



AGENDA

- Why Personalization Now?
- Case Study 1: DTC Streaming Service
- Case Study 2: B2B Sales & Marketing
- Look Ahead: Gen Al Innovation



PERSONALIZATION IS NOW A LOYALTY IMPERATIVE

PERSONALIZED EXPERIENCES FOSTER RELEVANCE, TRUST, AND EMOTIONAL CONNECTION

B2C
Consumer Expectation

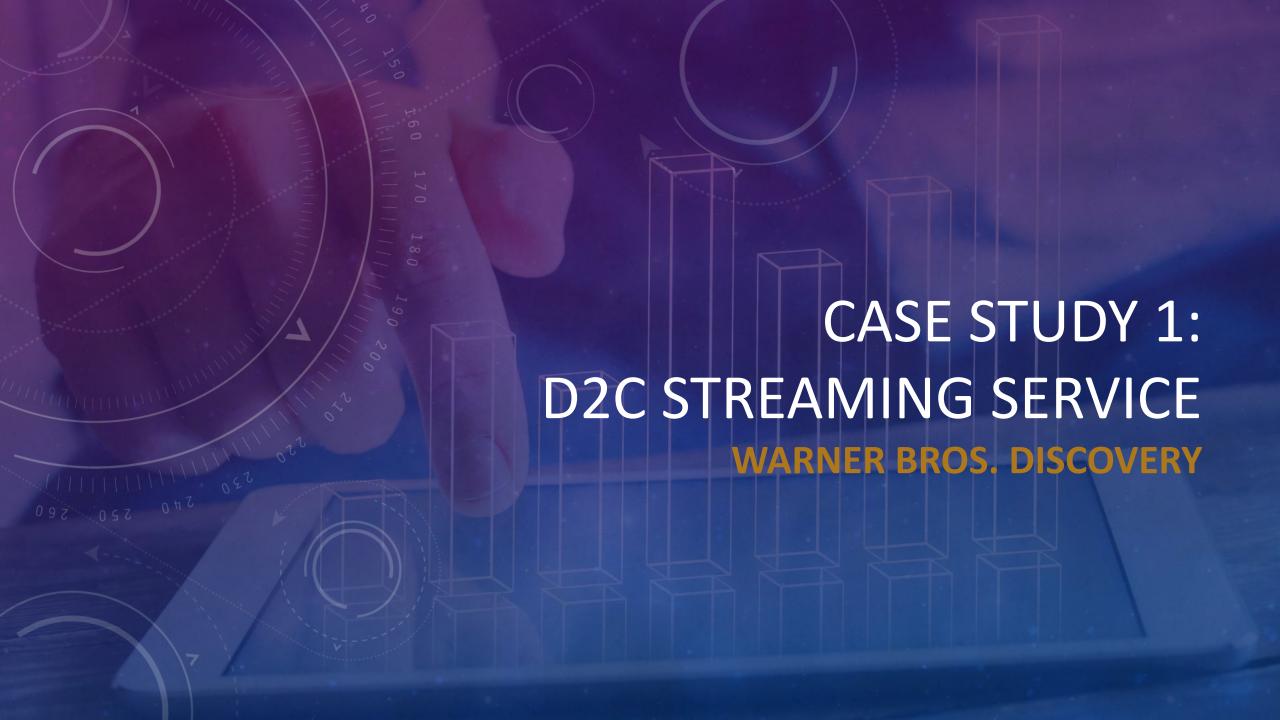
B2B
Relationship Depth

71% of consumers expect personalized interactions

Companies that excel at personalization capture **40** % more revenue

80% of B2B buyers expect experiences similar to B2C

Al-generated account proposals and outreach can raise response rates by up to **20** %

