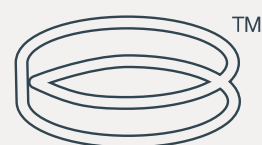


Generative AI & Decision Automation

Unlock
Hyper-Personalization
At Scale

Contents

Introduction	3
Why Should you Care: What is the “problem”	3
Why isn’t your organization able to do this: What is your “pain”	4
But with AI – this is now solvable	4
So What If?	16
The Problem with Segmentation	21
How Data and GenAI are coming together to hyper-personalization at a “near 1-1” level	28
Major Factors in Pulling this Off	31
So how is Blend Helping Our Clients Become Hyper-Personalization Masters	34

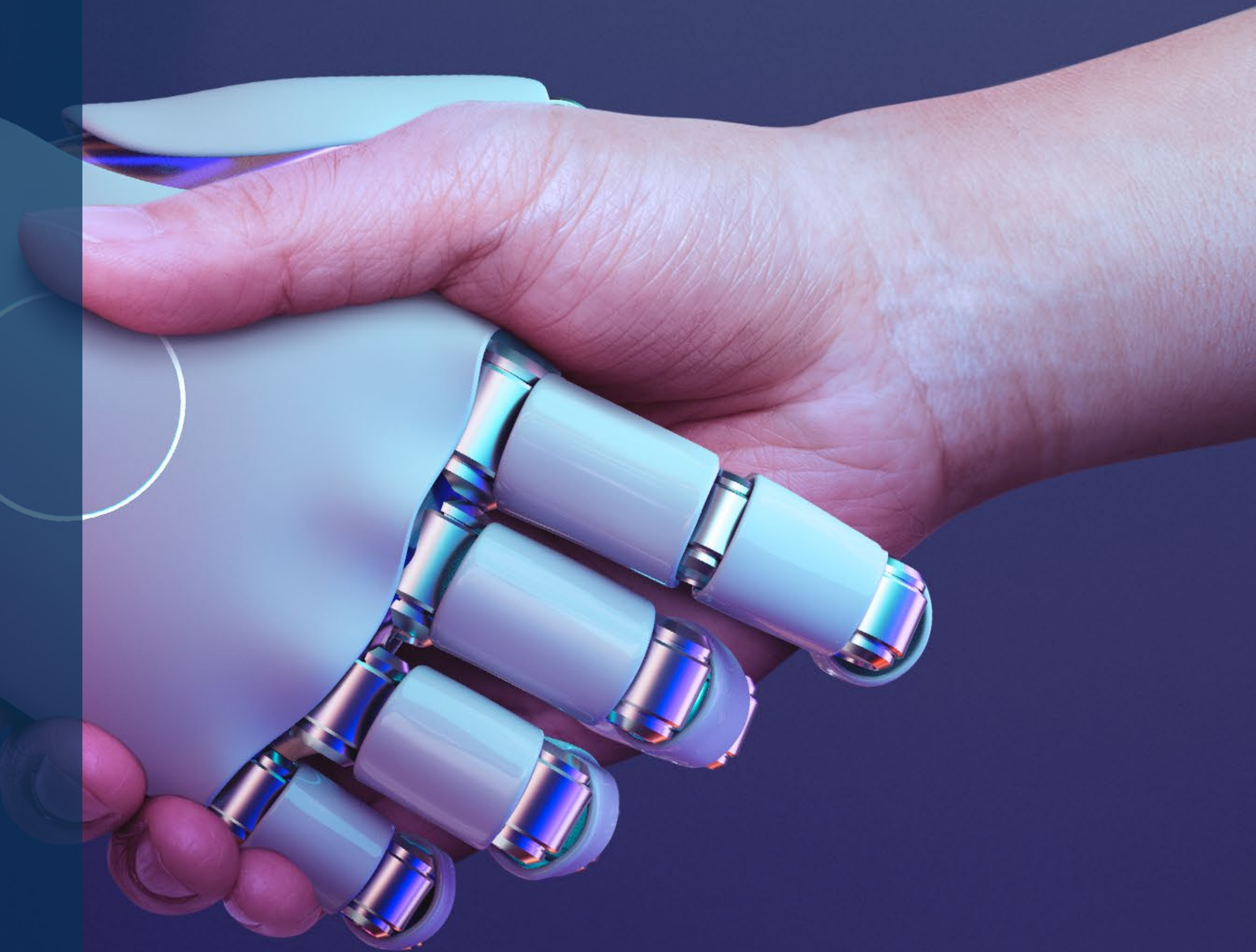


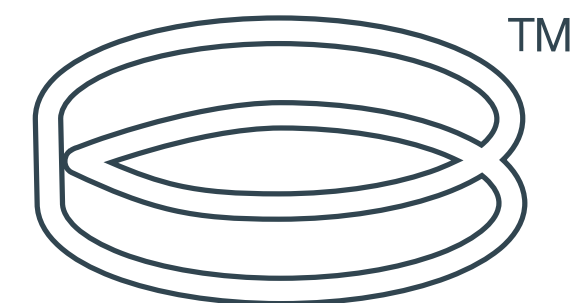
The Game Has Changed

AI technology is being rapidly integrated across sectors: Significant advancements in AI capabilities and applications.

Increased efficiency and automation: AI helps in automating complex tasks and improving efficiency.

Transformative impact on industries: Industries from healthcare to finance are being transformed by AI.





The Evolution of Data Maturity and AI-Driven Decisioning: A Strategic Imperative

The evolution from static campaigns to personalized interactions.
Importance of a robust data strategy and AI-driven decisioning.

The background of the slide features two hands shaking in a firm grip. The hands and forearms are overlaid with a glowing, teal-colored digital network or mesh pattern, suggesting a connection between the physical and digital worlds. The background is dark with some blurred light spots.

Chief Marketing Officer (CMO) Perspective





The Role of the Chief Marketing Officer

- Leveraging data maturity to enhance customer engagement.

Stages of Data Maturity

STAGE
01 Static Campaigns

Broad and static content.

Low engagement and ROI.

STAGE
02 Segment-Based Campaigns

High-level segmentation strategies.

Advanced Campaign Strategies

STAGE
03 Rules-Based Campaigns

Rule-based automation for campaign efficiency.

STAGE
04 Model-Based Campaigns

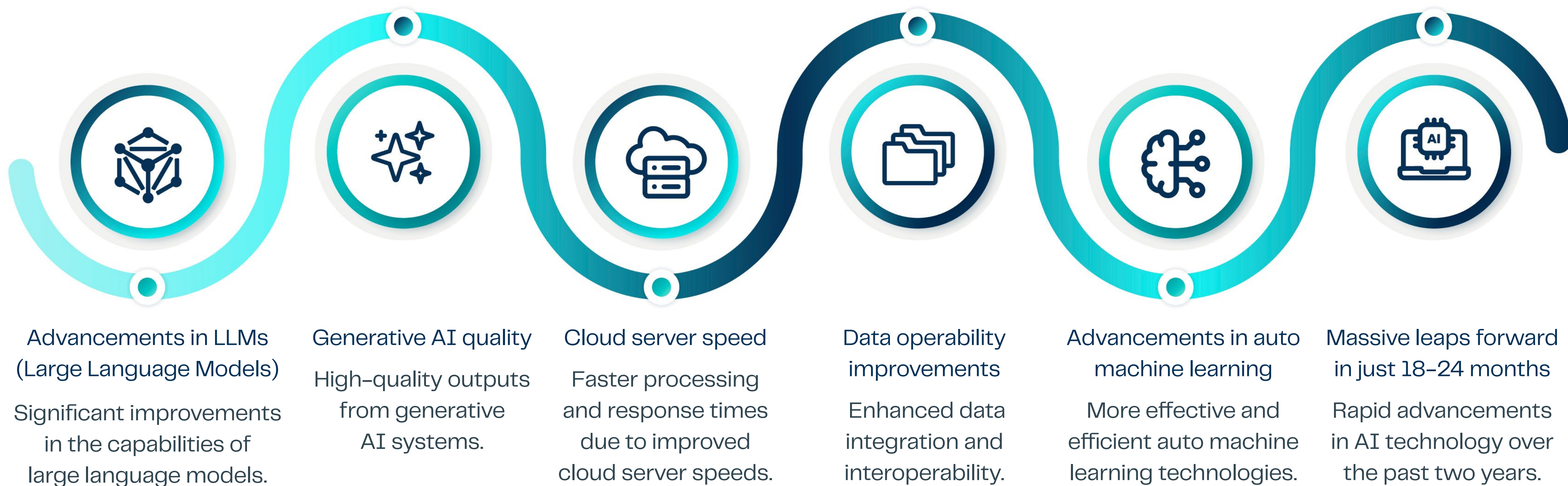
Predictive models and real-time data processing.

Integrated Orchestration & Personalization for CMOs

STAGE
05 AI-powered orchestration platforms.

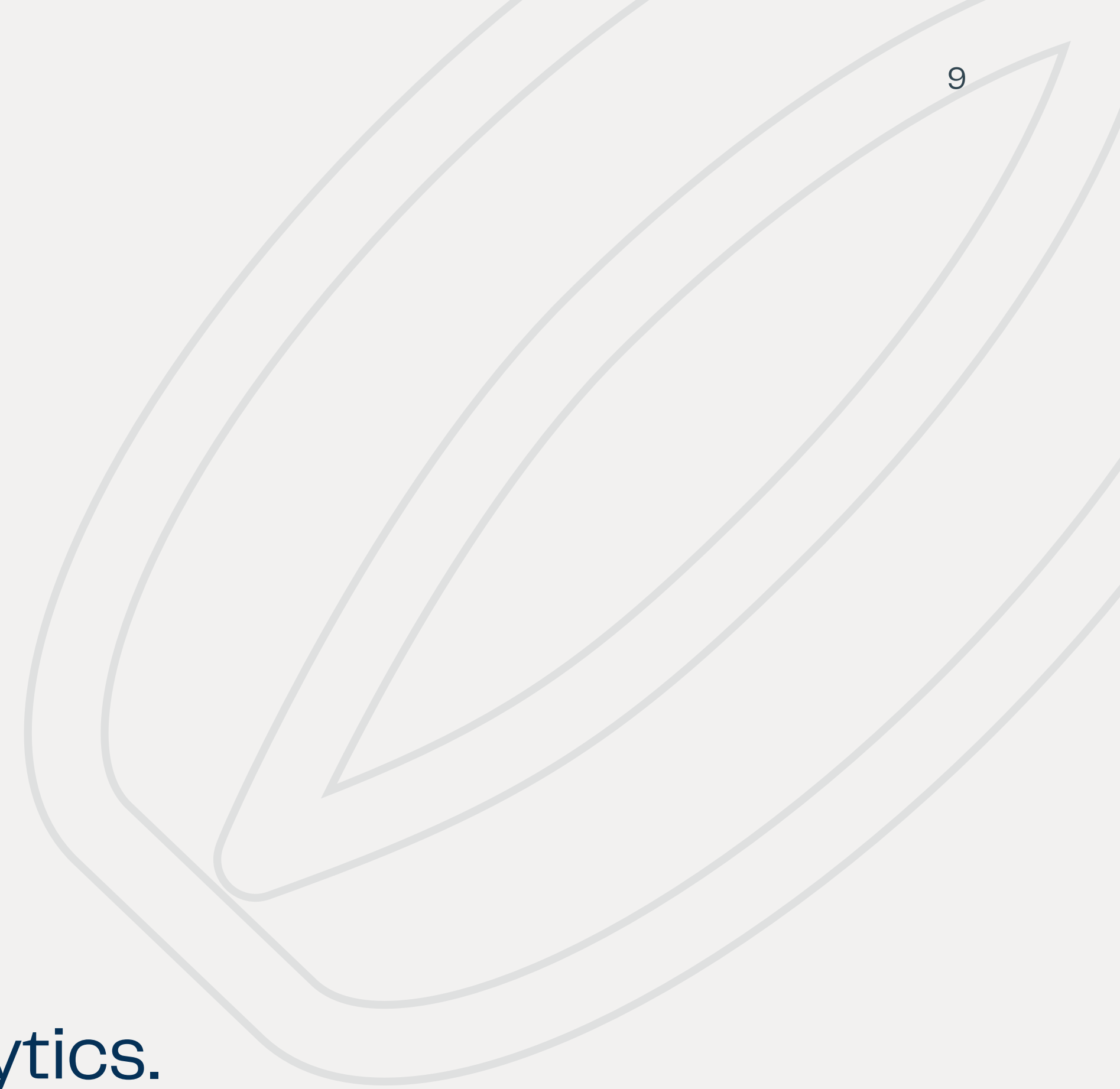
STAGE
06 Hyper-personalized messaging.

AI as a Game Changer



Next Best Action and Decisioning

- Leveraging AI for customer insights.
- Optimizing campaigns with predictive analytics.
- Implementing Next Best Action strategies.



Imagining the Possibilities

What if the customer experience could actually look like this?: Envisioning a future where hyper-personalization creates seamless and tailored customer experiences.

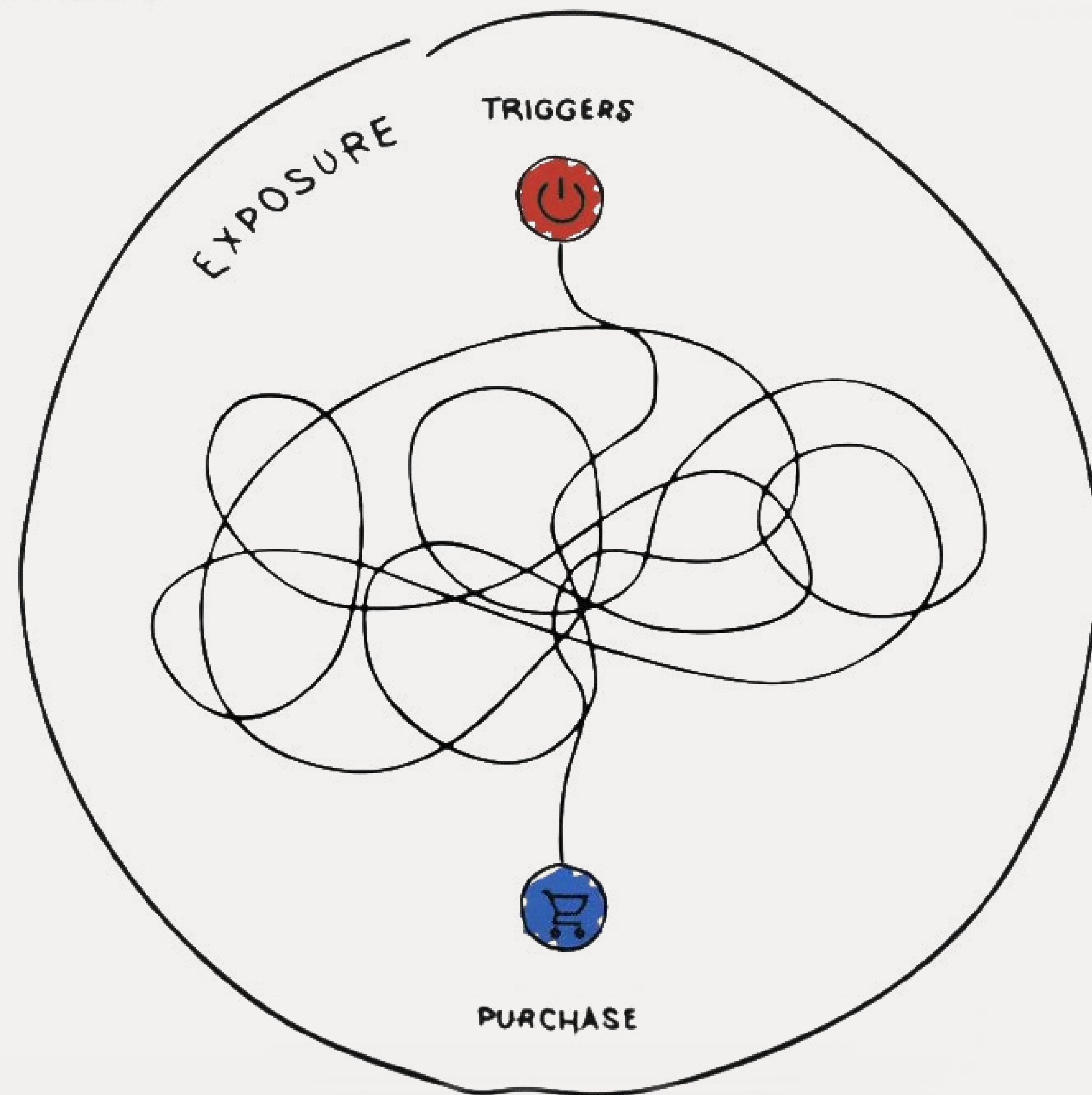
Potential of hyper-personalization:
Hyper-personalization driven by AI could revolutionize customer journeys.



Traditional Funnel-Based Strategies don't reflect the reality of today's unpredictable customer journeys.

