



PARTNER NETWORK

Blueshift

NATHAN LOVELESS (HE/HIM)

Vice President of Sales, Americas
Blueshift



Nathan Loveless

Vice President of Sales,
Americas

About

- Blueshift helps brands create moments of wow across every touchpoint
- Our intelligent cross-channel marketing platform uses patented AI technology to power rich customer data, AI-powered personalization, and connected cross-channel campaigns
- Brands get the solution they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey

For more information, visit www.blueshift.com.

Who is your solution for?

Modern marketers at leading consumer brands across enterprise and mid-market in every category are choosing Blueshift

RETAIL & E-COMMERCE	MEDIA & PUBLISHING	CONSUMER FINANCE	HEALTH & WELLNESS	UTILITIES & SERVICES	DIGITAL LEARNING
STITCH FIX	discovery+	lendingtree	GoHealth	YARDI	UDACITY
carparts.com	The Agora Companies.	nerdwallet	HealthCare.com	Malwarebytes	SKILL SHARE.
houzz	TRUE MARKET INSIDERS	smartasset™	Health I.Q. CELEBRATING THE HEALTH CONSCIOUS	ANIMOTO	OPENCLASSROOMS
Sweetwater	BBC	KeyBank laurel road	AMN [®] Healthcare	zumper	BRAINLY
five BELOW	HGTV HOME & GARDEN	AMERILIFE™	F&W first stop health™	e-on	ClassDojo

Modern Digital Marketer: Day in the life



COMMON GOAL

Creating connected customer experiences tops the list of goals for marketers in 2022.

TOP PRIORITY


68%

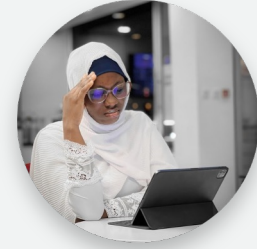
68% of marketers say using customer data to improve customer experiences is their top priority.

Marketer: Major daily challenges

THE STRUGGLE IS REAL

Shared Challenges

- 
1. Heavy dependence on tech teams for **Campaign Segmentation**, data is unavailable
 2. Lost revenue from lack of **Message Personalization**
 3. **Disconnected Campaigns** across channels & lack of automation



What “jobs” does a marketer use Blueshift for?

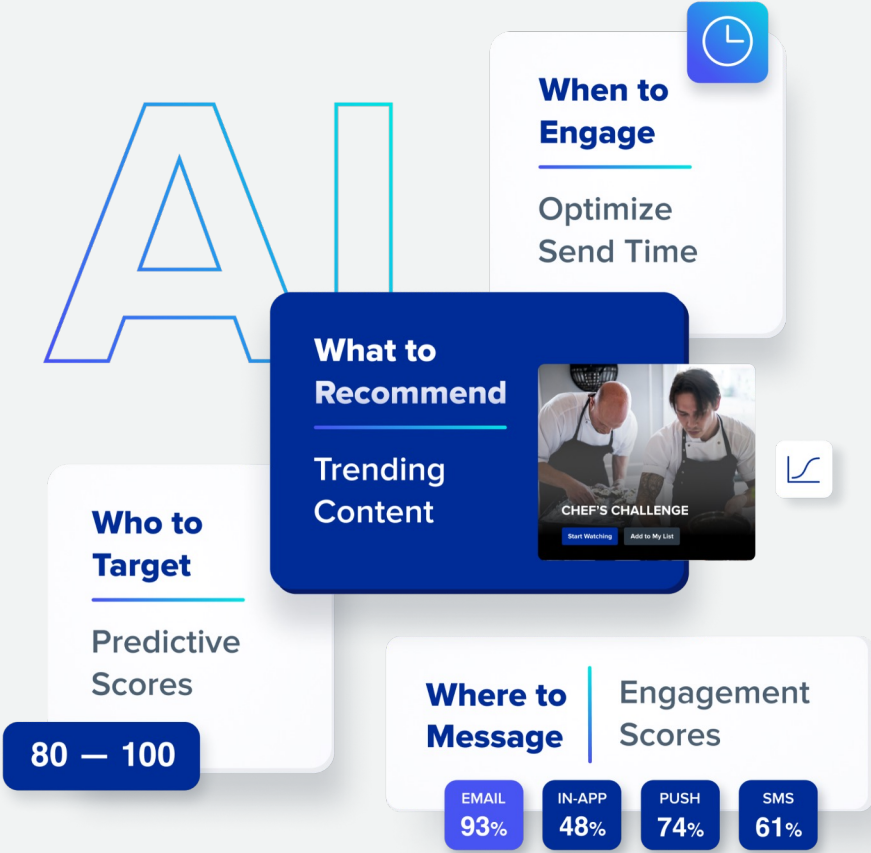
CROSS CHANNEL MARKETING WITH THE POWER OF AI

AI unlocks the promise of cross channel customer engagement by answering **who, what, when** and **where**.