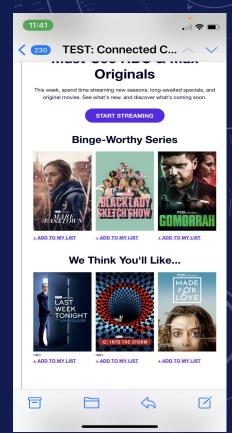


PERSONALIZATION – DATA DRIVEN CAPABILITIES









RECOMMENDER SYSTEM



ML Algorithm Innovation



Efficient Product Cold Start



Build Trust in Personalization



Online/interactive recommendation

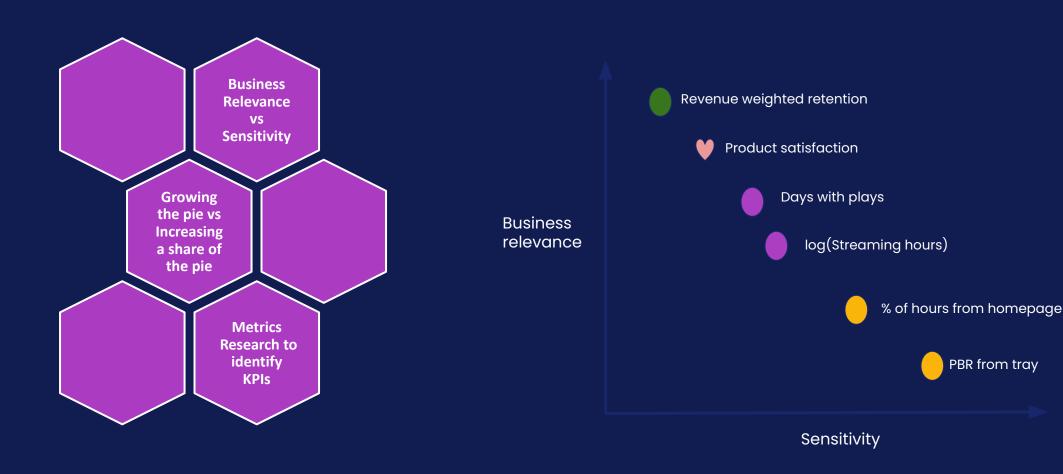


ML Platform



A/B Test Experimentation

WHAT SHOULD PERSONALIZATION OPTIMIZE?





B2B PERSONALIZATION ACROSS CHANNELS



Digital Commerce

Intelligent product search & personalized recommendations to incremental sales



Sales Enablement

Al-driven next best actions & tailored sales pitches for optimal outcomes



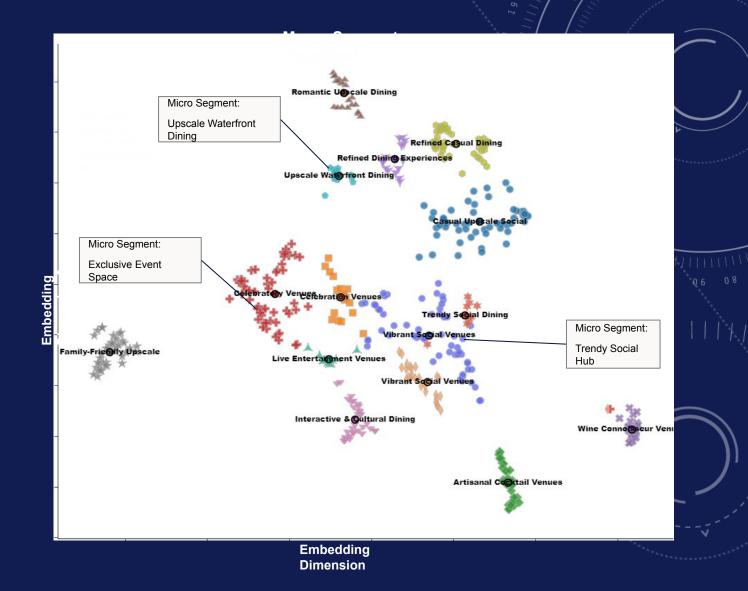
Digital Marketing

Targeted and personalized messages and content leading to higher engagement

CUSTOMER SEGMENTATION

LLMs to distill customer demo, behavioral data, hundreds of reviews, descriptions, and other metadata into succinct customer segments

Customer segmentation AI chatbot to easily understand customer needs by querying with natural language



NEXT BEST ACTION

New Pod Ranker Optimization Model Sales Reasoning

Recommend a ranked list of items with novel ML algorithms

Optimized actions based on prioritized sales goals

LLM generated sales pitch for sales consultants



DYNAMICALLY PERSONALIZED CONTENT

Personalized Advertising and Creative Assets

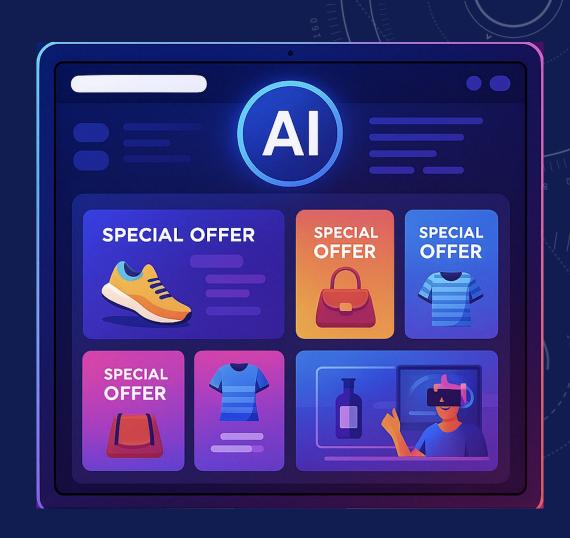
Marketing and ads content tailored to each audience

Dynamic Product Visualization and Design

Variant product images on the fly and new product innovation

Immersive Media Experience

AI-generated content and experience



AUTONOMOUS AI AGENTS



B2C: Personal Al Assistant

Transform one-click journeys into zero-click conversational experiences



Multi-Agent Al Systems

Agent to Agent with MCP



B2B: Sales and Services AI Agent

Assist sales and customer services reps to drive productivity and efficiency

THANK YOU