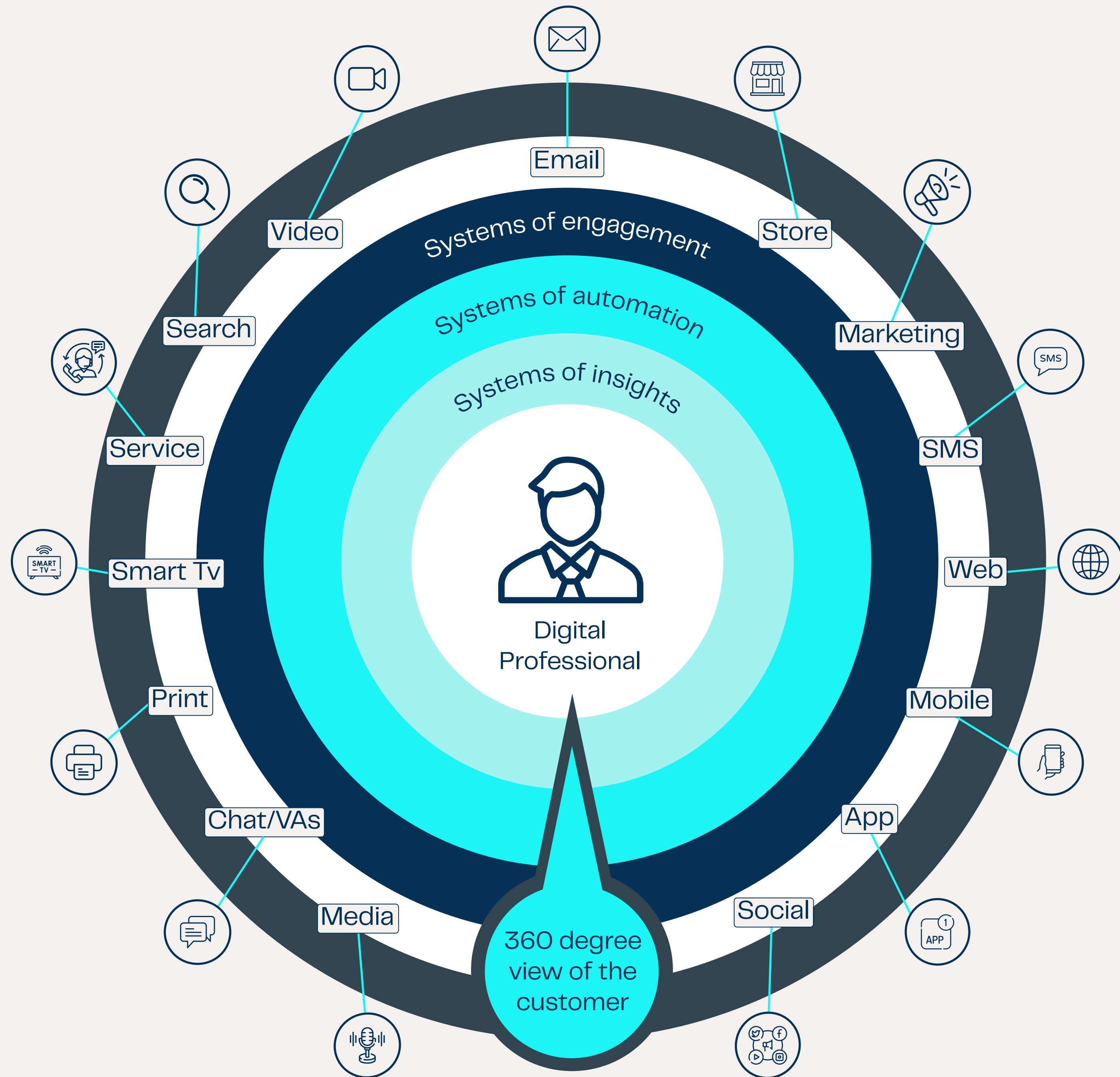


Traditional thinking:
Objective-based planning



Rising Disruption in the Industry





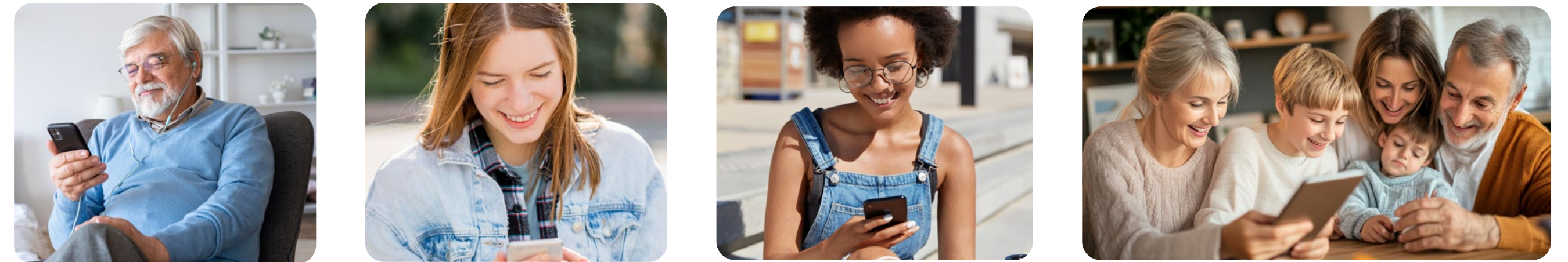
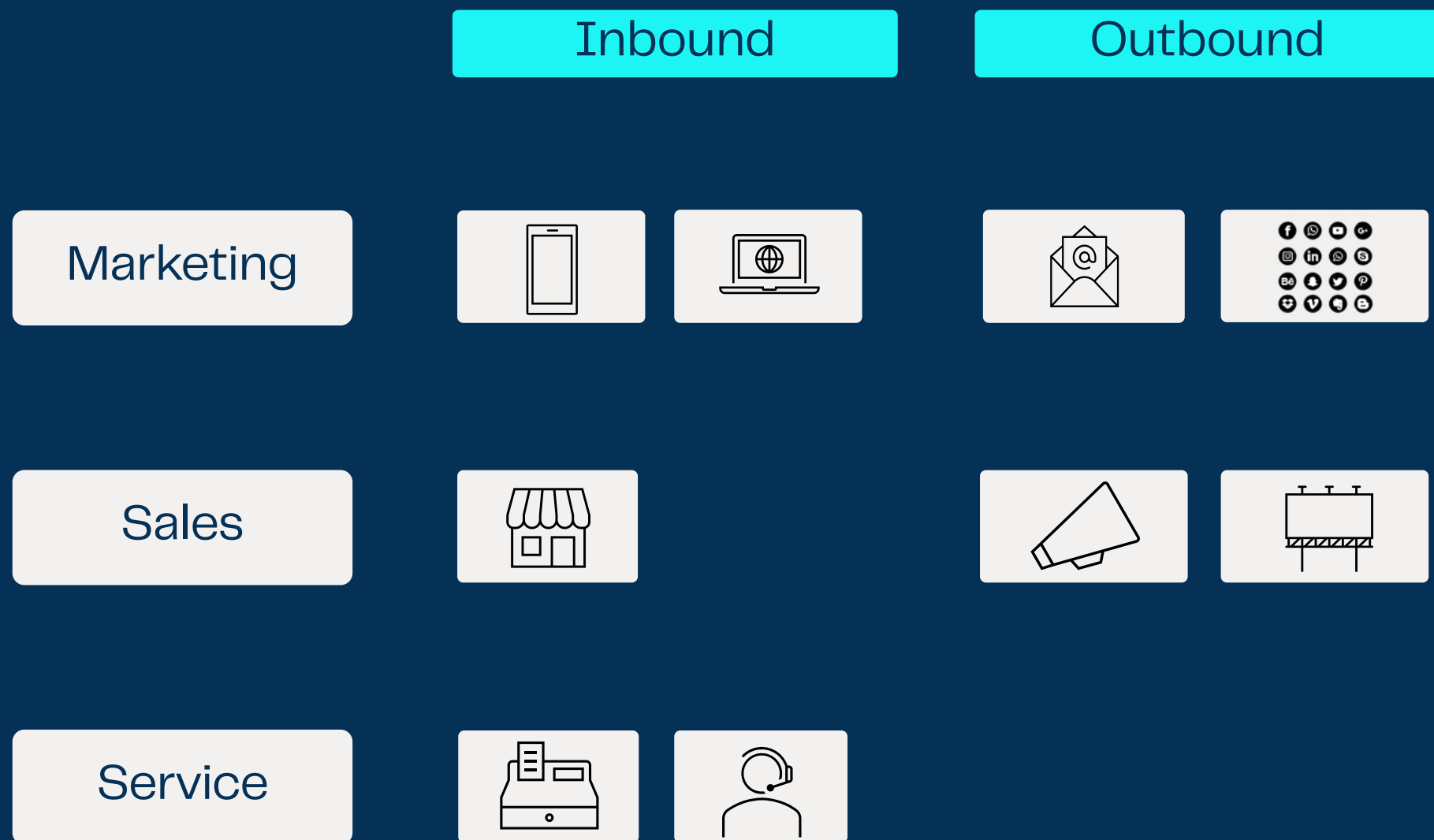
Consumers Demand Personalized Experiences To Feel Empowered



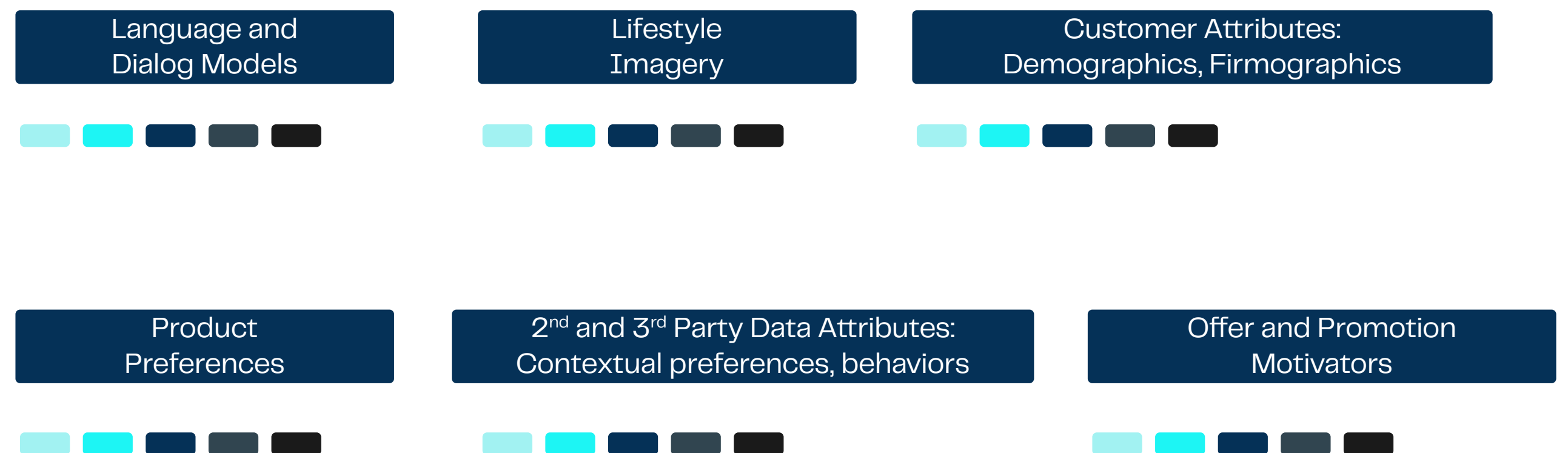
As consumer expectations accelerate, experiences must evolve

What If ?

...every single communication from your brand to your customers was specifically tailored to that individual?

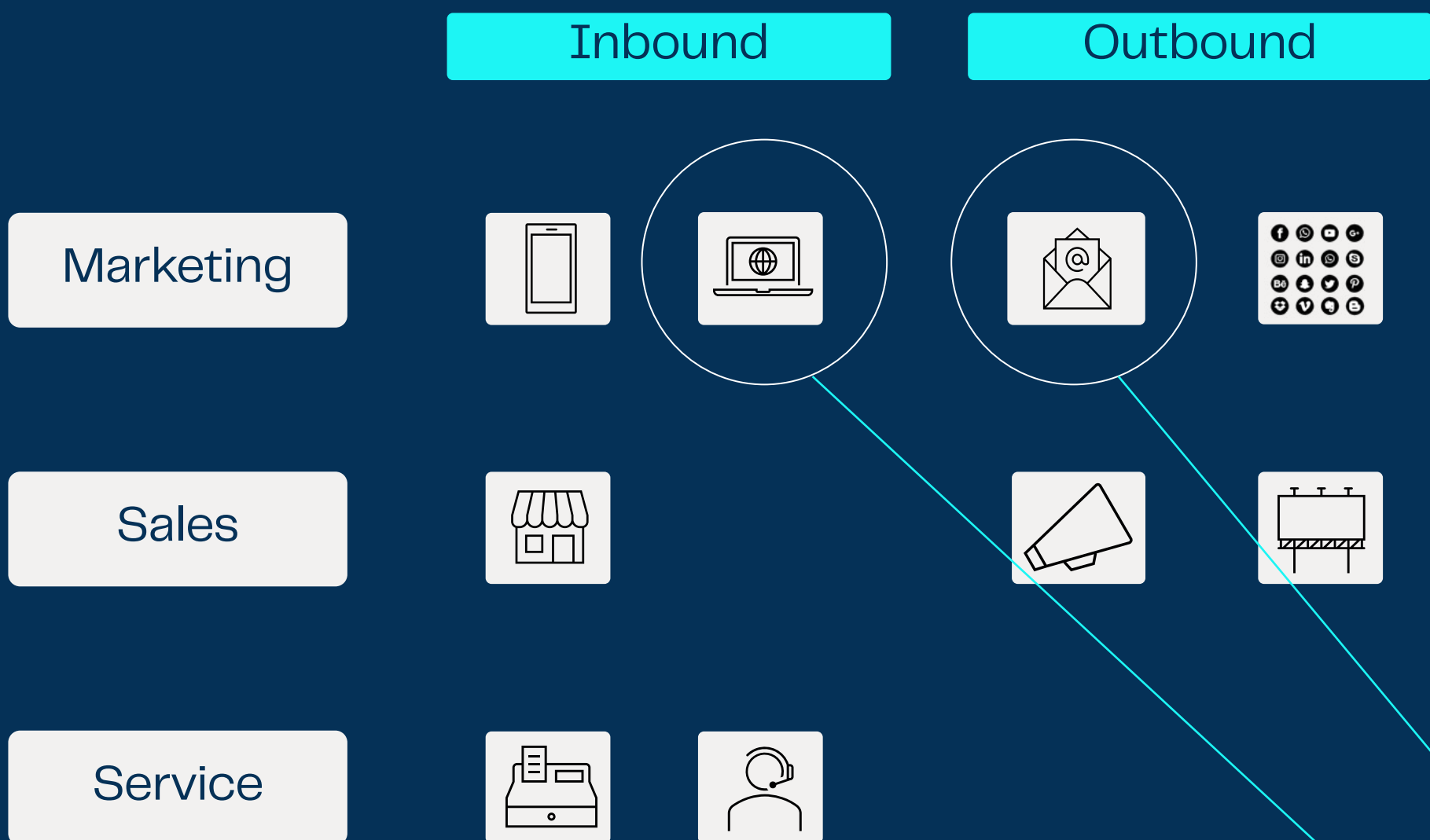
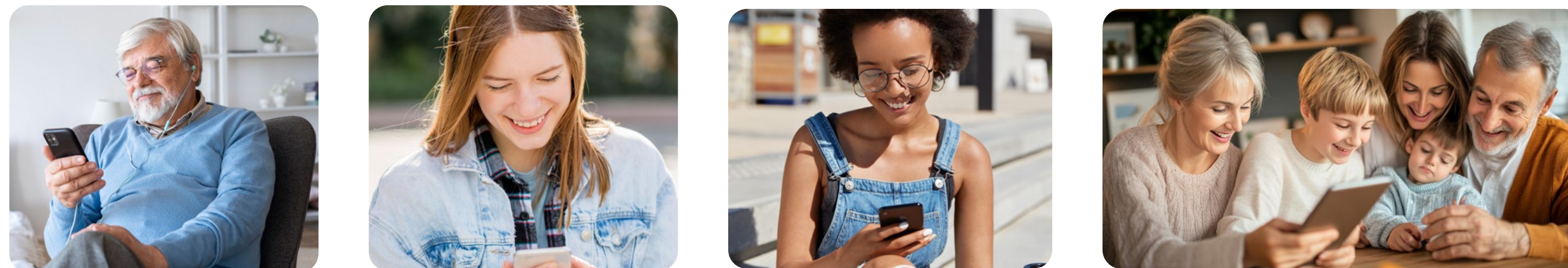


Based on...

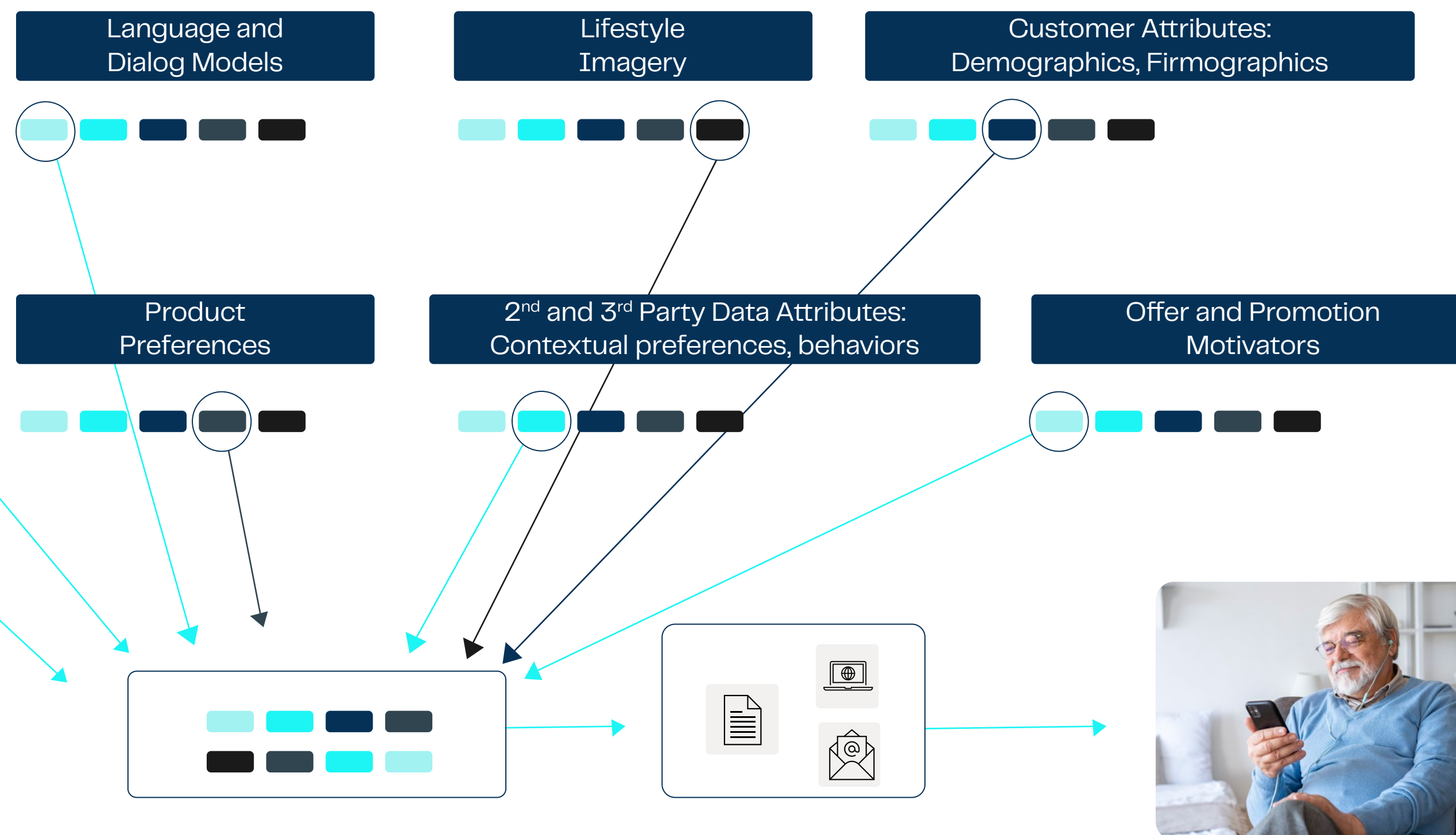


What If ?

...every single communication from your brand to your customers was specifically tailored to that individual?