REVENUE GOALS

+30%

81% of marketers using AI for personalization reported exceeding their revenue goals by at least **30%**.¹



¹Kelton and Blueshift (2020) Marketer vs MarTech in 2020

Blueshift: How does it help?



Which customers?

WHO TO TARGET

Predictive Segmentation



“With Blueshift’s Predictive Scores we’ve improved many elements of our marketing - from increasing deliverability, to driving upgrades, to reducing churn.”

Fredrik Salzedo | *Director of Retention*

WHEN TO ENGAGE

Send Time Optimization



“We saw a **35% lift in revenue per send** using engage time optimization to send ‘Savings Alerts’ that are personalized to each user based on their credit history.”

Chris Kachel | *Sr. Director of Customer Experience*

WHAT TO RECOMMEND

Personalized Recommendations



“Blueshift’s AI-powered recommendation engine allowed us to better serve our customers with targeted marketing and personalized campaigns at scale.”

Kristy Ng | *Director of Lifecycle Marketing*

WHERE TO MESSAGE

Most Effective Channels

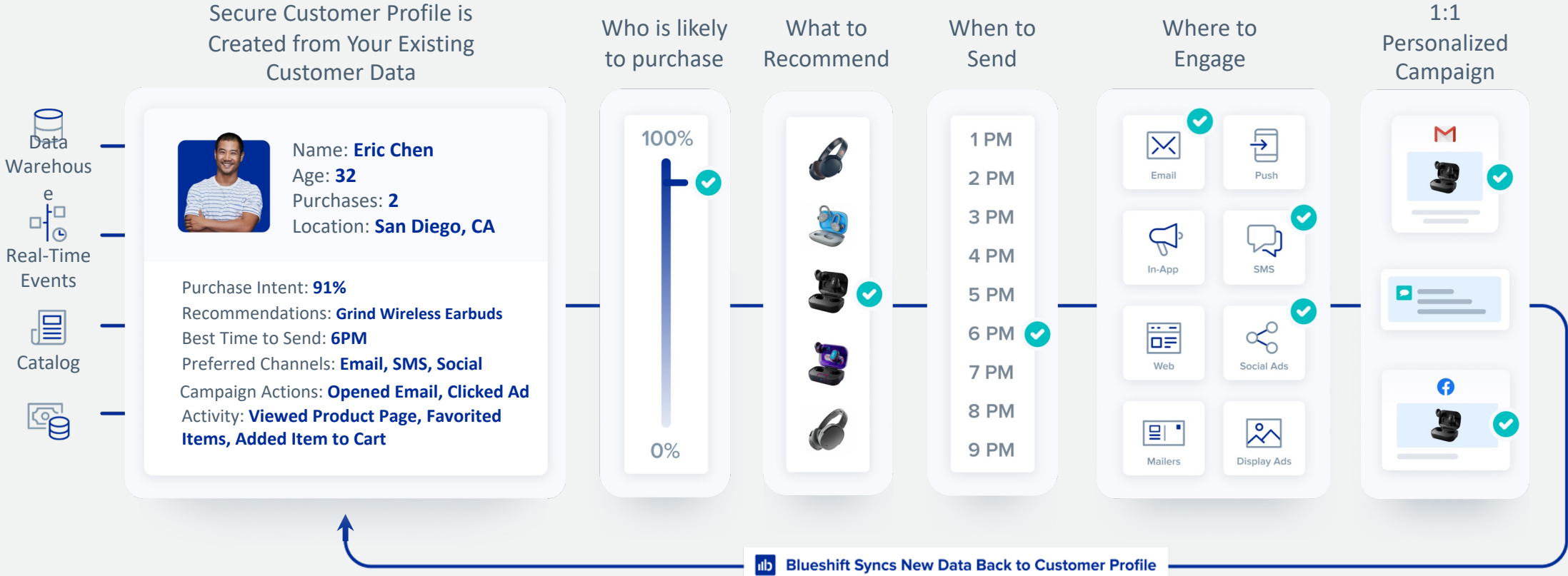


“Blueshift’s platform flexibility addresses our complex data structure and makes it simple to deliver personalized messages and grow our channels.”

