intent models	Identify who's buying, what products they're likely to purchase, and what type of message they will respond to—and deliver in milliseconds.
Any channel. Any device.	Identify consumers across devices and engage them with personalized content across multiple channels to guide them down the path to purchase.
Predictive bidding	Boost paid search ROI with automated high-frequency predictive bidding, using Big Data to keep up with real-time market changes.
More personal	Deliver dynamic, predictive, personalized content to target the right consumers with the right message at the right time.
Smarter prospecting and retargeting	Use machine learning to retarget high-value customers on the right channel with the right message. Engage the right prospects based on real-time behavior—not just third party data.
Cross-channel optimization	Market to people, not channels. Use Big Data insights to target consumers in the moment as they engage across channels. Use what's working on one channel (i.e., Facebook) to optimize other channels (i.e., display).
Online and offline analytics	Our Big Data analytics and elastic customer insight platform provides comprehensive consumer insights specific to audience, device, creative, campaign, and media. It also integrates with third-party retail data platforms to generate closed-loop measurements for lift in overall sales, purchase frequency, purchase amount, and return on ad spend (ROAS).

Performance Guaranteed or You Don't Pay

Choose the [24]7 Customer Acquisition cloud to make your acquisitions more precise, and more profitable. Combine data-driven predictive modeling with cross-channel automation and built-in machine learning to optimize every bid, and every dollar. Increase efficiency and revenue with 10-30% uplift, guaranteed.

Let [24]7.ai help your organization achieve extraordinary results. Contact us today to get started.

Contact us today.

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ABOUT [24]7.ai

[24]7.ai is redefining customer acquisition and engagement by making customer intent the cornerstone of digital transformation. With intent-driven engagement, companies anticipate and act on customer intent across any channel, collapsing the time to deliver successful outcomes in the moments that matter most.
For more information visit: www.247.ai