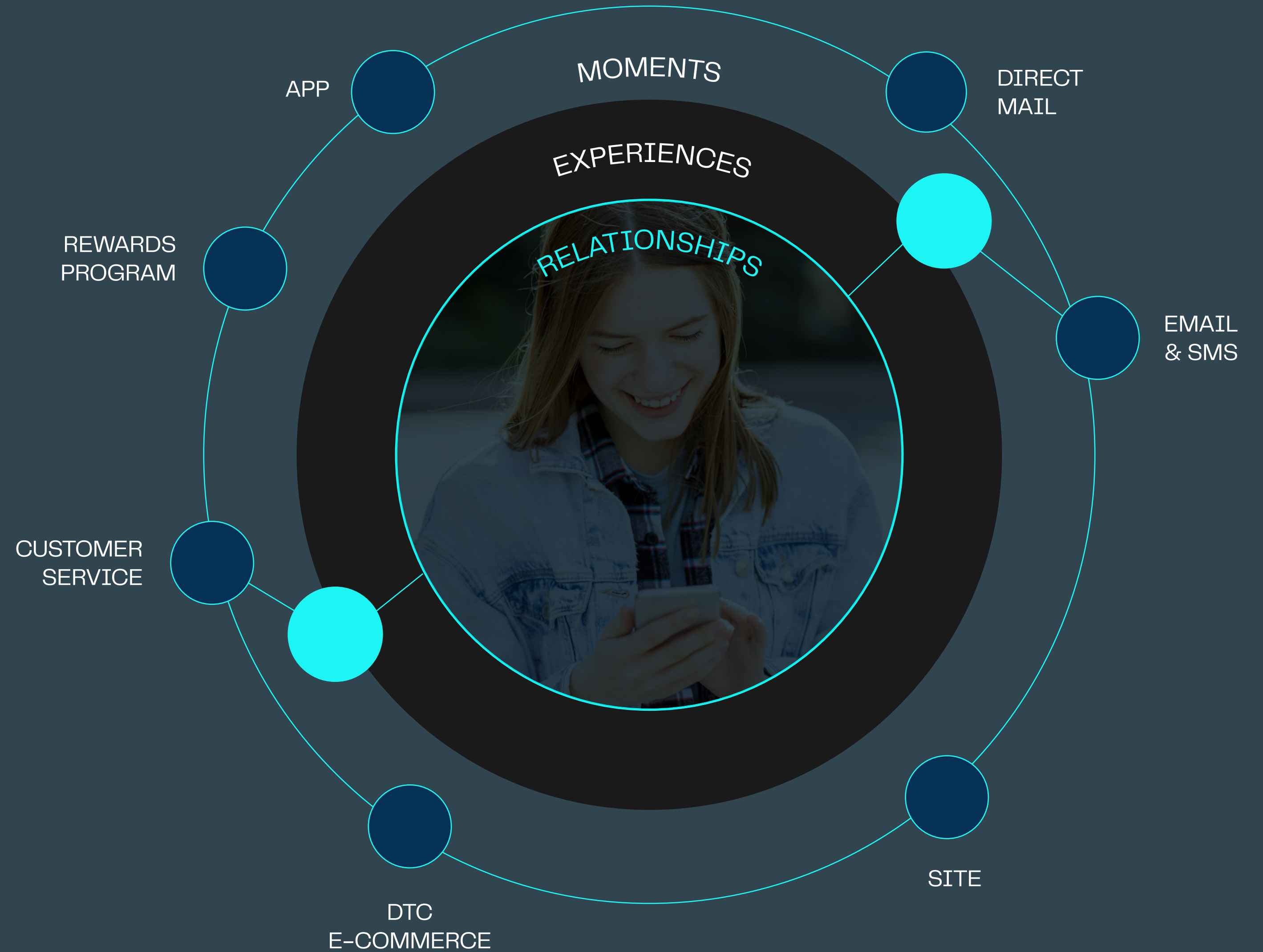


Based on...



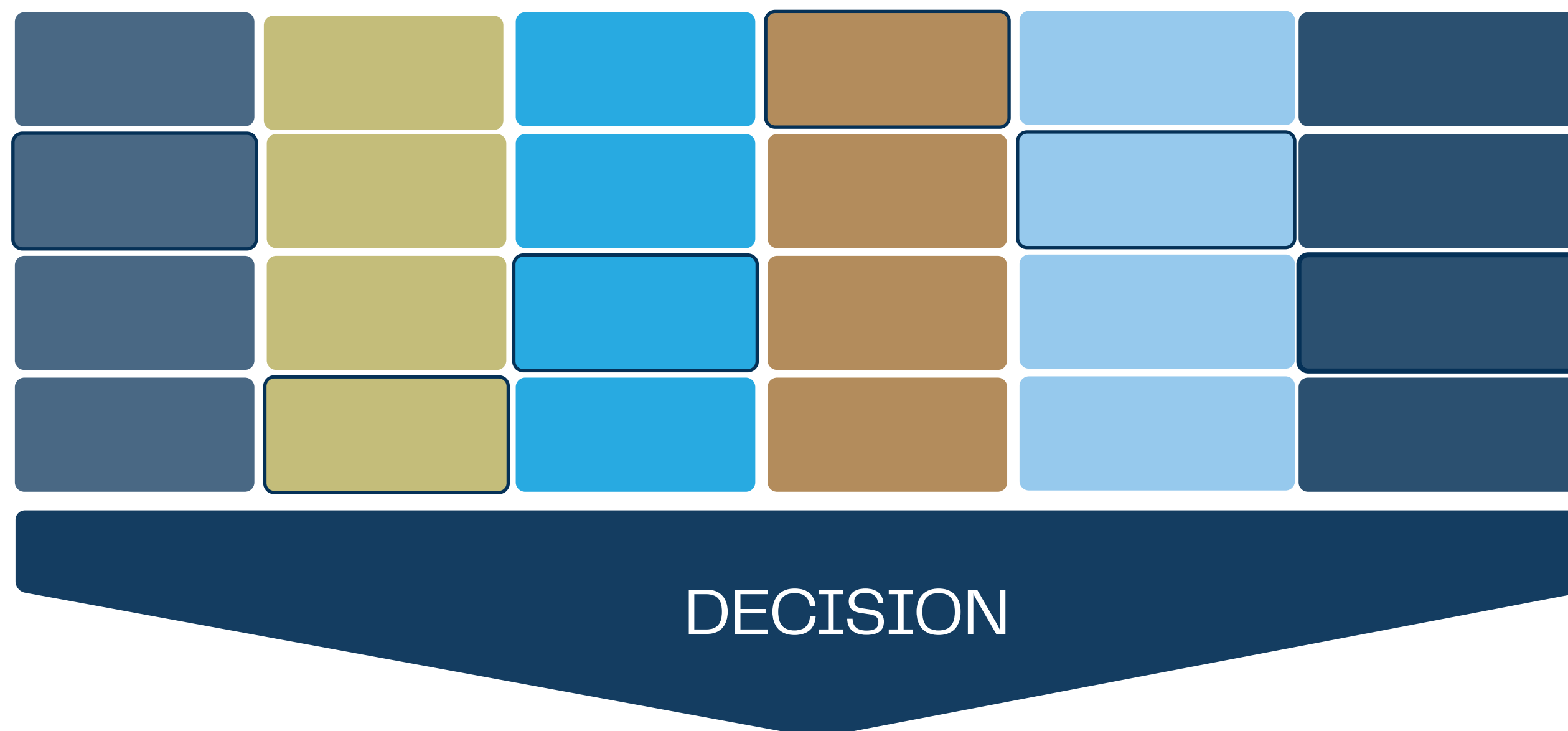
What If ?

...every channel is informed about the customers most recent behavior, share the same creative/content/message strategies, and in real time can change the actions and treatments your customer sees based on this alignment.



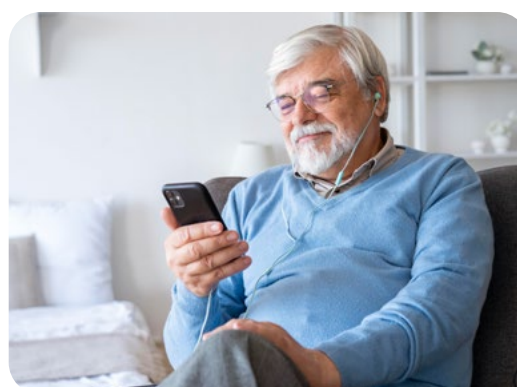
What If ?

...the decision of which channel, what time, what message, what creative option, what product offer, what promotional message, what frequency, and what order were all made in real-time, and free of manually built “triggers” or “journeys”



THE Single Best Action

The right message, paired with the right treatment, delivered at the best time, in the preferred channel



Channel:
Email



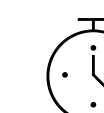
Creative:
Male Imagery



Offer:
Discount



Product:
iPhone11



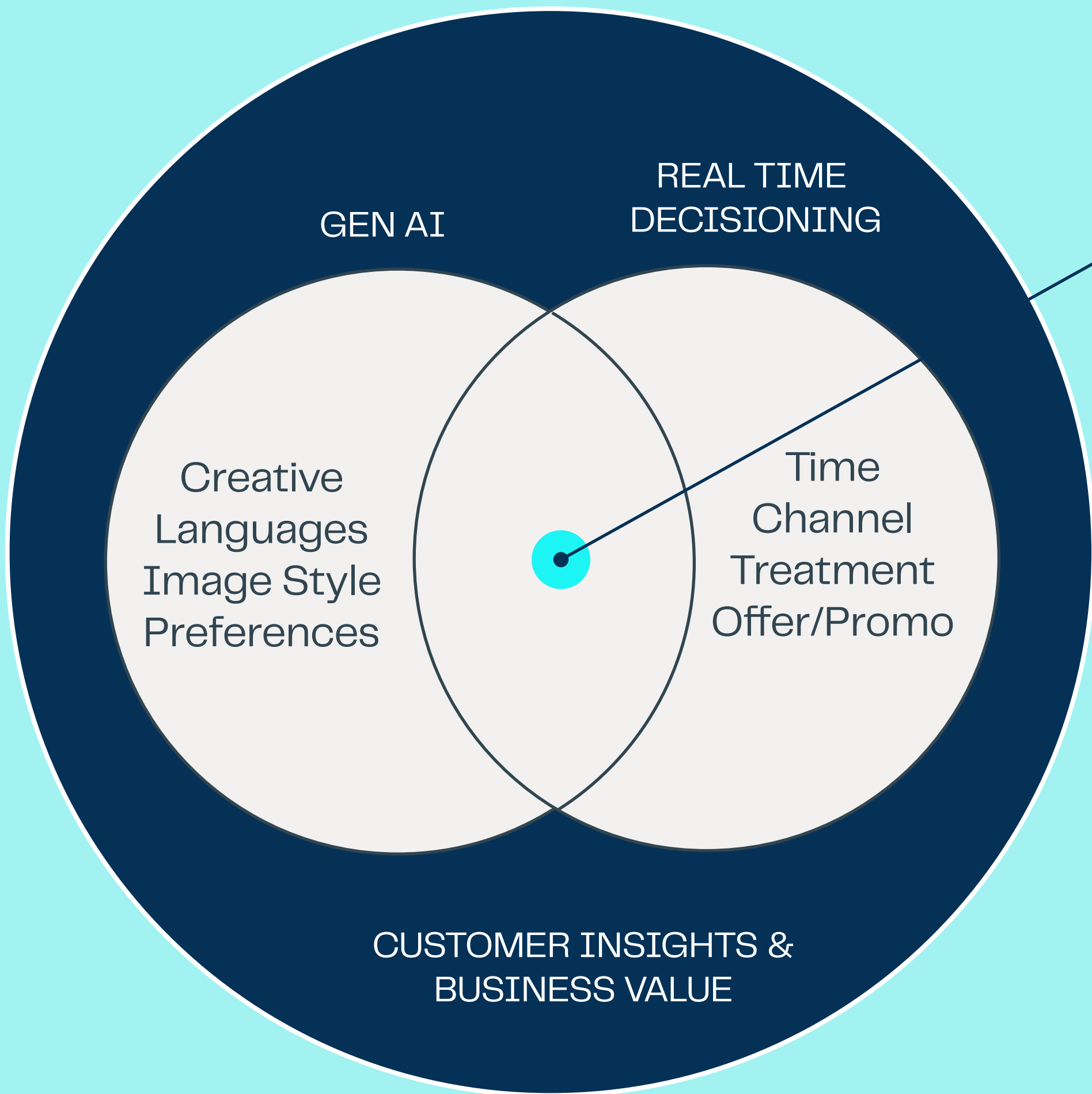
Target:
2x/week

The Power of Data and GenAI

Utilizing customer data attributes: Leveraging detailed customer data to enhance AI-driven personalization.

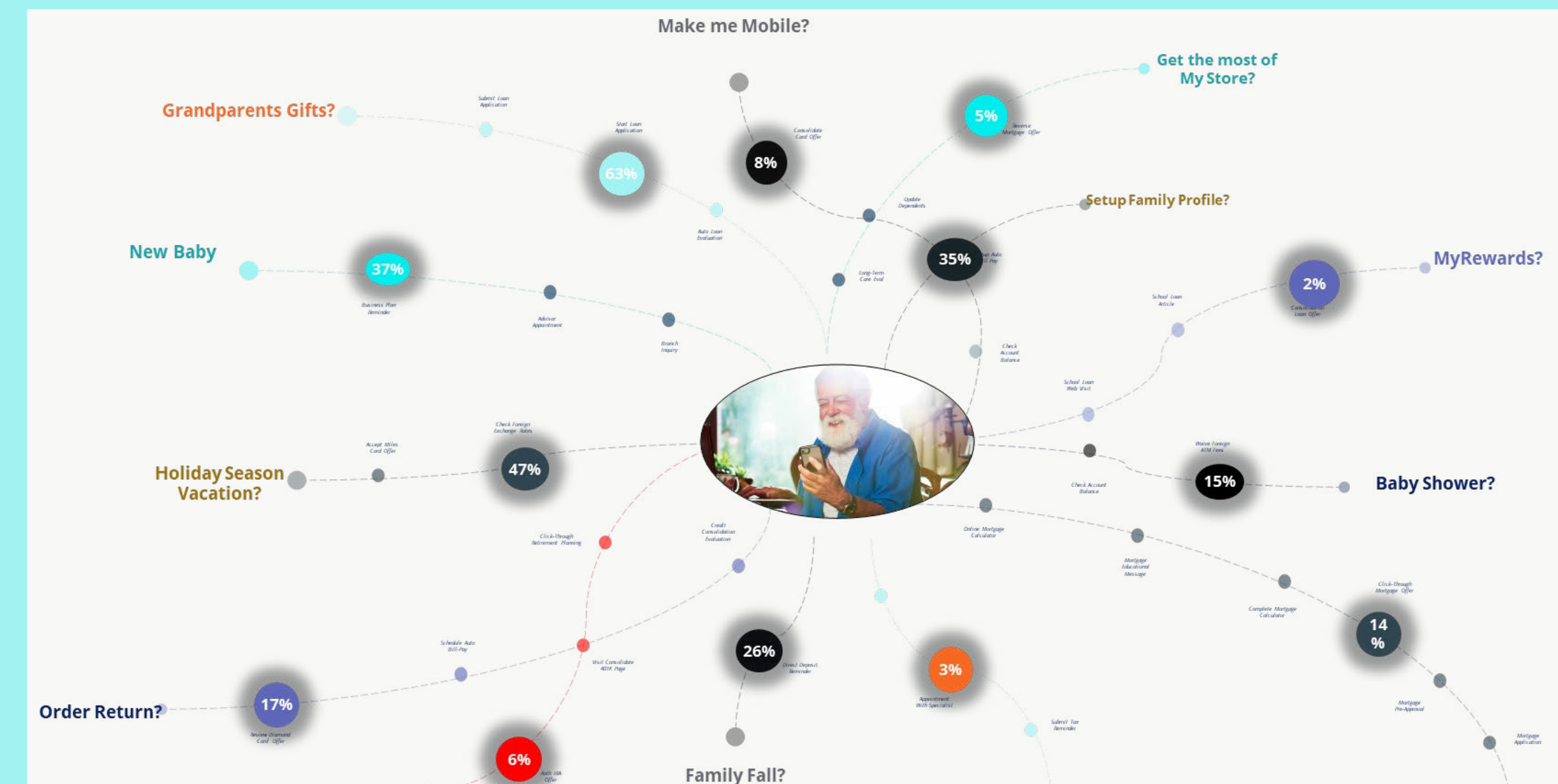
Driving generative AI prompts: Using data to inform and refine generative AI outputs.

Creating the 'perfect message' for an individual: Tailoring messages to individual preferences and behaviors.



HYPER PERSONALIZATION AT SCALE

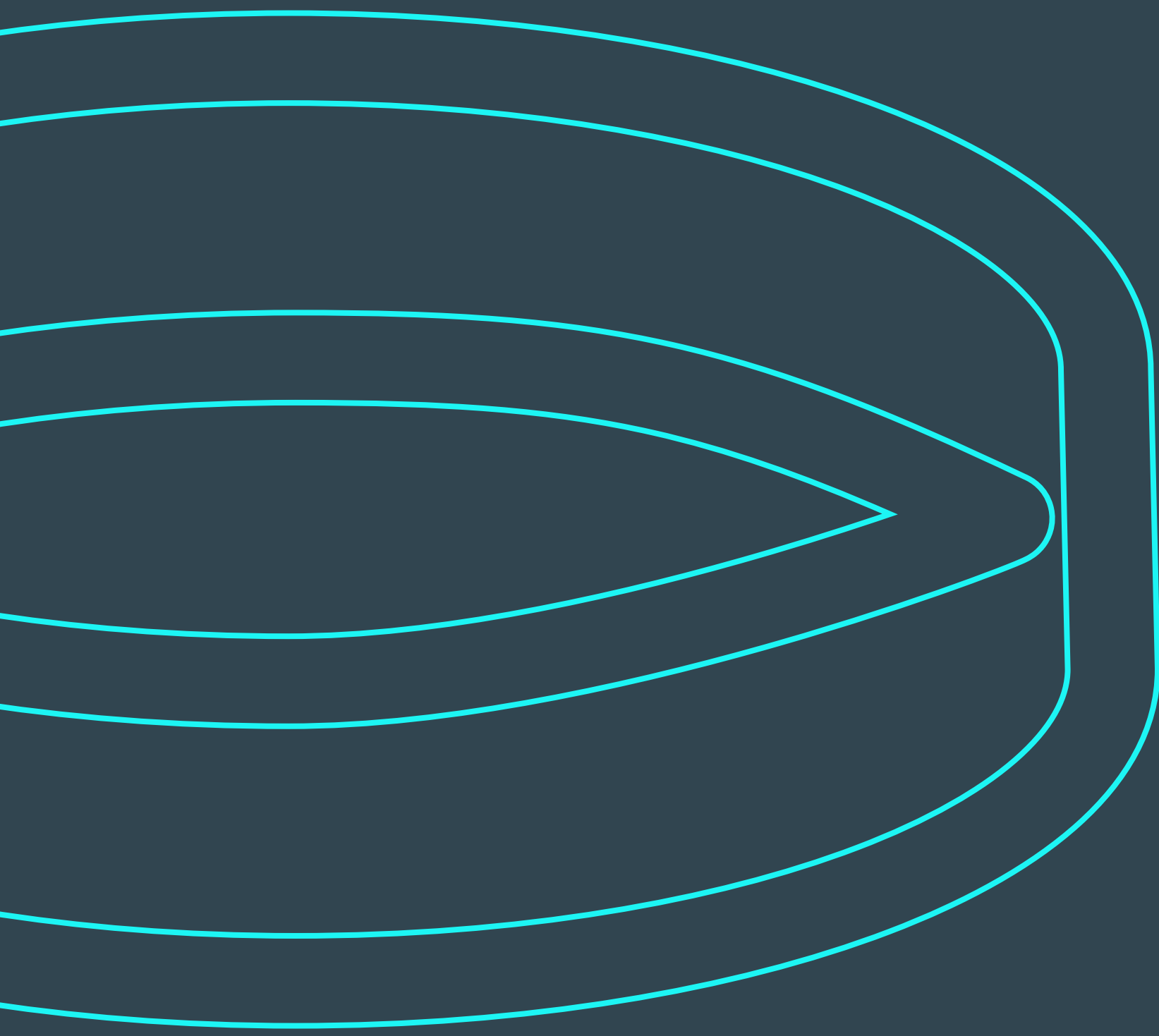
Delivering an experience that is meaningful to each customer – relevant content, in their preferred channel & in a timely manner.