Houman Akhavan | *Chief Marketing Officer*

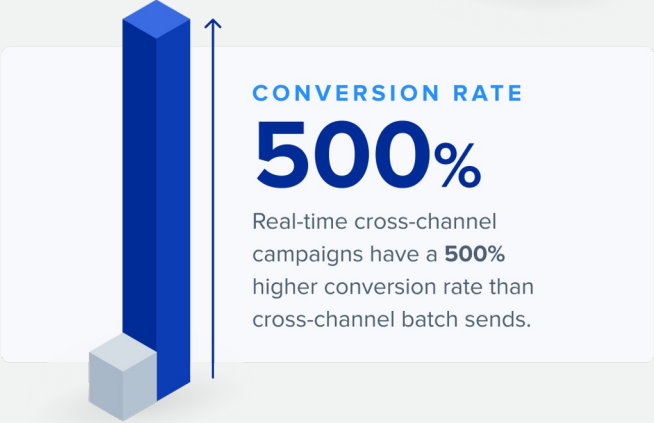
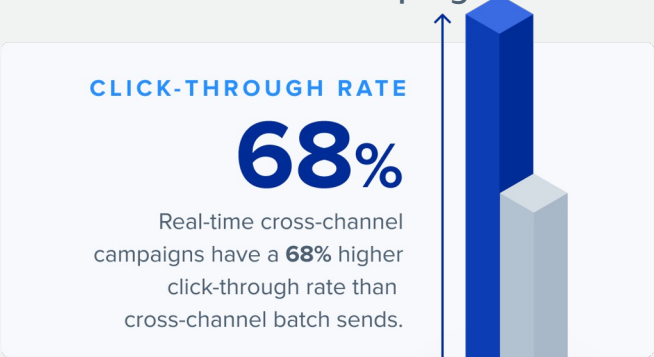
Blueshift: Will it work for you?

Example of how it works

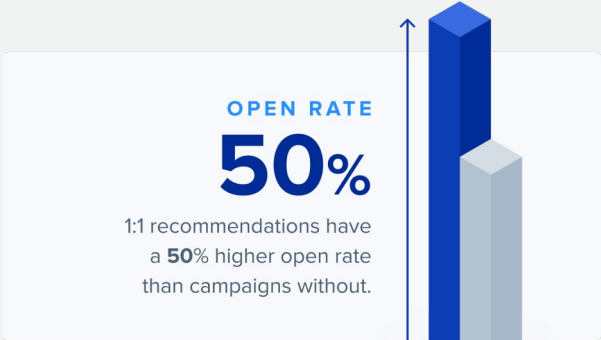


Blueshift: Why is it essential?

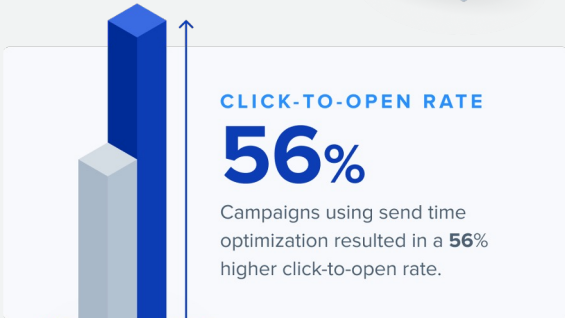
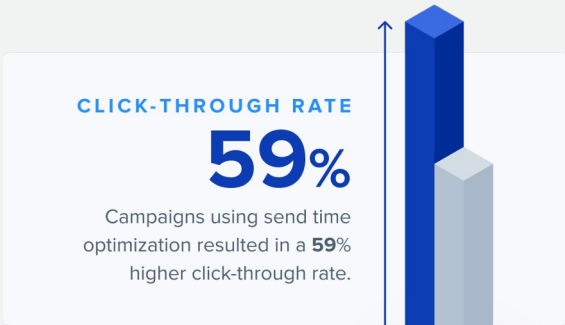
Real-Time Data Driven Cross-Channel Campaigns



AI-Powered Recommendations



Send Time Optimization



Blueshift: How do I learn more or get started?



Find Blueshift on the [AWS Marketplace](#)

See Blueshift in Action with [Our Free Self-Guided Product Demo](#)

Visit blueshift.com to learn more

Blueshift at a Glance

INTELLIGENT CUSTOMER ENGAGEMENT

All-In-One Marketing Hub

- ① Data-Rich Customer Profiles
- ② Dynamic segmentation
- ③ Predictive Recommendations
- ④ Cross-Channel Orchestration
- ⑤ Reporting & Testing

The dashboard is divided into several key sections:

- Customer Profile (1):** Displays details for 'Customer: janesmith@gmail.com', including profile information, activity history, recent catalog activity, channel preferences, and predictive scores.
- Dynamic Segmentation (2):** Shows an 'Edit Segment' interface for 'add-to-cart', allowing filtering by recent activity, lifetime activity, demographic, and predictive scores.
- Predictive Recommendations (3):** Features an 'Edit Recommendation' interface for 'Post Purchase - Next Best Products to P...', showing item attributes and settings for predictive content.
- Cross-Channel Orchestration (4):** A central flow diagram showing various touchpoints and actions such as 'Send an SMS Confirmation Code', 'Send an In-App Loyalty Offer', 'Send Predictive Upsell Offer Email', and 'Support to Offer Concierge Service'.
- Reporting & Testing (5):** Includes a bar chart titled 'REVENUE ATTRIBUTED TO MESSAGING CHANNEL' and a 'CLICK RATE (WEEKLY - LAST 90 DAYS)' section.



Thank you!

Nathan Loveless

Vice President of Sales, Americas
Blueshift

 Nathan.Loveless@blueshift.com

 [LinkedIn](#)