Voicy.AI: Next frontiers in Interactive Advertising

Agenda:
- Intro
- Advertising as a conversation
- Conversational broadcasting
- Advertising virtual agents
- Actionable marketing
- Marketing and Customer Engagement
Voicy.AI : Next frontiers in Interactive Advertising

Intro:
Started in 2015
Hyper personalized conv. marketing software
Pre-programmed virtual agents for businesses
Natural Language first interaction
Operating at the intersection of AI, AR
Participating in open source AI research
Demos, 10 Pending patents.
Advertising as a conversation:
People like to talk to other people
Model user purchase funnel as a conversation
Awareness -> Interest -> Consn. -> Conversion
User matching to target intent
Use intent to model the messaging
Eg: Purchase TV’s flow
Advertising as a conversation (Contd):
Show ad in the creative. Combine NL and Image.
Answer questions about the product
Promote capabilities of the product
Recommendations/Cross sell more inventory
Decrease support cost
Advertising as a conversation (Contd):
  Google Local Ad
  Voicy Interactive SMS Agent
  Voicy Telephone agent for queries
  Escalate to human
Conversational broadcasting:
Your own Groupon/Daily deal
NL Conversations are more effective
Add beautiful images if possible
Personalize inventory, merchandising and time
Conversational broadcasting (Contd):
Natural Language Interaction
Clarify questions about the product
Eg: Voicy SMS Marketing, Facebook Broadcasting, Mobile app notification, Your own chatbot
Advertising virtual agents:
Monitor the value and behavior of the customer
Measure LTV of the customer
Generate personalized conversational ad
Machine Learning algorithms
Eg: Voicy Advertising agents
Voicy.AI: Next frontiers in Interactive Advertising

Actionable marketing:
Show an ad on Facebook/Google using behavior
You can also use Voicy Marketing with your customer list
Make it conversational to increase response
Action is acquisition/order confirmation page/POS order

Demo
Marketing and customer engagement:
Difference is blurring
Initiate the conversation using broadcasting
Show the conversational ad to the customer
Engage with the customer using AI Agents
Need one product for E2E customer engagement
MARTECH stack? Do we need a virtual agent?
Voicy.AI: Next frontiers in Interactive Advertising

Questions?
info@voicy.ai