This is the Death of the Traditional Journey

Orchestrating Journeys To Align These Content Strategies Creates Significant Operational Demand to Curate, Manage, and Measure The Many Possible Journey Designs

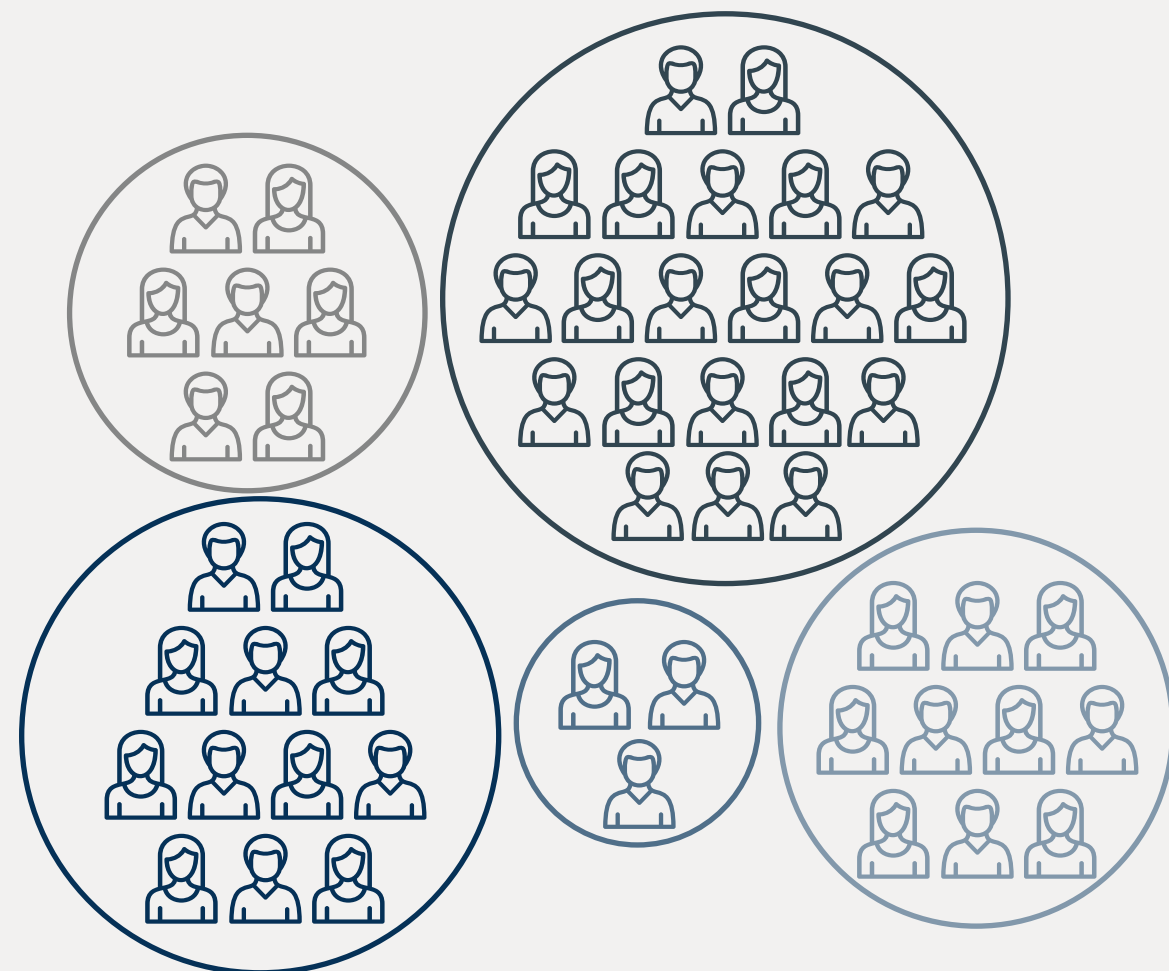




Major Implications for Content Production and Content Scale

Yesterday's Content World

Customer Segmentation



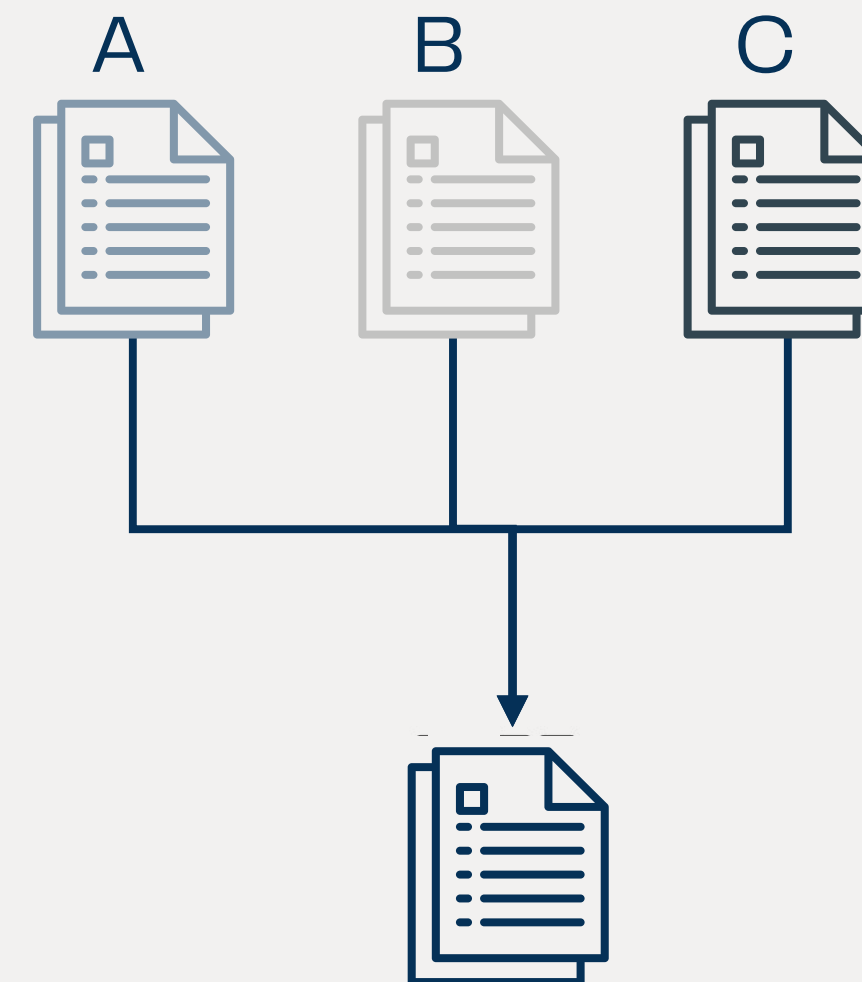
- Segments are usually quite broad
- Segments are sometimes not shared across channel teams or BUs
- Segments may not always use real-time or hyper recent behavior as a factor in the segment

Content & Messaging Strategies



- Creative Options Tailored to Entire Segment
- Creative Variations for testing as extensive as creative production timelines allow

Challenger / Champion Trigger and Rules Based Content Production



- Usually Siloed in Each Channel
- Usually Limited Variations (EG 3 Subject line variants, 3 image variants)

Dozens of Creatives, Dynamic Creatives



- Hard to Produce This much Content
- Expensive, long timelines
- Human directed testing hypothesis
- Even dynamic creative is working on limited resources

Rethinking Segmentation

Audience segmentation as the first unlock of hyper-personalization: Understanding and categorizing your audience is crucial for effective personalization.

Challenges with current segmentation methods: Traditional segmentation methods are often too broad and fail to capture individual nuances.

Limitations of current segmentation: Ineffective segmentation leads to missed opportunities in creating personalized experiences



The Challenge With Segments & Personas

Broad-based segmentation is just the tip of the iceberg in personalization. To truly deliver personalization, audience selection must include modeling a customer's intent, purchase propensity, desired channel, and more.

Limitations of current segmentation: Ineffective segmentation leads to missed opportunities in creating personalized experiences



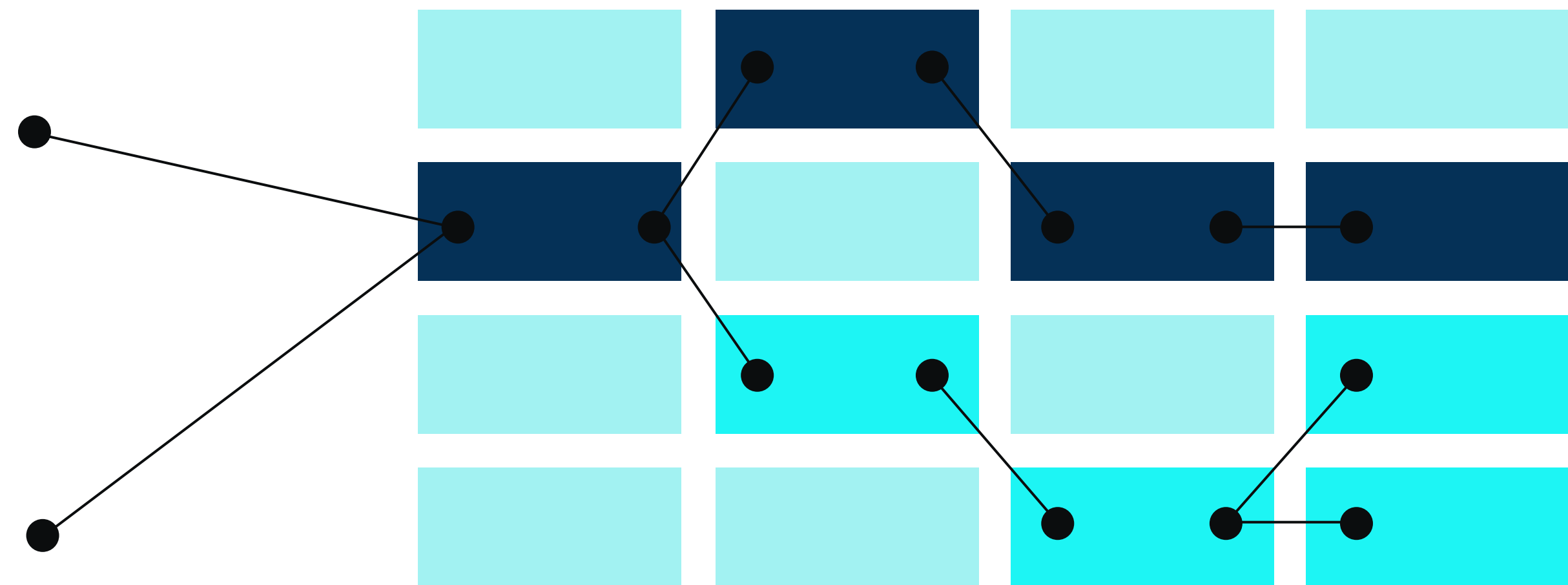
KING CHARLES

- Male
- Born in 1948
- Raised in the UK
- Married Twice
- Lives in a Castle
- Wealthy & Famous



OZZY OSBOURNE

- Male
- Born in 1948
- Raised in the UK
- Married Twice
- Lives in a Castle
- Wealthy & Famous



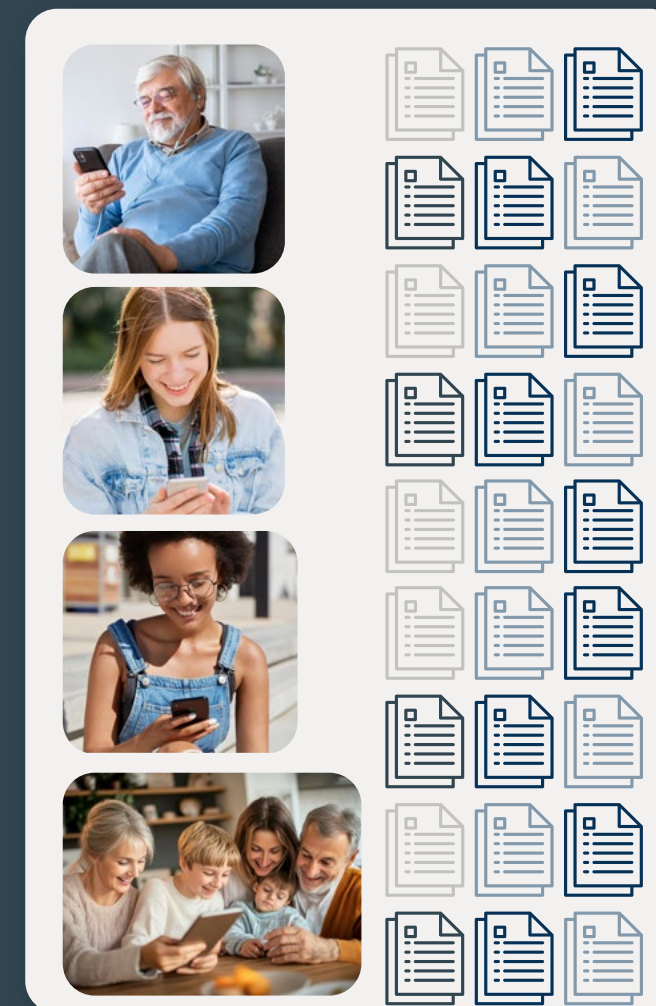
Gen AI Unlocking MASSIVE Content Scale

Individual Customer



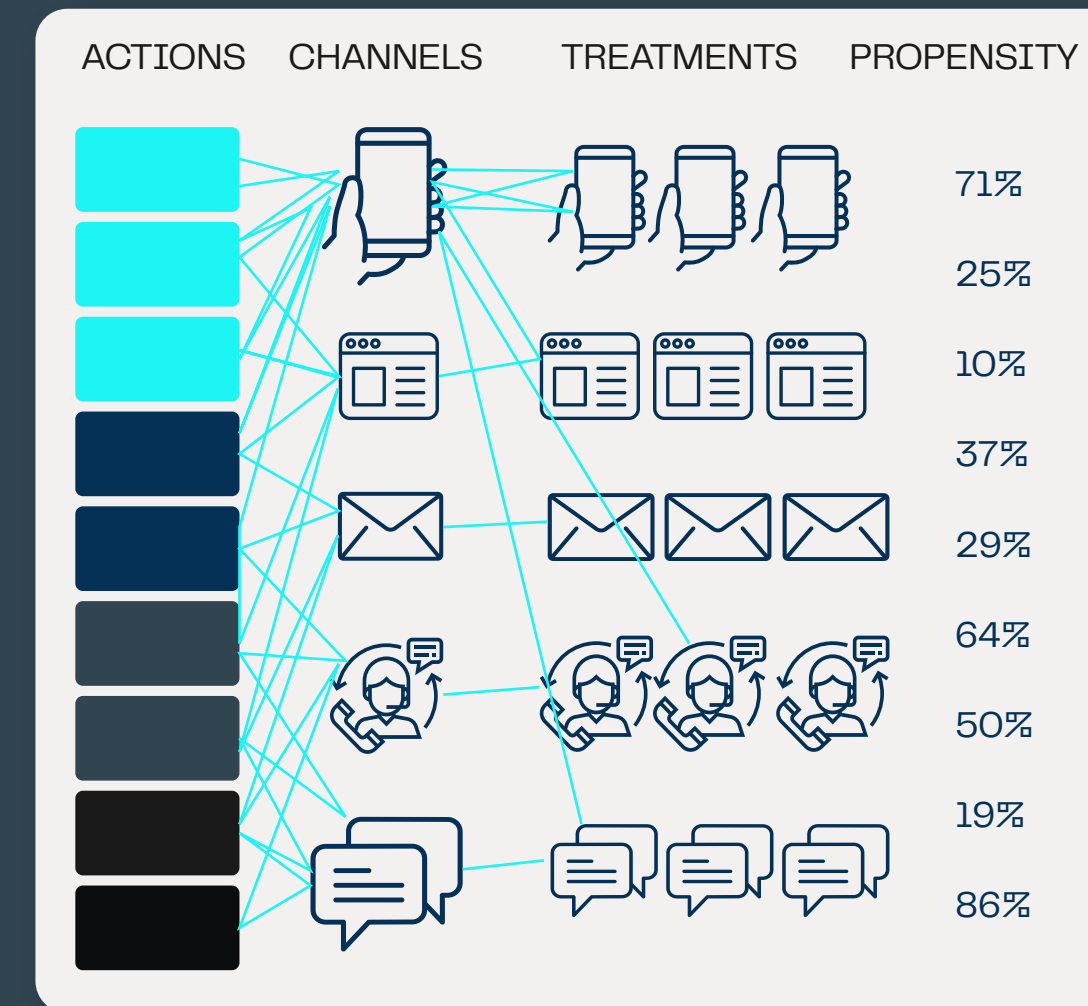
- Individuals can be identified by all systems
- Attributes of each customer record are available to generative AI, targeting, and decisioning solutions

Generative AI Prompting Solutions



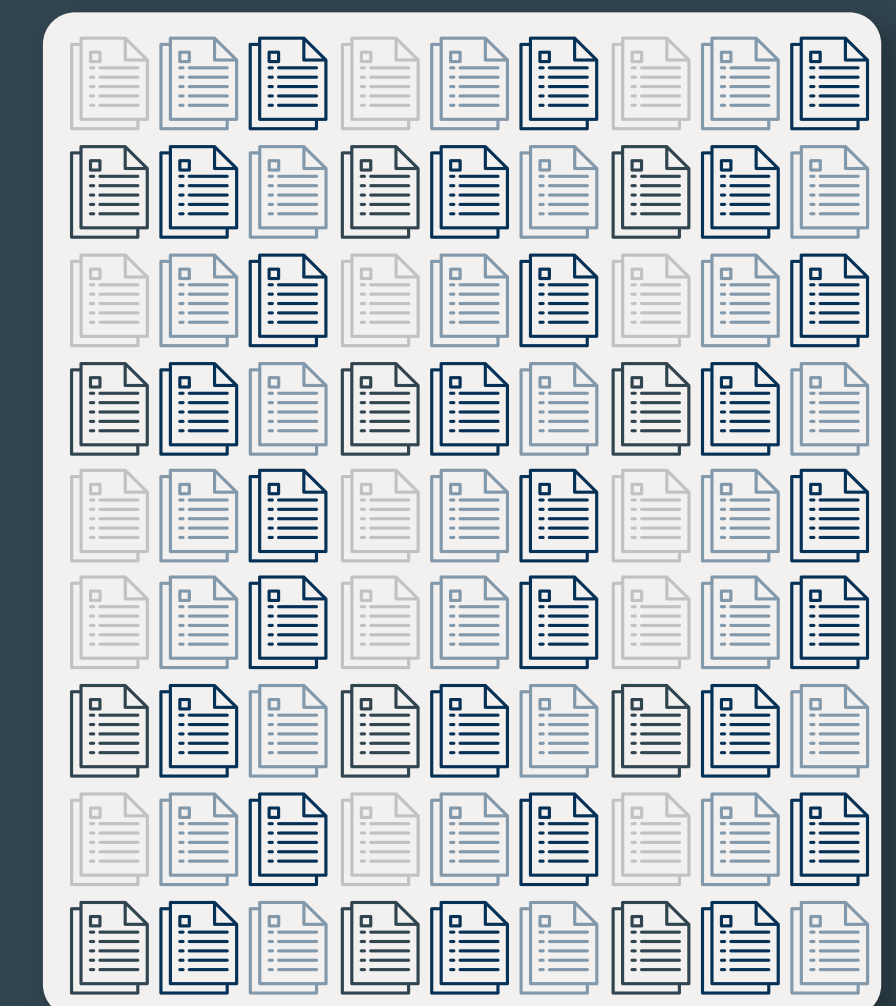
- Gen AI Tools can create nearly infinite variations of content based on individual attributes and promo offer solutions

Propensity Based Content Delivery



- Actions, Channels, Creative Treatments are all federated in real time, and auto ML propensity models make the decision, and will test all available creative variants at a 1-1 level

Massive Content Scale



- Content volume becomes thousands, if not millions, if not built in complete real time for every action!

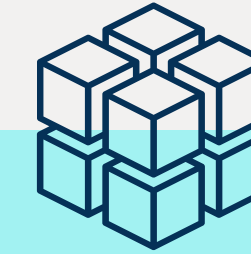
What does the Gen Ai Prompting Look Like

IDENTITY



Name: Chris Nolastname
LPID: 12345
Individual ID: I493012
Treasure ID: 654813574

Known Cookies: 96352398
Email address: cnolastname@email.com
Street address: 123 Main St, Anywhere, US 12345



BEHAVIORAL DATA

Current products: iPhone 11
L12 MSRP spend: \$
Product purchase date: March 12, 2021
Account activation: March 12, 2017
Site usage: MEDIUM
Email Clicks L3 mos: 3 clicks
Email Opens L3 mos: 9 opens
Email Clicks L12 mos: 3 clicks
Email Opens L12 mos: 11 opens
Days since last click: 6 days
Opens per month (L12): 0.9 opens per month
Site Visits L3 mos: 4
Site Visits L12 mos: 5
Last engaged page category: Iphone Pre-Launch
Most frequent engaged page category: Account Status and Billing

DEMOGRAPHIC DATA

Age: 64
Gender: Male
DMA: Austin, TX
Spending Velocity: 9 = High
Annual Income: \$90,000
Children: Yes
Marital Status: Single

3RD PARTY DATA

Persona: Style
Current Product Category: Apple, Phone
Estimated Buying stage: Research
Life Stage Job Change: yes
LTV (value) category: Good (3 of 5)
Loyalist indicator: Gold
Brand Affinity: Luxury

PROMOTIONS AND OFFERS

Primary Offer: iPhone launch offer, 6 months Apple Music Unlimited

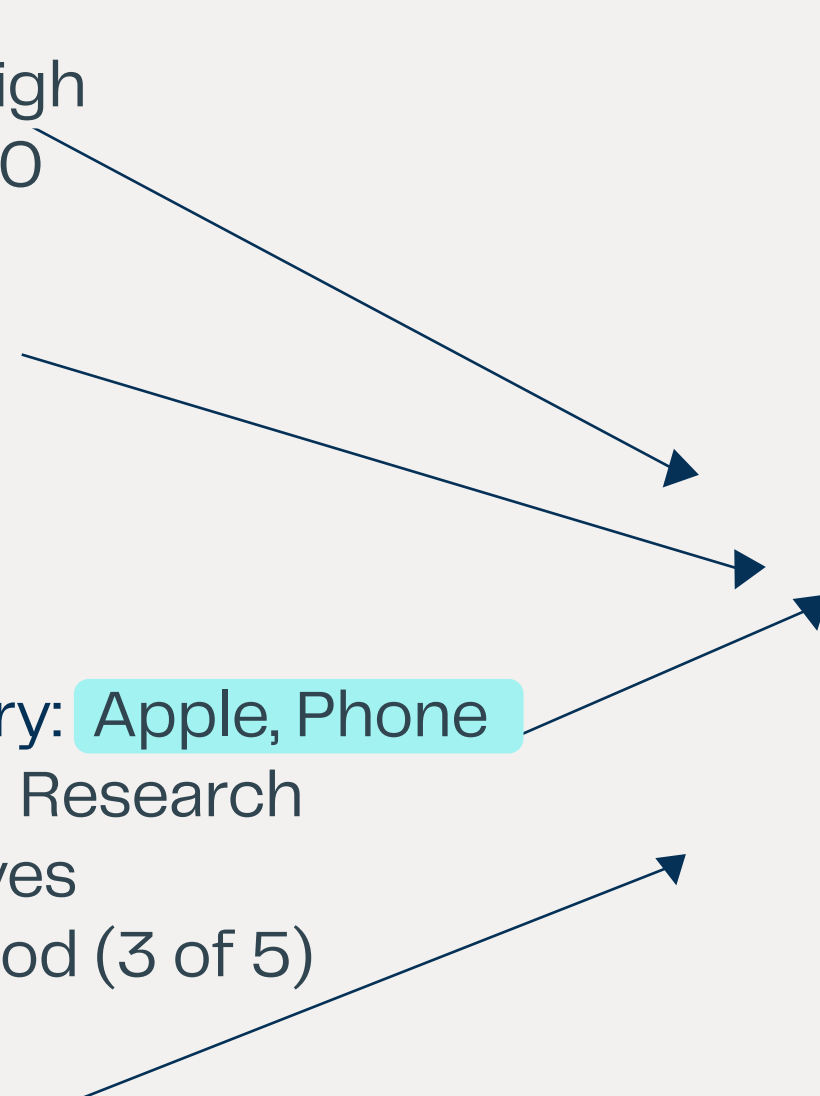
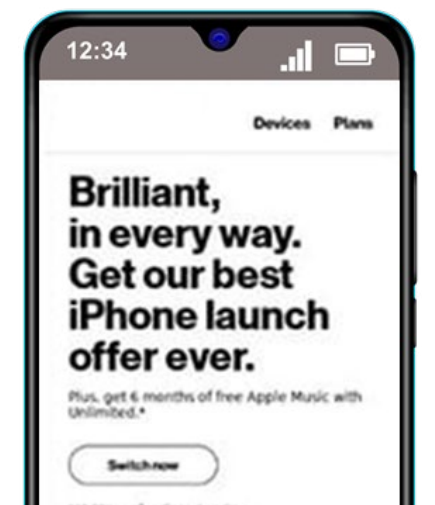
Secondary Offers:

- \$250 trade in offer
- 20 GB limitless data

Do Not Offer: Family Plan, Multiple Lines

Channel:

- Primary: Email
- Secondary: SMS



Are We Actually Going One to One?

- One to one real-time is an unlikely destination for hyper-personalization. The relative compute power and value from this won't match the effort.
- BUT – we can still think of the massive content scale we can achieve.
- One – where a literal piece of generated content per individual in

Attributes in our Customer Data That a Marketer Might Use to Differentiate Creative and Content

- Gender: 4 Attributes
- Family: 4 Attributes
- Generation: 5 Attributes
- Brand Affinity: 4 Attributes

$G4 \times F4 \times G5 \times BA4 = \text{over } 300 \text{ Creative Variants Possible.}$



IDENTITY

Name: Chris Nolastname
LPID: 12345
Individual ID: I493012
Treasure ID: 654813574

Known Cookies: 96352398
Email address: cnolastname@email.com
Street address: 123 Main St, Anywhere, US 12345

BEHAVIORAL DATA

Current products: **iPhone 11**
 L12 MSRP spend: \$
 Product purchase date: March 12, 2021
 Account activation: March 12, 2017
 Site usage: MEDIUM
 Email Clicks L3 mos: 3 clicks
 Email Opens L3 mos: 9 opens
 Email Clicks L12 mos: 3 clicks
 Email Opens L12 mos: 11 opens
 Days since last click: 6 days
 Opens per month (L12): 0.9 opens per month
 Site Visits L3 mos: **4**
 Site Visits L12 mos: 5
 Last engaged page category: **iPhone Pre-Launch**
 Most frequent engaged page category:
 Account Status and Billing

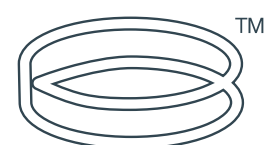
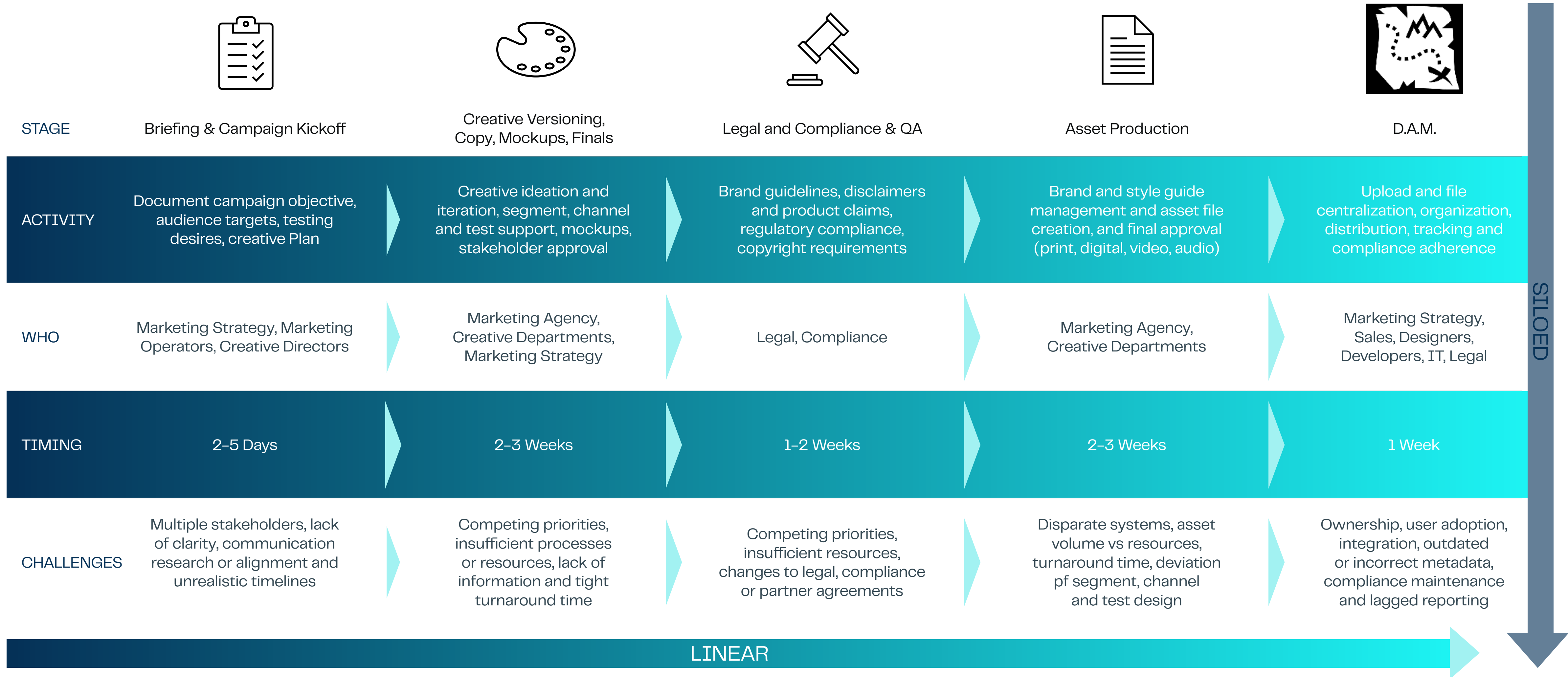
DEMOGRAPHIC DATA

Age: 64
 Gender: **Male**
 DMA: **Austin, TX**
 Spending Velocity: 9 - High
 Annual Income: \$90,000
 Children: **Yes**
 Marital Status: **Single**

3RD PARTY DATA

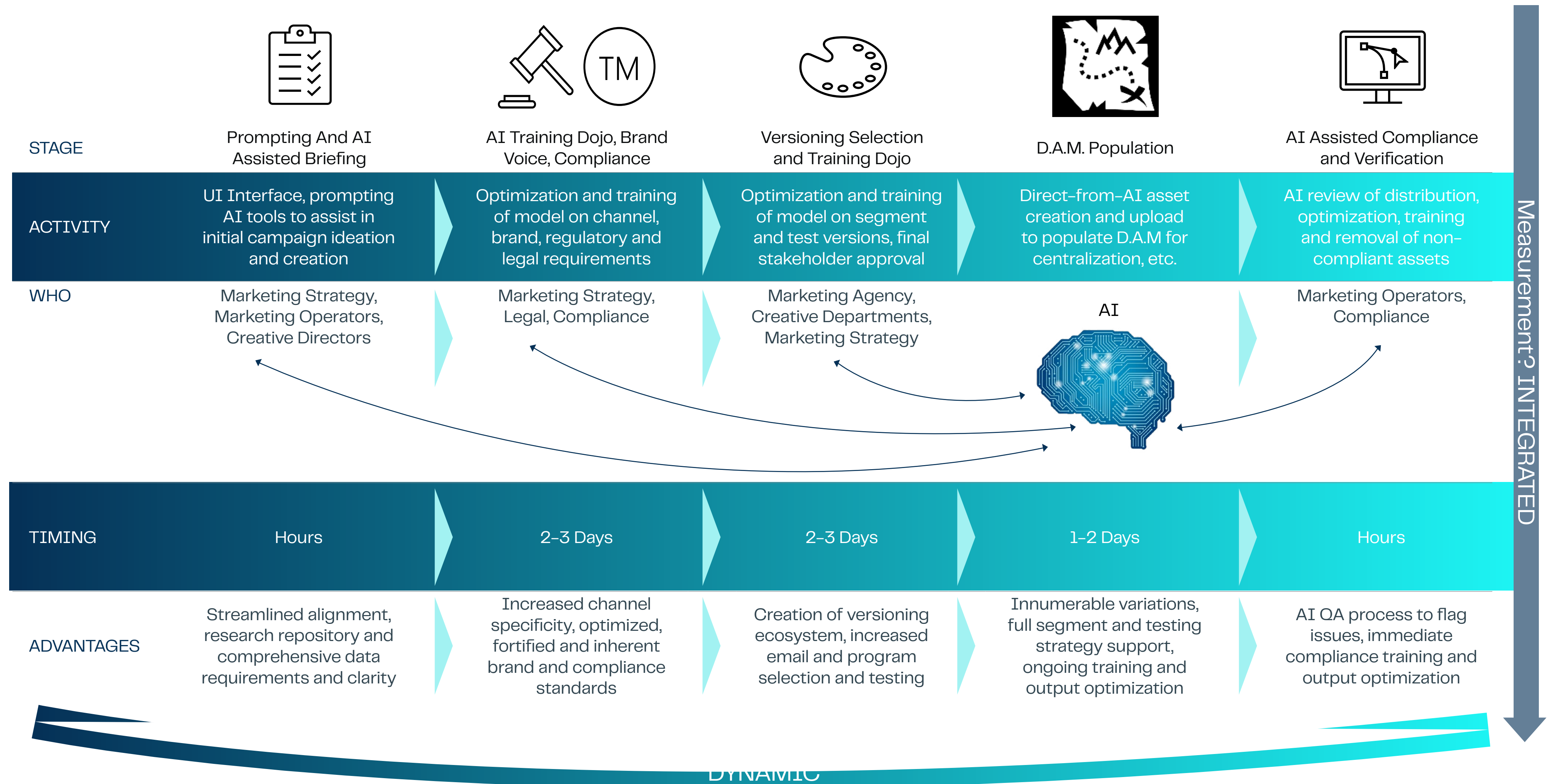
Persona: Style
 Current Product Category: **Apple, Phone**
 Estimated Buying stage: Research
 Life Stage Job Change: yes
 LTV (value) category: Good (3 of 5)
 Loyalist indicator: Gold
 Brand Affinity: **Luxury**

The “OLD” Creative Production Process

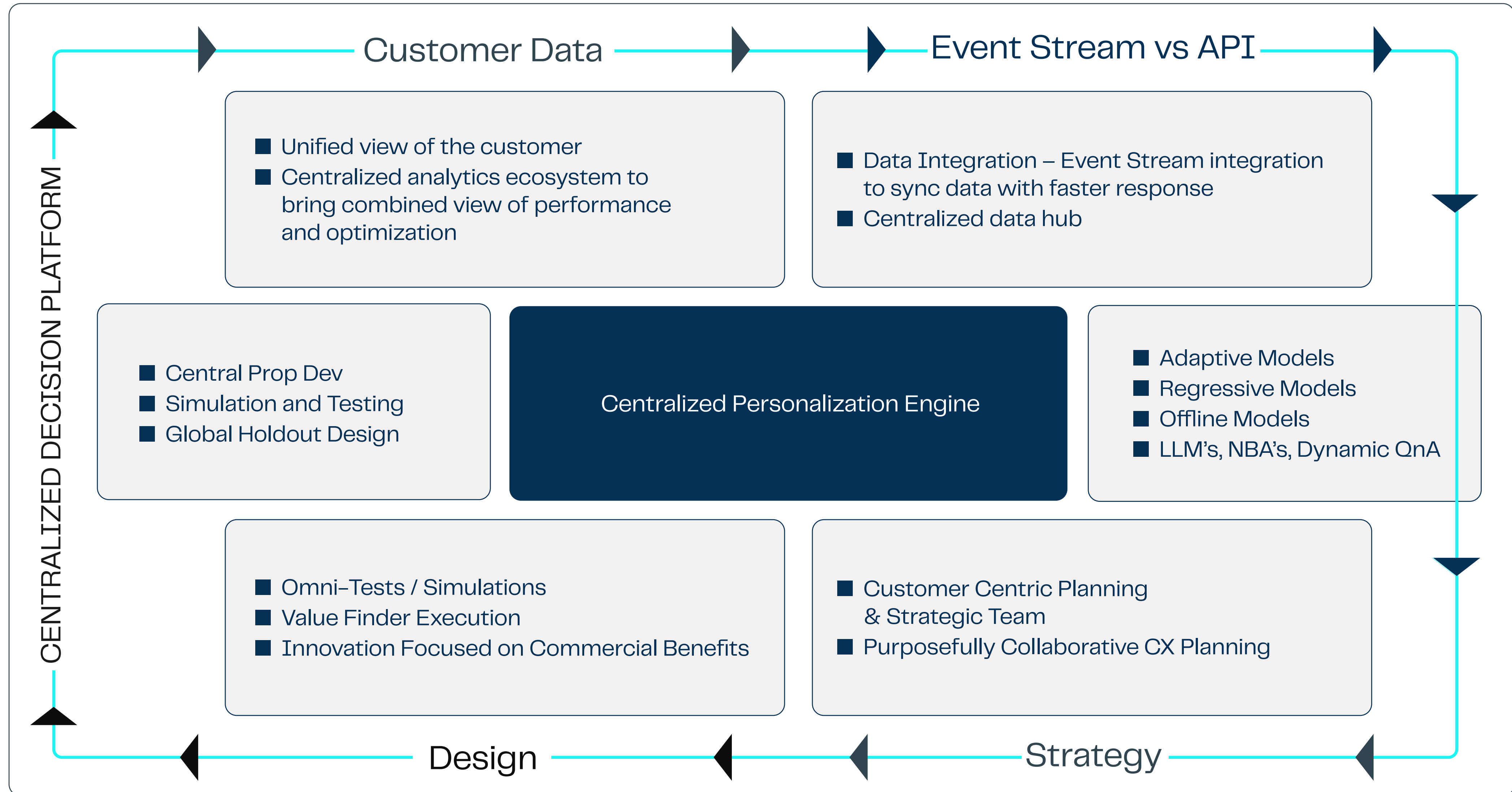


The "AI" Process


Measurement?



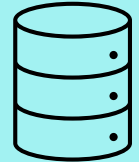
How Are we Rethinking Technology Stacks



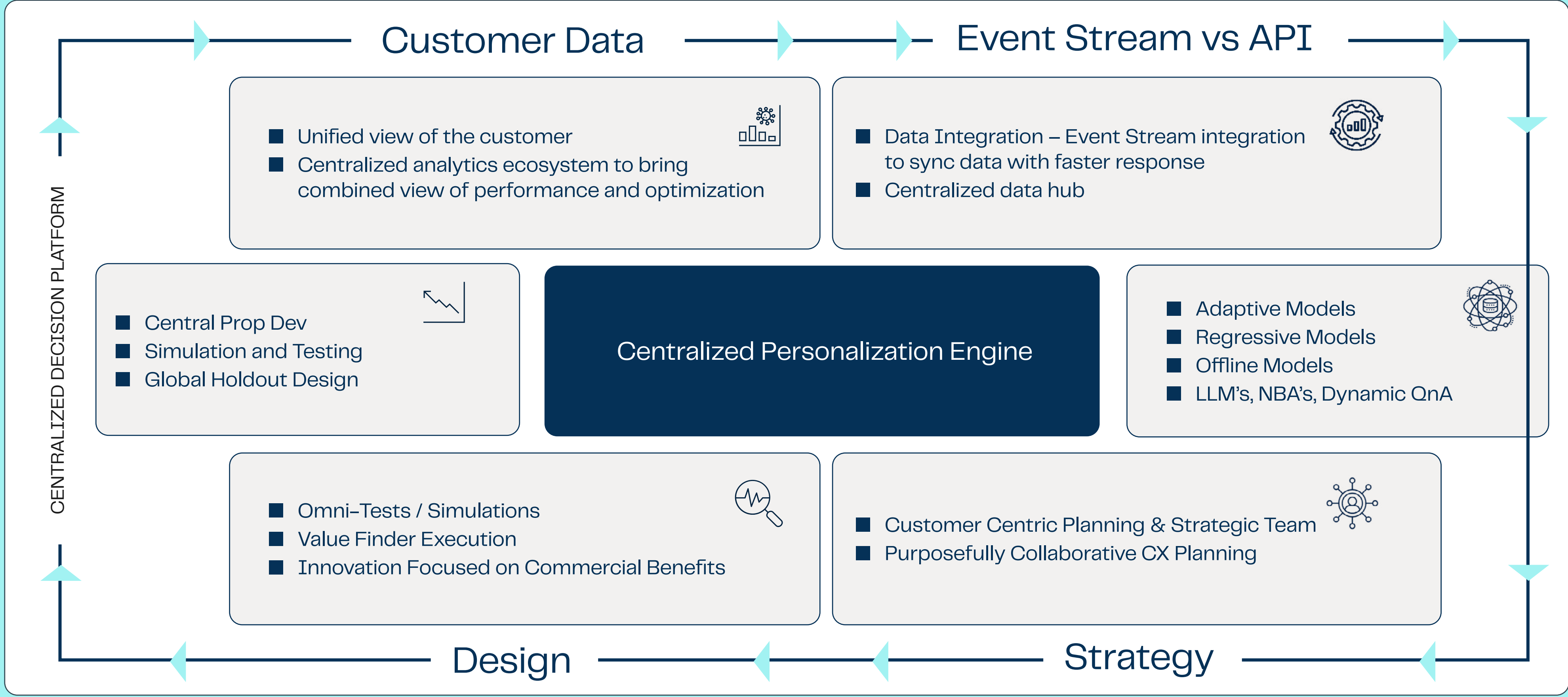
CONTENT PRODUCTION AUTOMATION



Unified view of the customer
Centralized analytics ecosystem to bring combined view of performance and optimization



Data Integration – Event Stream integration to sync data with faster response
Centralized data hub




Generative AI Content & Asset DAM



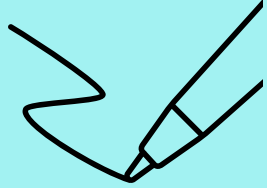
Gen AI Prompting & Generation Tools



Generative AI Reinforcement Training Tools

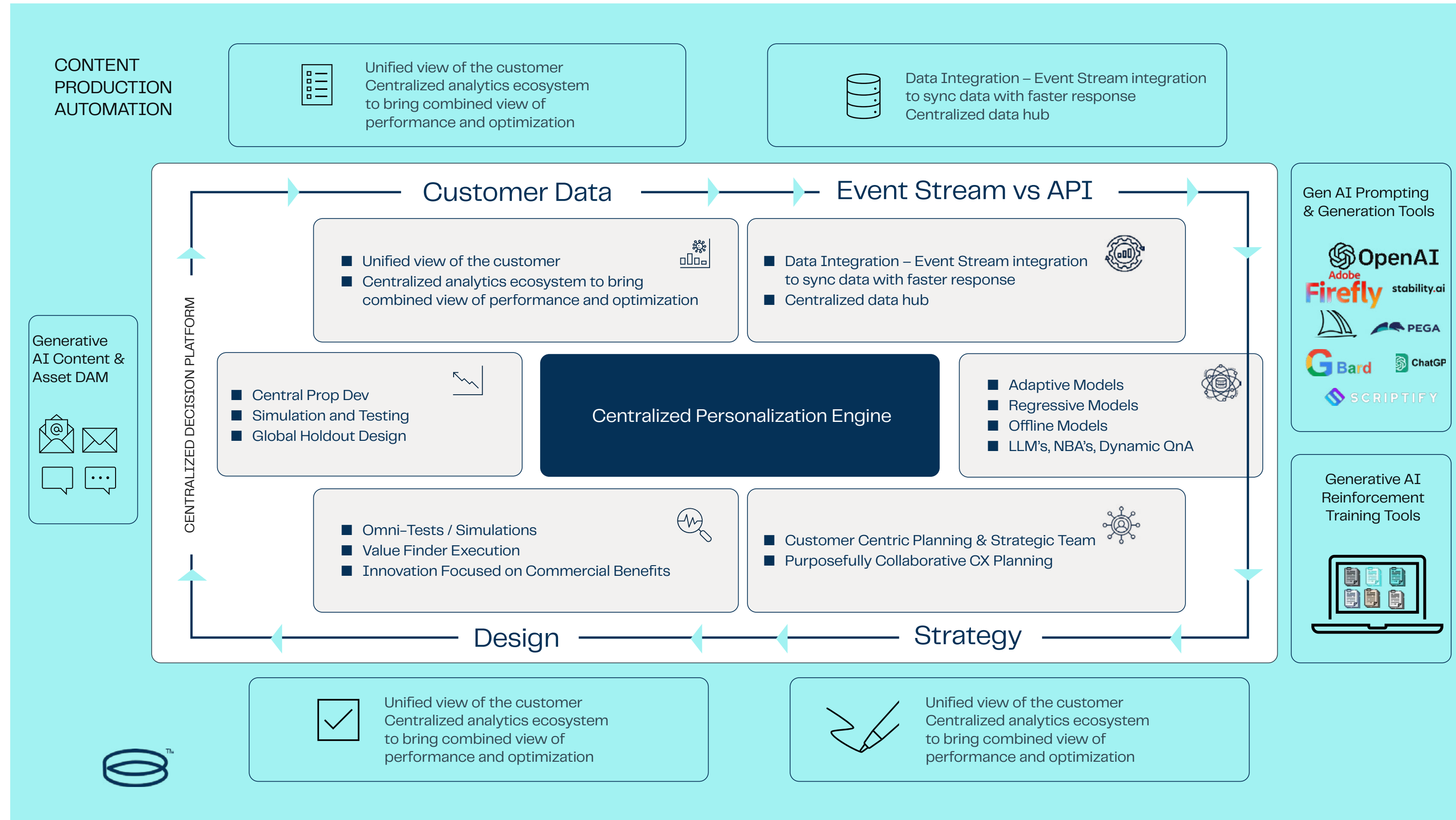
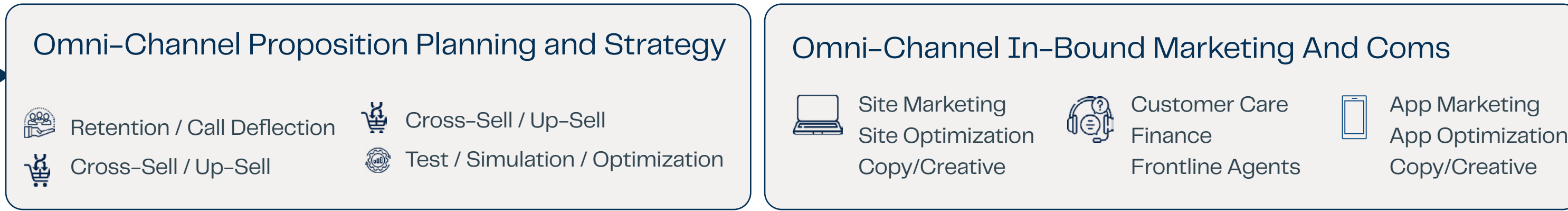
Unified view of the customer
Centralized analytics ecosystem to bring combined view of performance and optimization

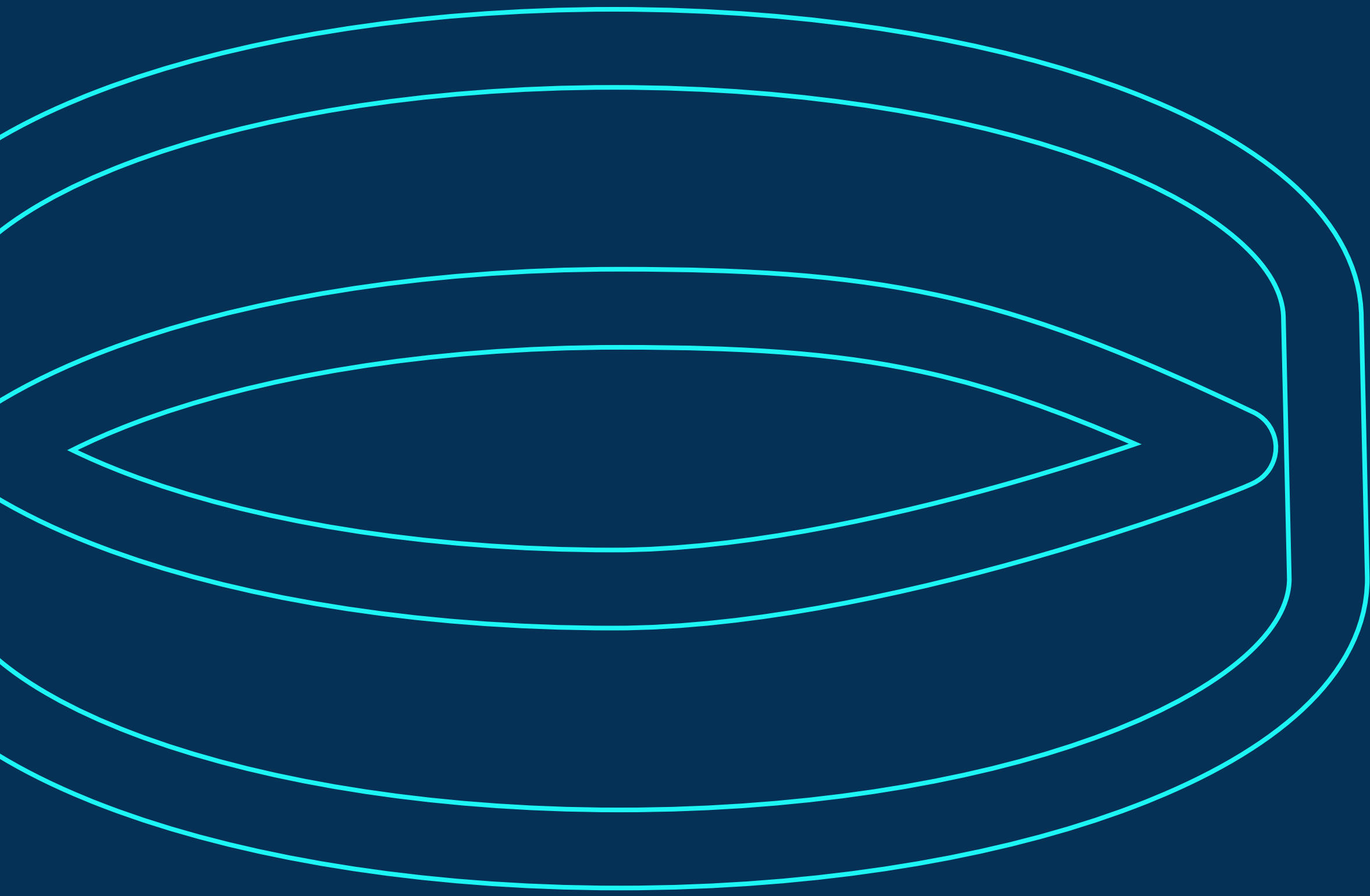


Unified view of the customer
Centralized analytics ecosystem to bring combined view of performance and optimization



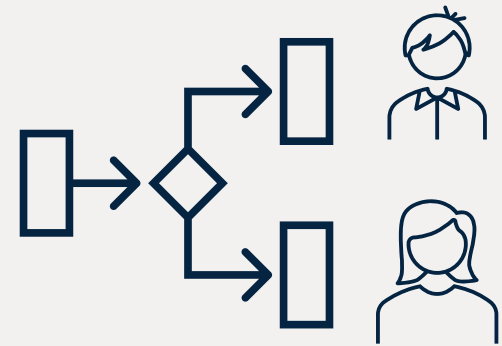
TREATMENT AND ACTIVATION





How We're Helping Organizations Become Hyper-Personalized

Key Themes of Hyper-Personalization To Consider



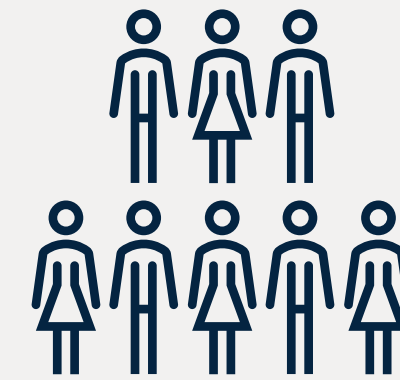
When is H.P. Right for A Brand?

When does H.P. have meaning to your organization and your customer. While H.P. is desirable to achieve, the value must be established and supported to realize it's potential.



Should we H.P. All Customers?

Should we H.P. to all customers? What about low LTV customers? What about unknown prospects without much definition? These imperatives must be strategically designed.



Is Our Organization Ready

Is the organization ready for this? H.P. programs have major implications on how creative, campaign planning, and execution teams will work, and operational readiness can prevent H.P.



How We're Helping Our Clients Transform



Building Generative AI Technologies and Solutions to Support Content Scale



Rethink Organizational Processes, Internal Org Structures, and Designing Ways of Working For Hyper-Personalization



De-Silo Business Units and CX Experiences With Strategic Planning Support, Process Optimization, Organizational Design



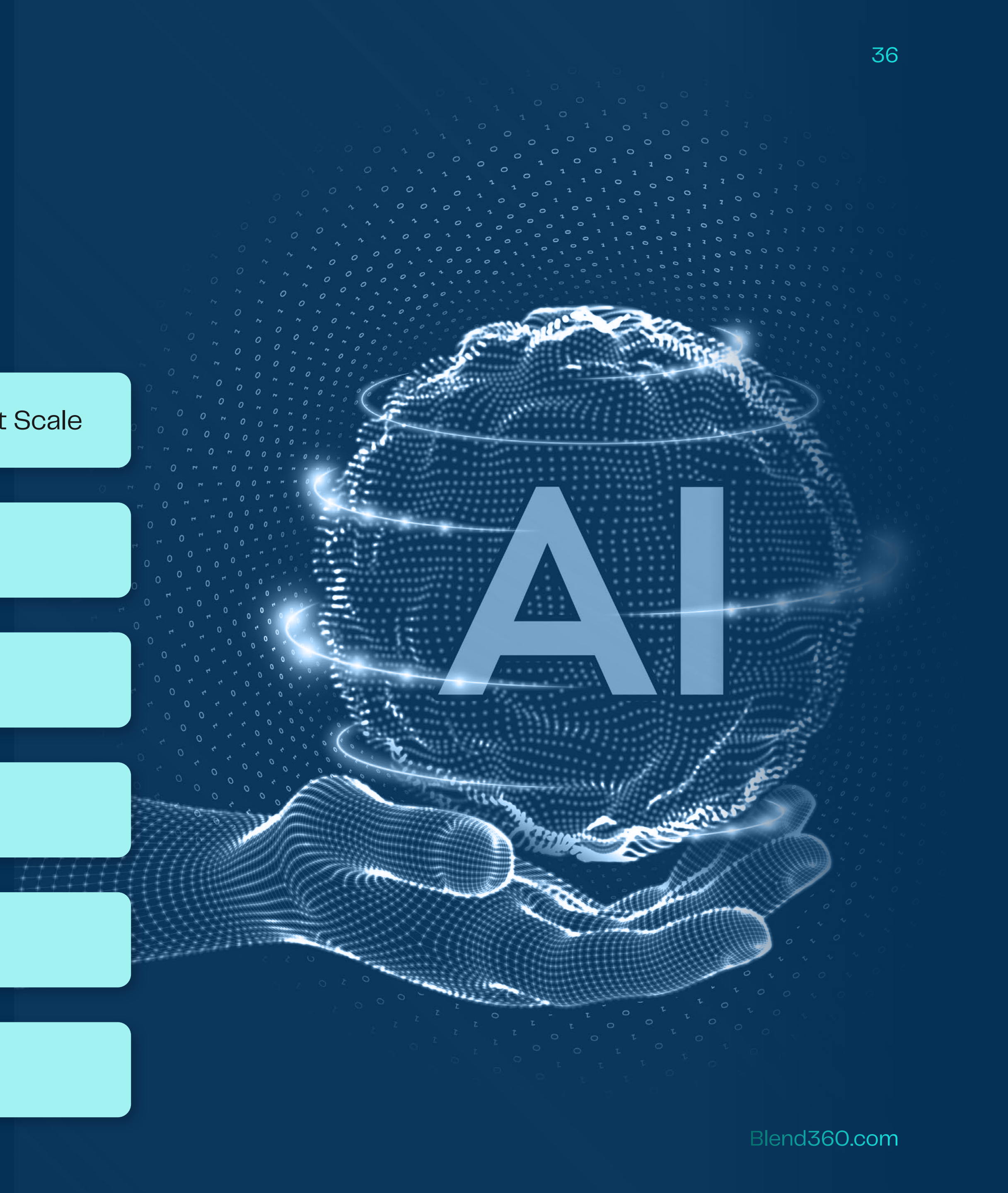
Integrating Technologies Across the Martech, Customer Data, Generative AI, and Activation Stacks to Enable



Forming Operating Teams and Staffing for Our Clients to Rapidly Transform Hyper-Personalization Capabilities



Building Measurement Capabilities for Unified View of the Customer and Centralized Decision Measurement Solutions



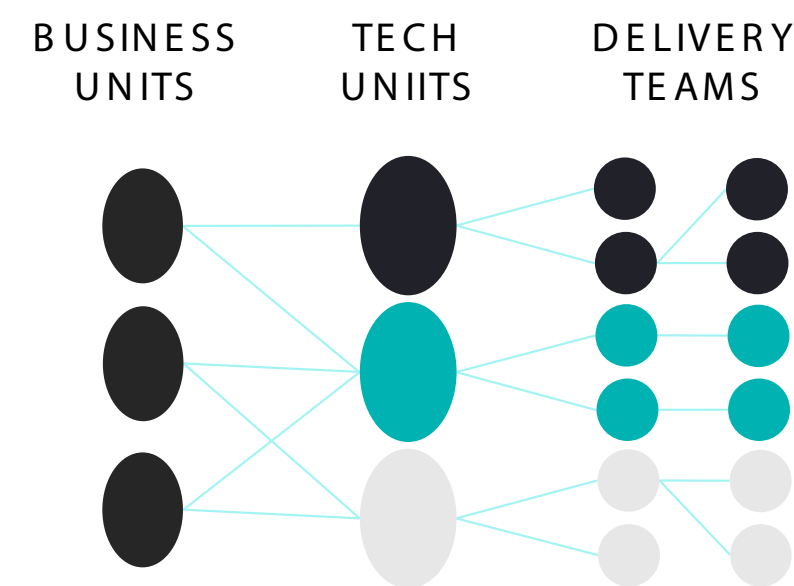
Organizational Design for Hyper-Personalization

We're helping organizations rethink and redesign their ways of working, team structures, and operating models for hyper-personalized, generative AI, Omni-decision capabilities.

How does creative production change?

How do teams "de-silo" and put CX first strategies in play? How will campaign teams adapt to a journey-less world?

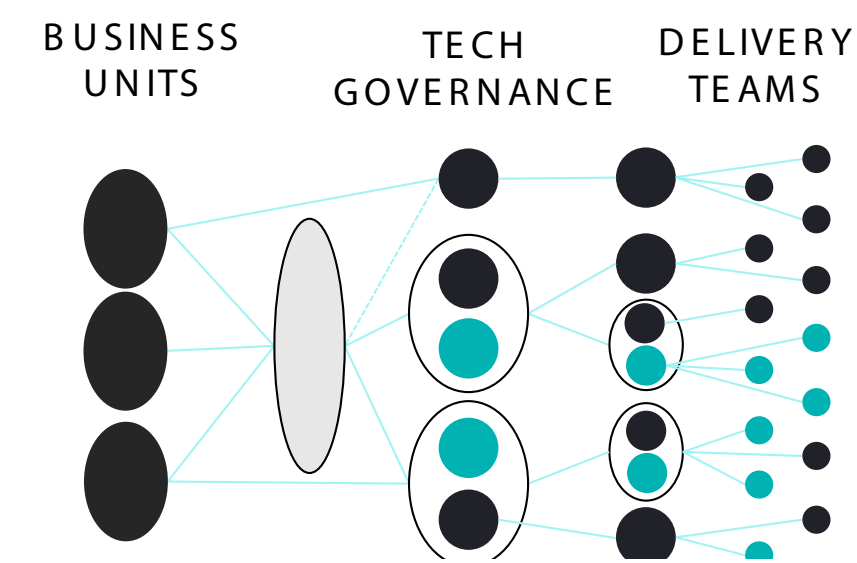
BUSINESS UNIT DIRECTED (Siloed)



< Current-State >

- Business units and channel teams drive the requirements based on use-cases, testing ideas, or in market learnings
- Requirements are driven in silos to the tech units and delivery teams

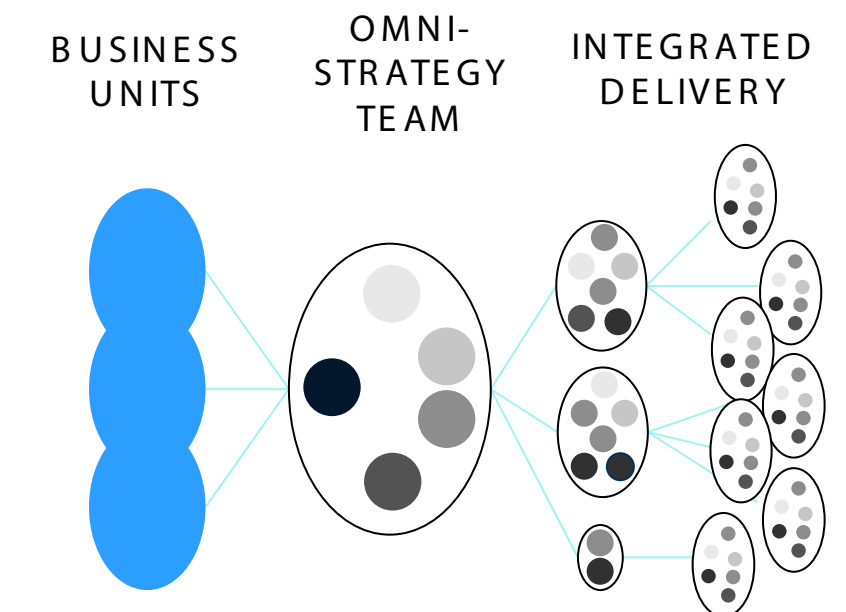
CONVENIENT COLLABORATION



< Current-State >

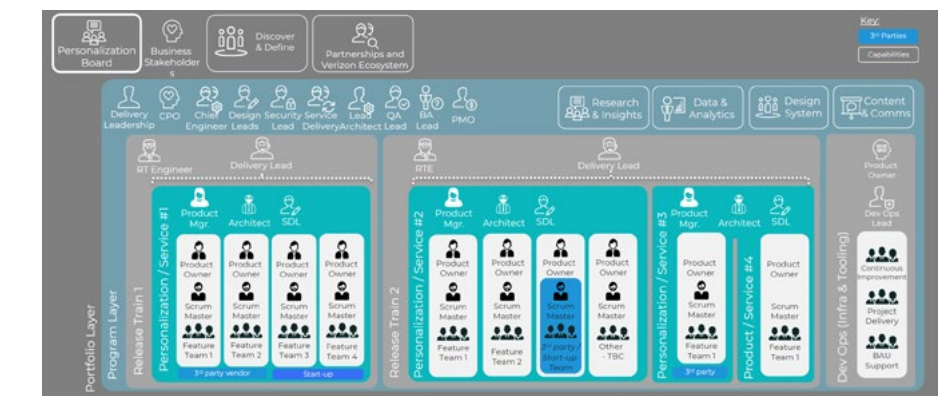
- BU's intentionally cross collaborate, however strategies are still siloed based on channel needs
- Tech teams are sharing some services and data, but use cases and requirements are still delivered in silos

PURPOSEFULLY COLLABORATIVE

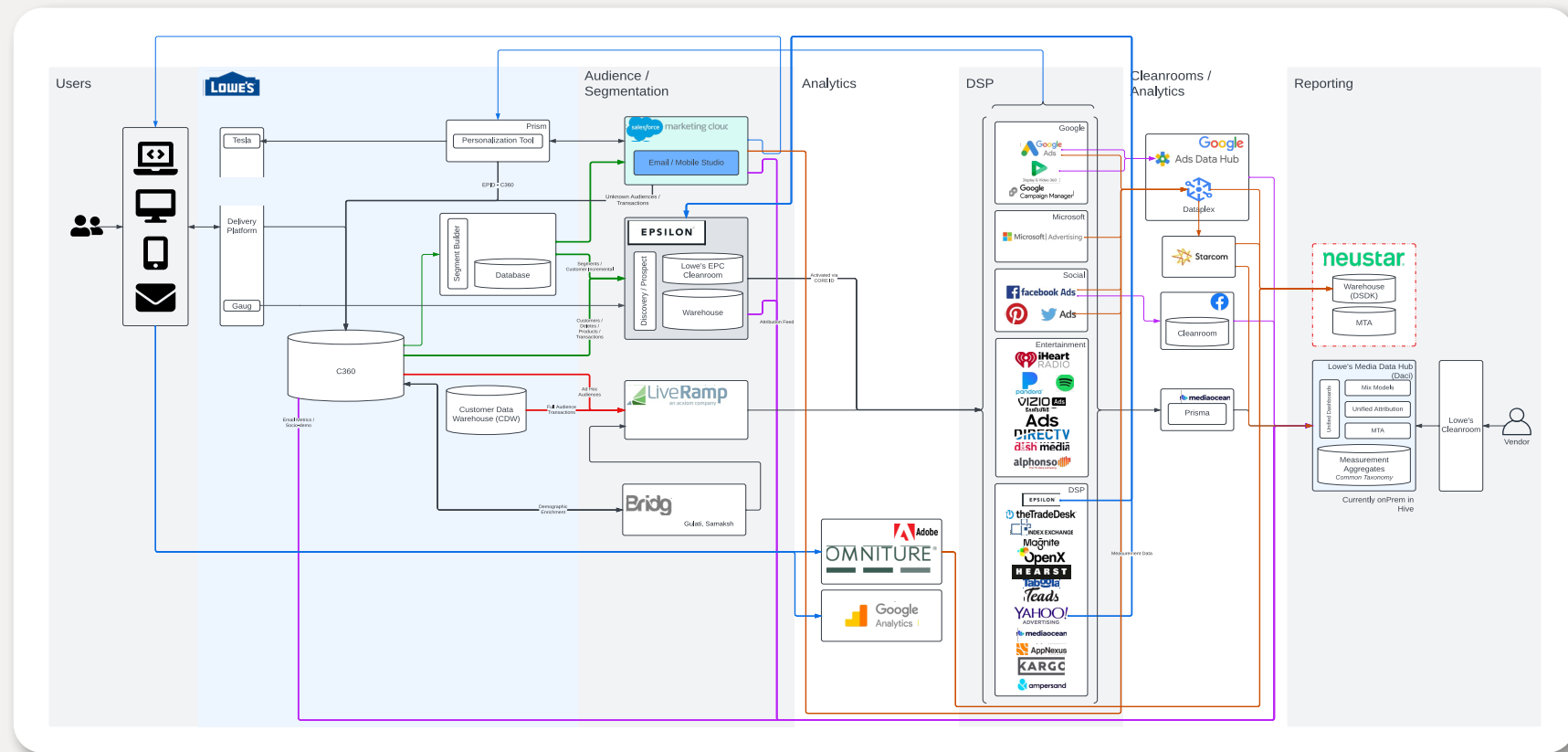


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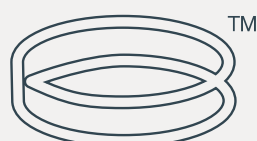
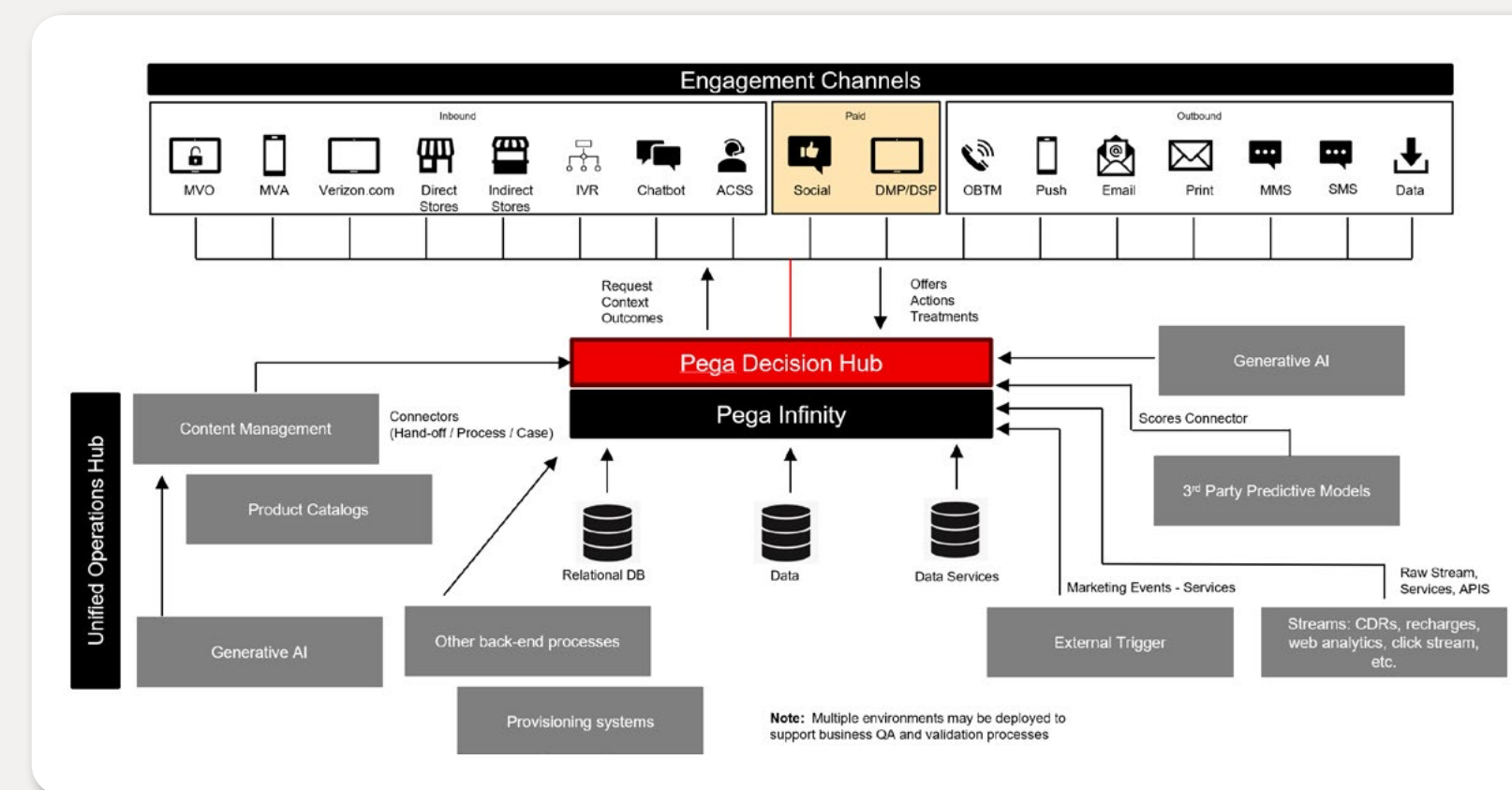
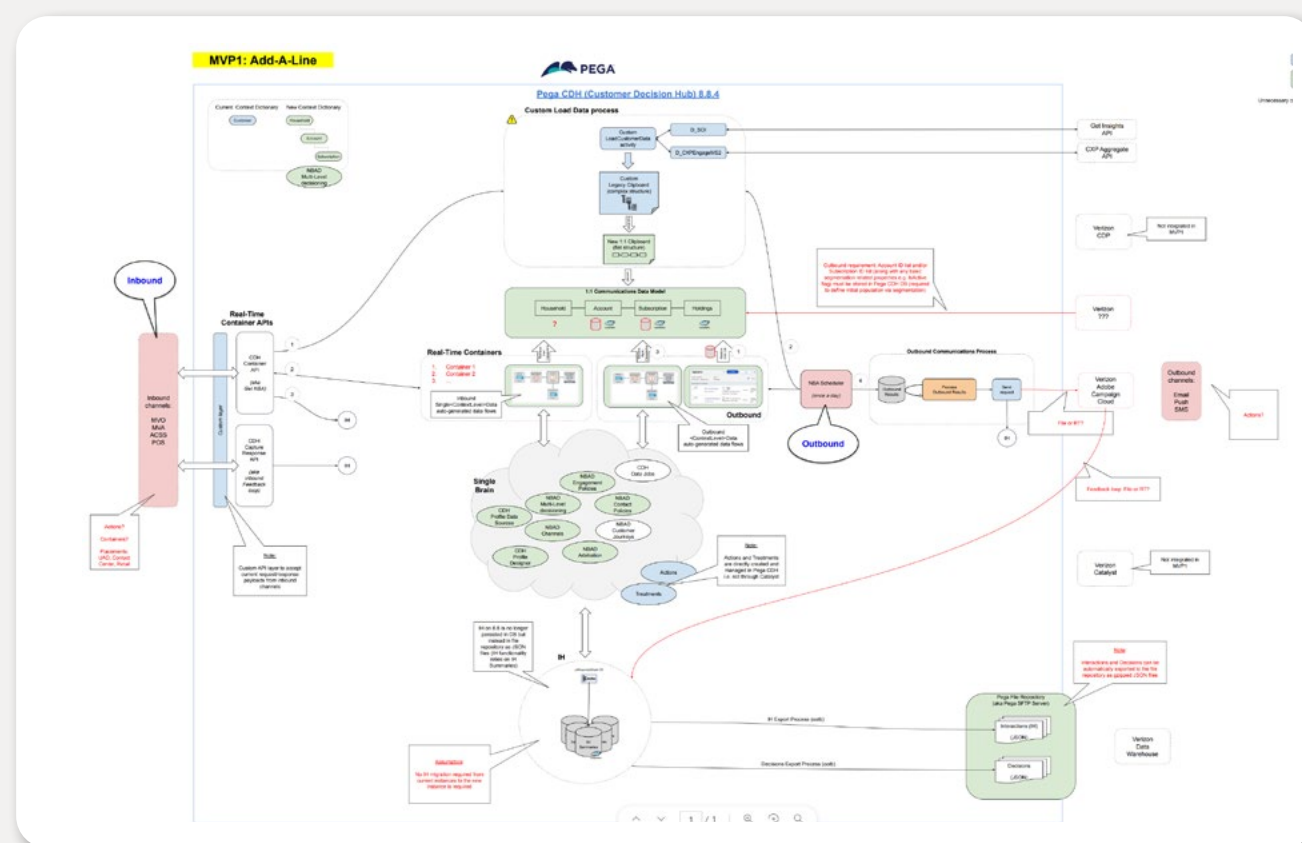
- Centralized strategic planning ingests all customer interaction demands, centrally plans the decision functions
- Tech teams operate across all functions and share resources and capabilities



Technology Solution Design and Implementation



We're designing technology solution architectures and implementing them. Aligning real time decision solutions with generative AI technologies. Is Out-of-the-box best? When does custom application build make sense? What tools today are best positioned for long term sustainability?



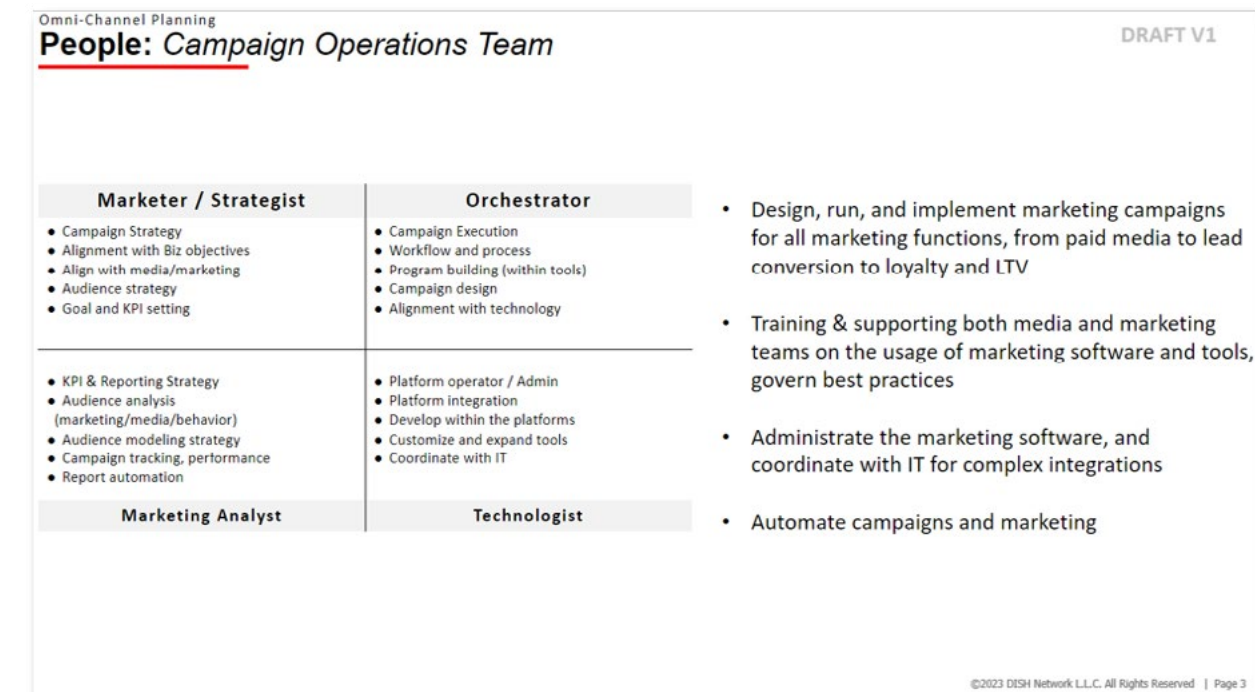
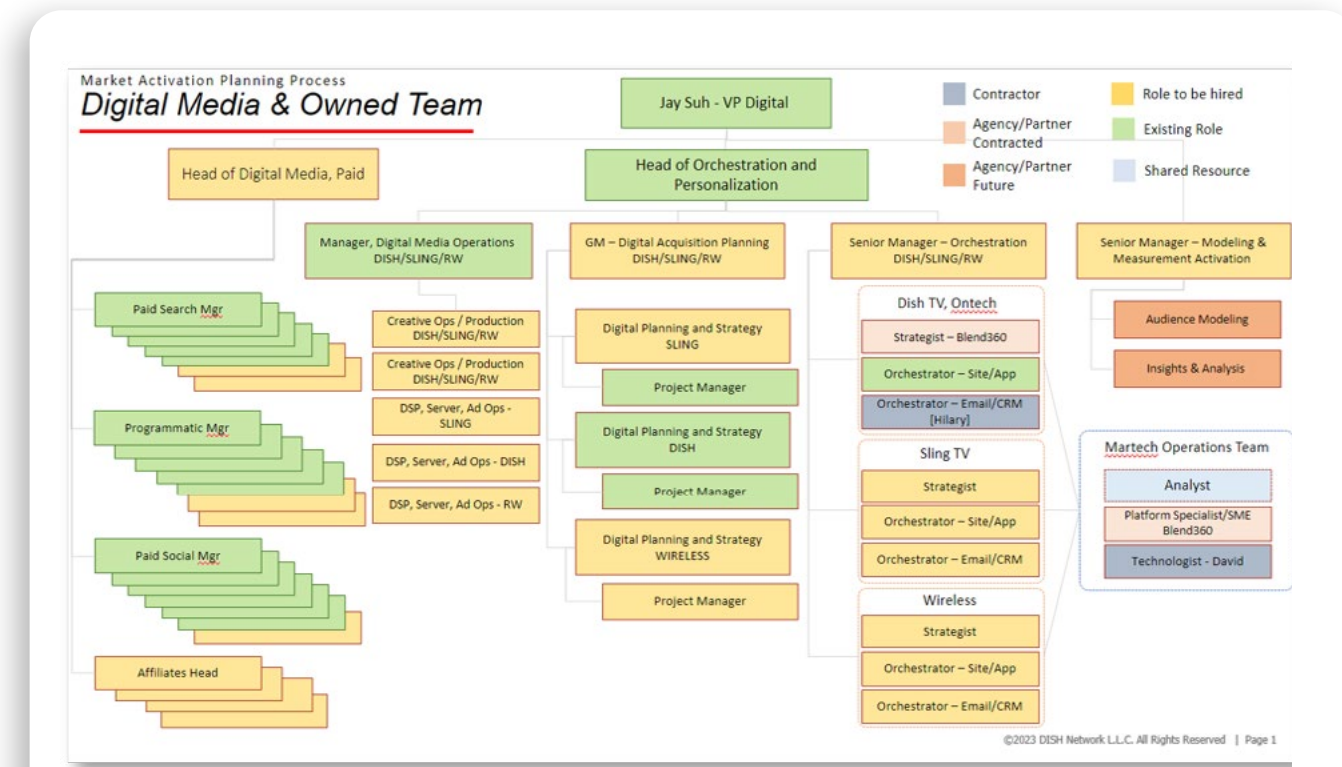
Operating Teams and Program Offices

We're deploying teams and driving hyper-personalization programs for our clients and transitioning those skills to internal functions.

How do organizations enable these capabilities in a lower risk deployment?

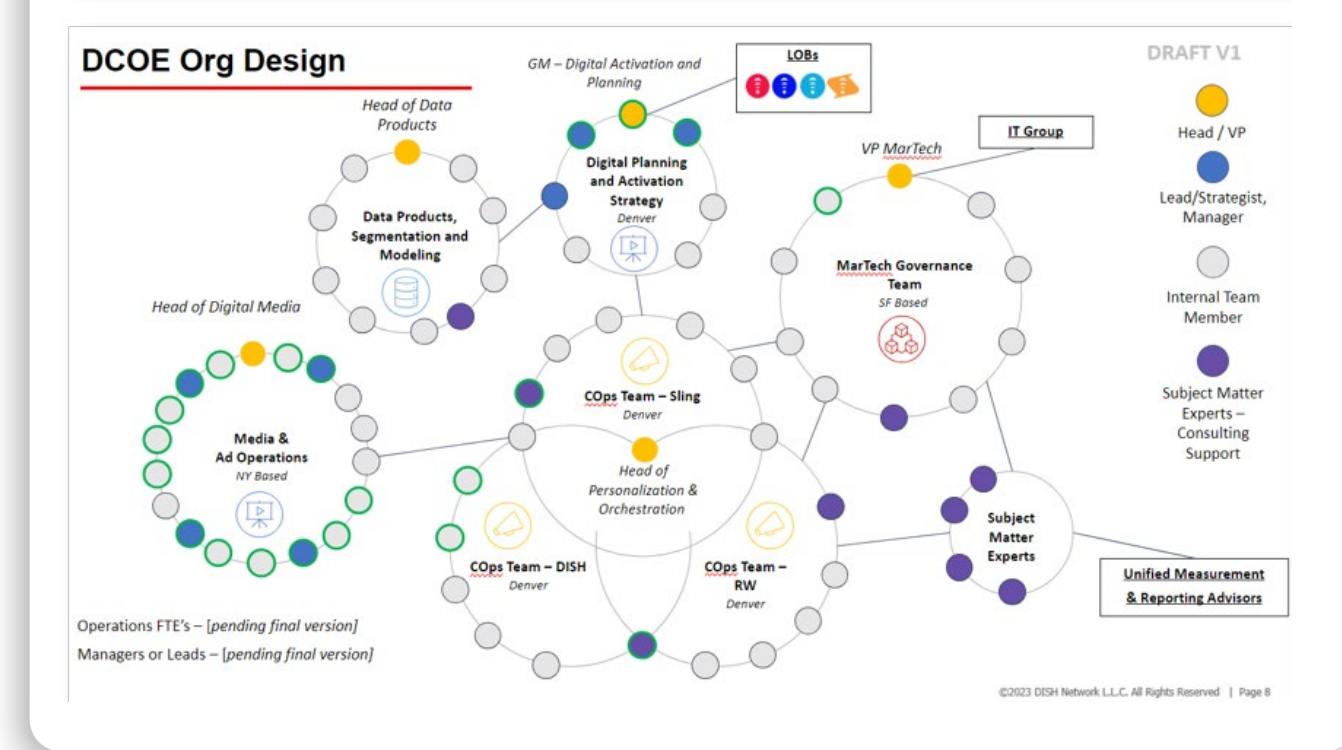
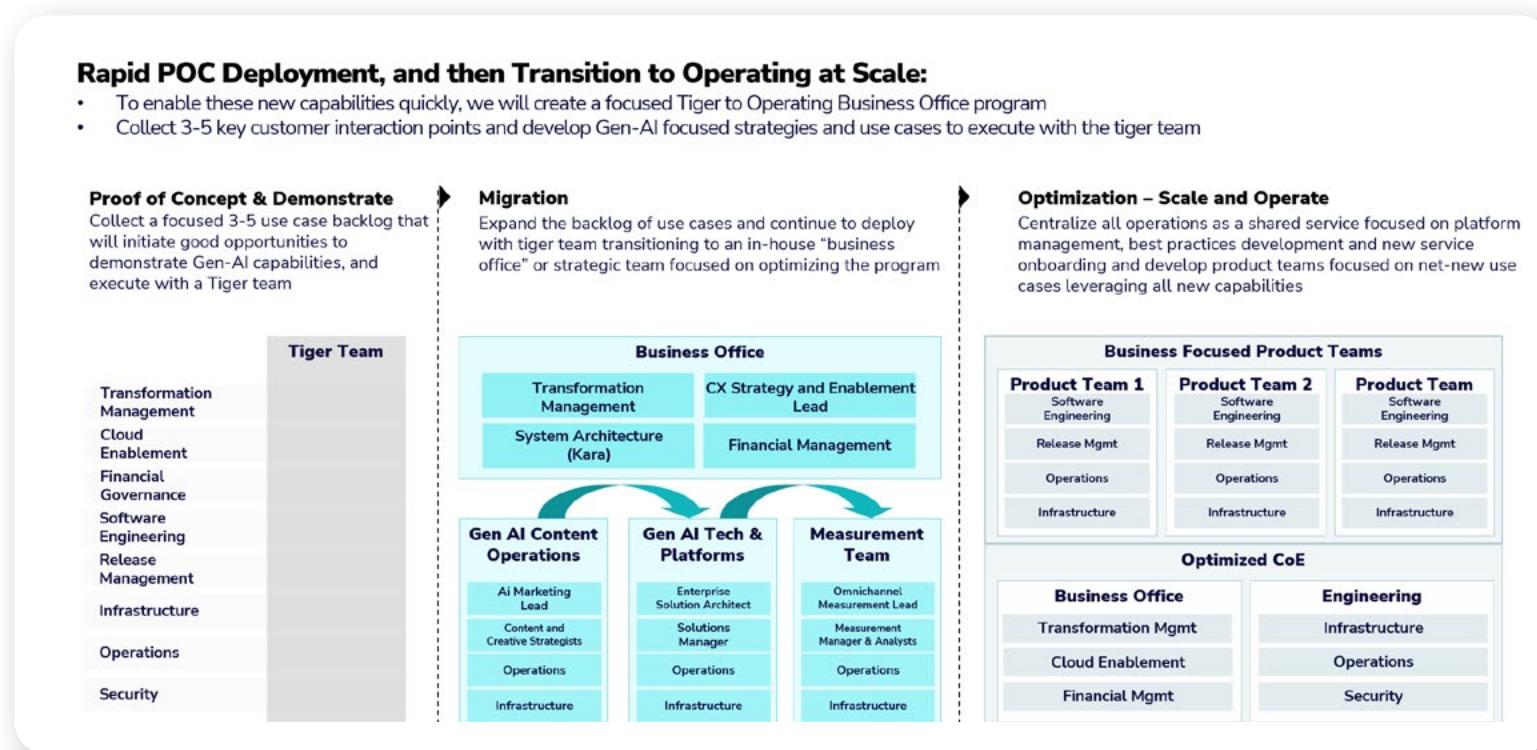
How do we maintain BAU while we transform to this world?

How can we prove the value of Gen AI / Decision capabilities?



Defined Roles & Responsibilities

Role	Responsibilities	Role Type
Head of Digital Media, Paid	Overall responsibility for driving through direction of marketing team. Define overall budget spend, select/advertiser targeting, offer strategy, brand strategy including messaging hierarchy and tone. Define measurement and attribution and optimize for goals.	Contractor
Head of Orchestration and Personalization	Overall responsibility for driving through direction of marketing team. Define overall budget spend, select/advertiser targeting, offer strategy, brand strategy including messaging hierarchy and tone. Define measurement and attribution and optimize for goals.	Contractor
Manager, Digital Media Operations	Manage day-to-day operations of digital media. Monitor and optimize campaign performance. Report on campaign performance to stakeholders.	Contractor
GM - Digital Acquisition Planning	Manage overall digital acquisition strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Senior Manager - Orchestration	Manage overall orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Senior Manager - Modeling & Measurement Activation	Manage overall modeling and measurement activation strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Dish TV, OnTech	Manage overall Dish TV, OnTech strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Strategist - Blend360	Manage overall Blend360 strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Orchestrator - Site/App	Manage overall Site/App orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Orchestrator - Email/CRM	Manage overall Email/CRM orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Sling TV	Manage overall Sling TV strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Strategist	Manage overall strategist strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Orchestrator - Site/App	Manage overall Site/App orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Orchestrator - Email/CRM	Manage overall Email/CRM orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Wireless	Manage overall wireless strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Strategist	Manage overall strategist strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Orchestrator - Site/App	Manage overall Site/App orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Orchestrator - Email/CRM	Manage overall Email/CRM orchestration strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Analyst	Manage overall analyst strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Platform Specialist/SME	Manage overall platform specialist/SME strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor
Technologist - David	Manage overall technologist strategy. Define and execute on campaign strategy. Monitor and optimize campaign performance.	Contractor



Telco: Hyper-Personalization, Generative AI, Omni-Decision Program

Client is deploying a new instance of Pega CDH, and integrating their in-house generative AI capabilities and campaign operations technology and teams to unlock Hyper-Personalization

Previously, several instances of Pega, siloed by channels, and operated by separate teams personalized treatments for different CX use cases. We're designing a new centralized decision solution, and integrating the gen AI and activation capabilities

Challenges

- Multiple Pega instances, multiple management teams, multiple development teams – large operating costs
- Siloed channel planning, siloed decision capabilities – poor customer experiences and mis-aligned targeting solutions
- Traditional creative production limitations, content scale impossible

Solutions

- Blend is implemented a new Pega CDH omni-channel decision engine
- Blend is defining and designing new operating model to incorporate generative AI into day-to-day campaign production
- Blend is designing the full technology solution architecture in co-collaboration with Verizon teams to support the new framework
- Blend is designing a new unified measurement and unified dashboard solution to measure omni-channel decisioning



Impacts

Pega Architectures, Component Architecture Design, Process Mapping, Data Infrastructures:

