



BLACKSWAN TECHNOLOGIES

ELEMENT OF MARKETING

Leverage Cognitive Computing to Understand, Acquire and Serve
Your Customers More Effectively

THE CHALLENGE

Marketers are increasingly dependent on analyzing volumes of data to guide their tactics. At the same time, customers are expecting more personalized interactions with your brand. For enterprises to meet both goals, they require a leading-edge software platform that augments the intelligence and insights applied across the entire customer lifecycle.

Introducing: **ELEMENT of Marketing**, from BlackSwan Technologies. **ELEMENT** is our Enterprise A.I. Operating System, with the latest capabilities for big data, artificial intelligence, cognitive computing and contextual analysis. It has been pre-configured for essential marketing analytics and tactics, yet is customisable to your organisation's strategy and operations.



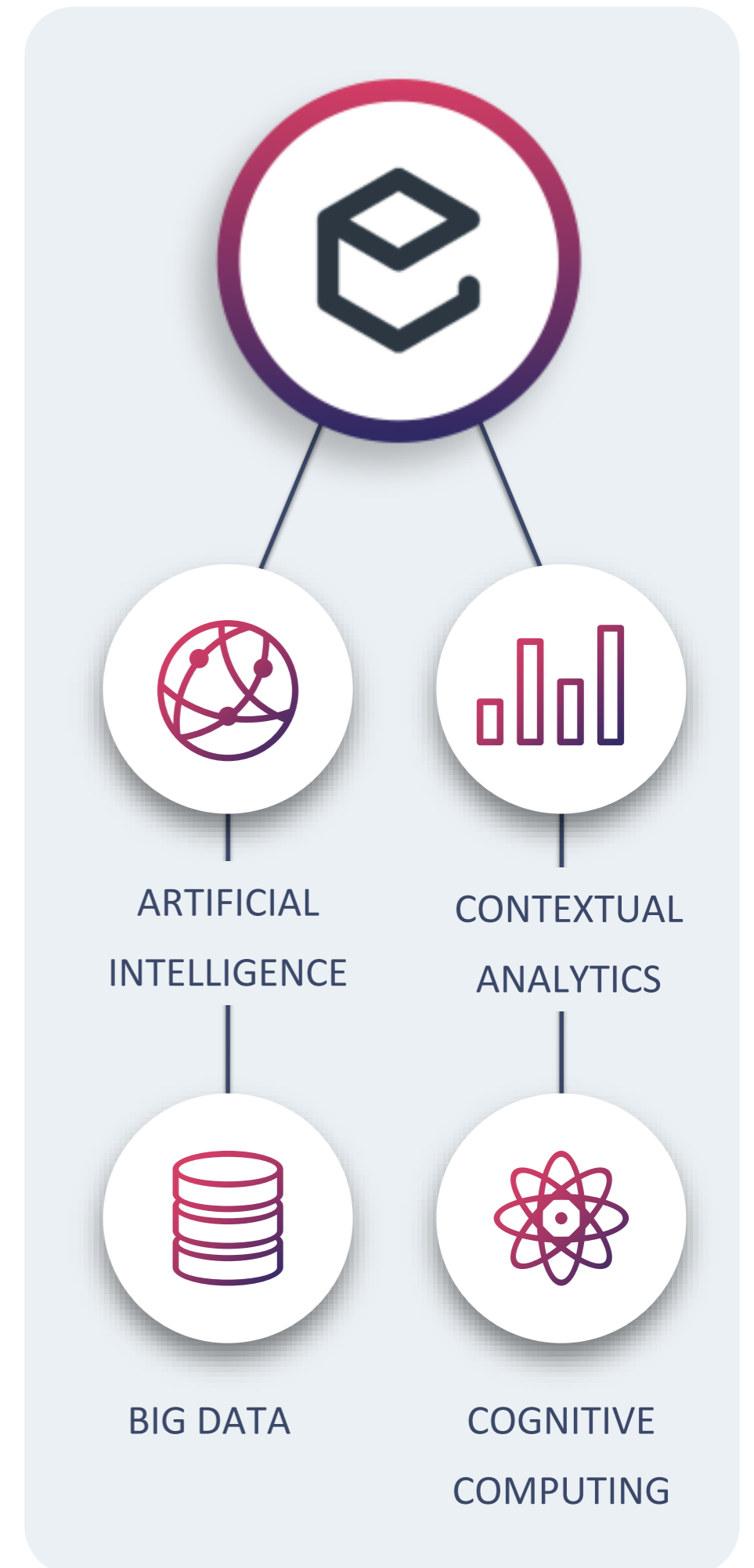


ELEMENT of Marketing Capabilities

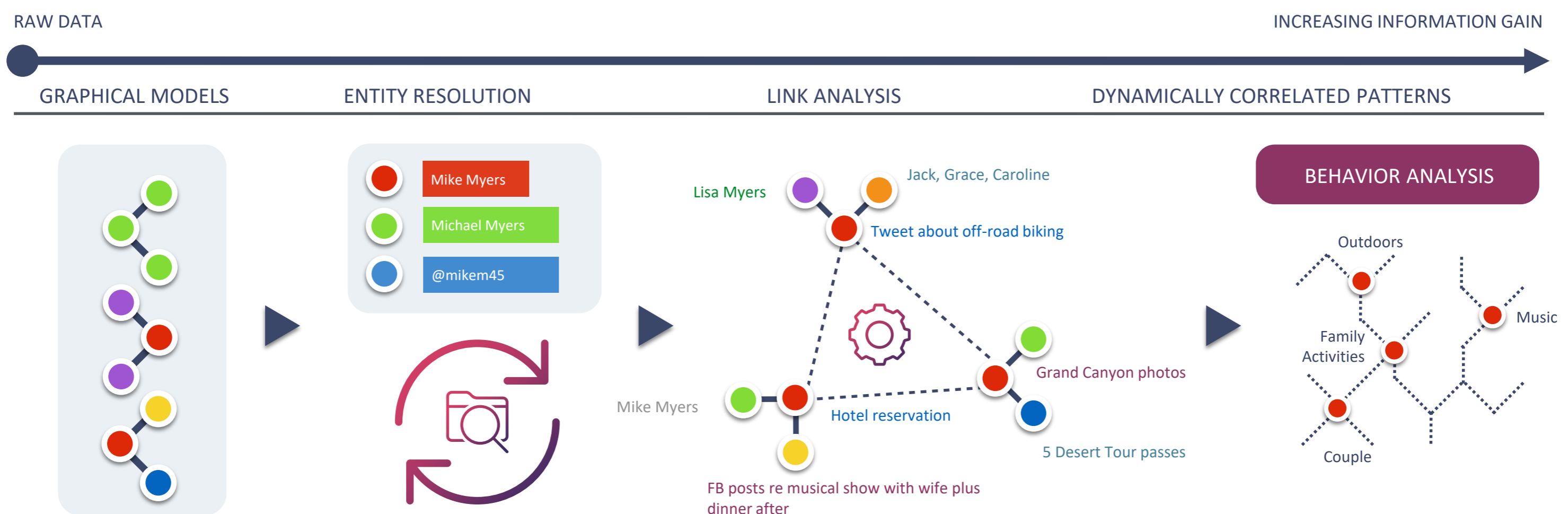
ELEMENT of Marketing delivers the insights you need to succeed pursuing a range of marketing strategies. The capabilities below are available as individual modules or as an integrated 'intelligence system' for marketing:

AFFINITY MARKETING FOR LEAD GENERATION

One of the top techniques employed in one-to-one marketing is the identification of similar traits and behaviors between loyal customers and prospects, in order to optimize the communications and product offerings delivered. A challenge can be that there is insufficient data accessible about either customer or prospects to make affinity marketing effective. ELEMENT of Marketing addresses this through inferred behavior analysis. For example, a company will possess product purchase information for existing customers, but have access only to aggregate credit card purchase expenses, without knowledge of the products purchased. ELEMENT of Marketing can infer customer needs and purchase preferences by cross-correlating known activities from existing customers with similar demographic profiles, who have given permission to share data. More precisely segment target audiences and insightfully define customer persona.



AUTOMATICALLY GENERATE CUSTOMER PROFILES AND IDENTIFY NEW WAYS TO SEGMENT BEHAVIOR AND NEEDS



Question: Is Mike Myers on Checkin= Michael Myers on Tickets= @mikem45 = 1(231)343-3404 => Mike Myers father of 3
Current Data: The Myers family checked into Premiere Hotel, Pheonix and are associated with 5 desert tour passes

MYERS FAMILY

@6 PM: Propensity for dinner in 60 mins; interest in after-dinner shows.

Offer reservation @7:30 and discount tickets to local Mama Mia!

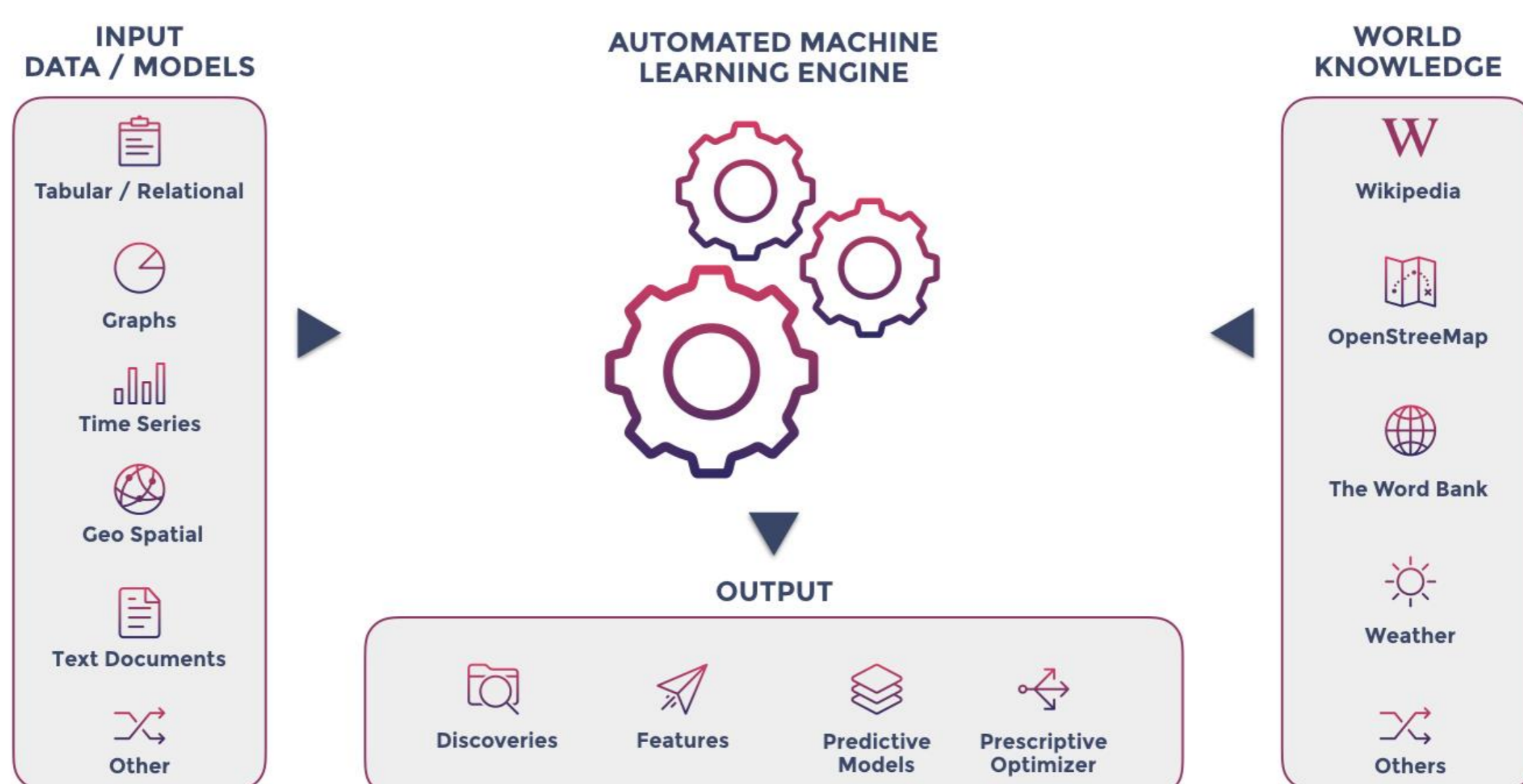


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CUSTOMER JOURNEY

Customer Journey tracking takes lead generation another step forward, by extracting insights from every step the customer takes with you – before, during and after purchase. With **ELEMENT**'s Deep Learning engine autonomously scanning for correlations between behavior and sales, you can ask questions such as: What are typical paths that customers take between product research and purchase? How does a prospect's response time between steps affect the likelihood that they need assistance or ultimately make a purchase? Who are likely influencers of many consumers' decisions? With **ELEMENT for Marketing**'s customer journey capabilities, you decide which steps along the path you measure, and **ELEMENT** presents the findings it derives. The software's analysis extends beyond determining direct sales drivers; it identifies synergies among possible drivers of sales and enables you to simulate customer experiences and predict the outcomes from alternative strategies.

APPLY ARTIFICIAL INTELLIGENCE TO ALL CORPORATE AND PUBLIC DATA SOURCES TO PREDICT NEEDS, PURCHASES AND SATISFACTION



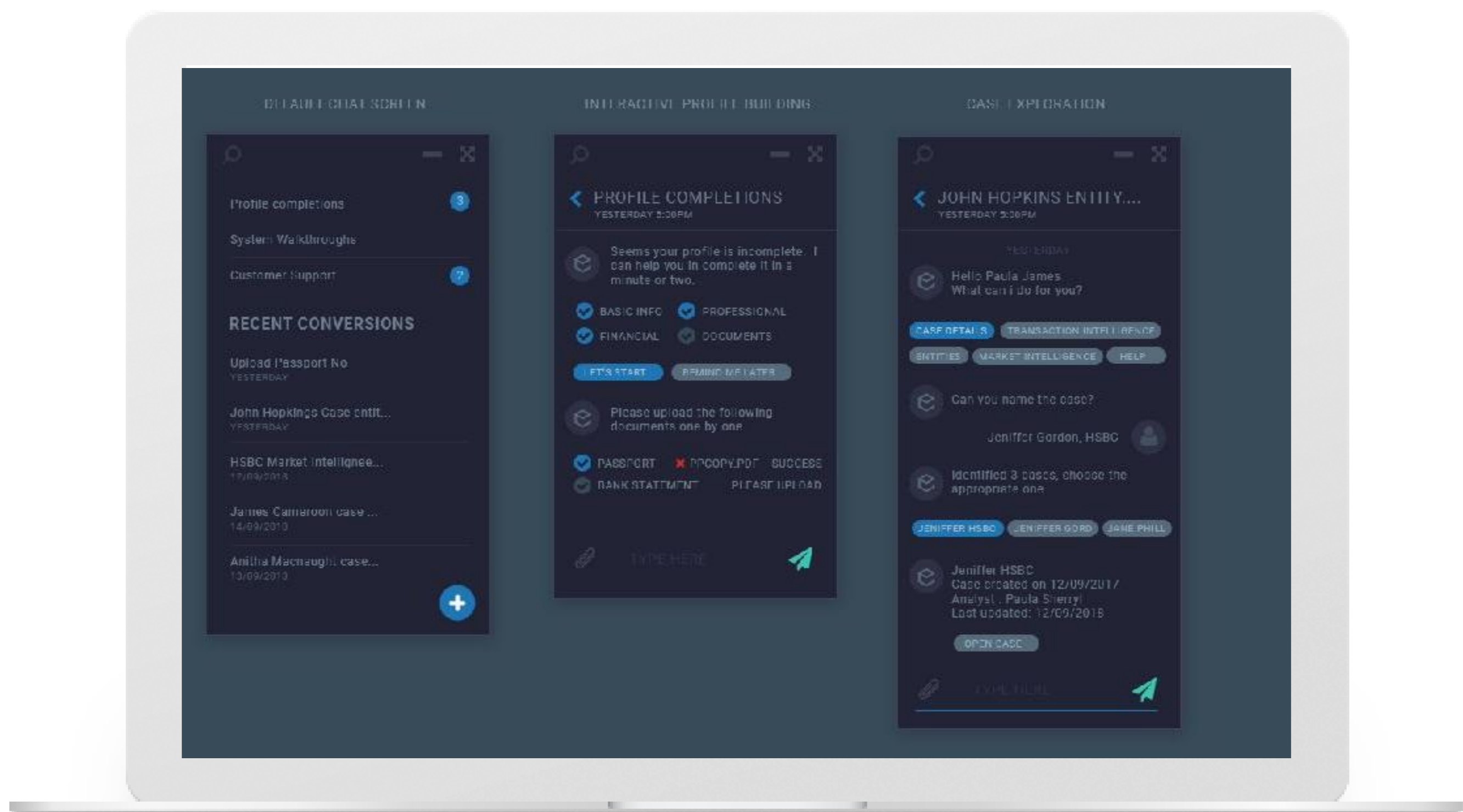


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INTELLIGENT DIALOGUE

For many purchasers, there are times when self-guided product research is more efficient and desirable than dialing through a phone tree, waiting for an email response or poring over a website. Here is where intelligent dialogue (chatbot technology) comes into play. Intelligent dialogue can supplement, and at times replace, person-to-person chats, while yielding several advantages. They instantaneously can look up any known information about a customer or returning prospect for context about relevant products or circumstances then guide the dialogue efficiently to capture additional data needed to serve the customer. This is especially helpful

Guided interactions can be presented directly to your customers, or interfaced with your sales reps and customer agents to reduce their effort researching and typing, and increase their time available for problem solving. This is especially valuable if your product or service involves in-depth information compilation from new customers. Alongside the dialogue history presented in the application, your team will see the status of user profile building and a customer case management overview. **ELEMENT of Marketing's** support for natural language queries, sentiment comprehension, contextual analytics and customer dashboard turn chatbots into a strategic tool to increase customer dialogue and satisfaction while creating operational efficiencies.

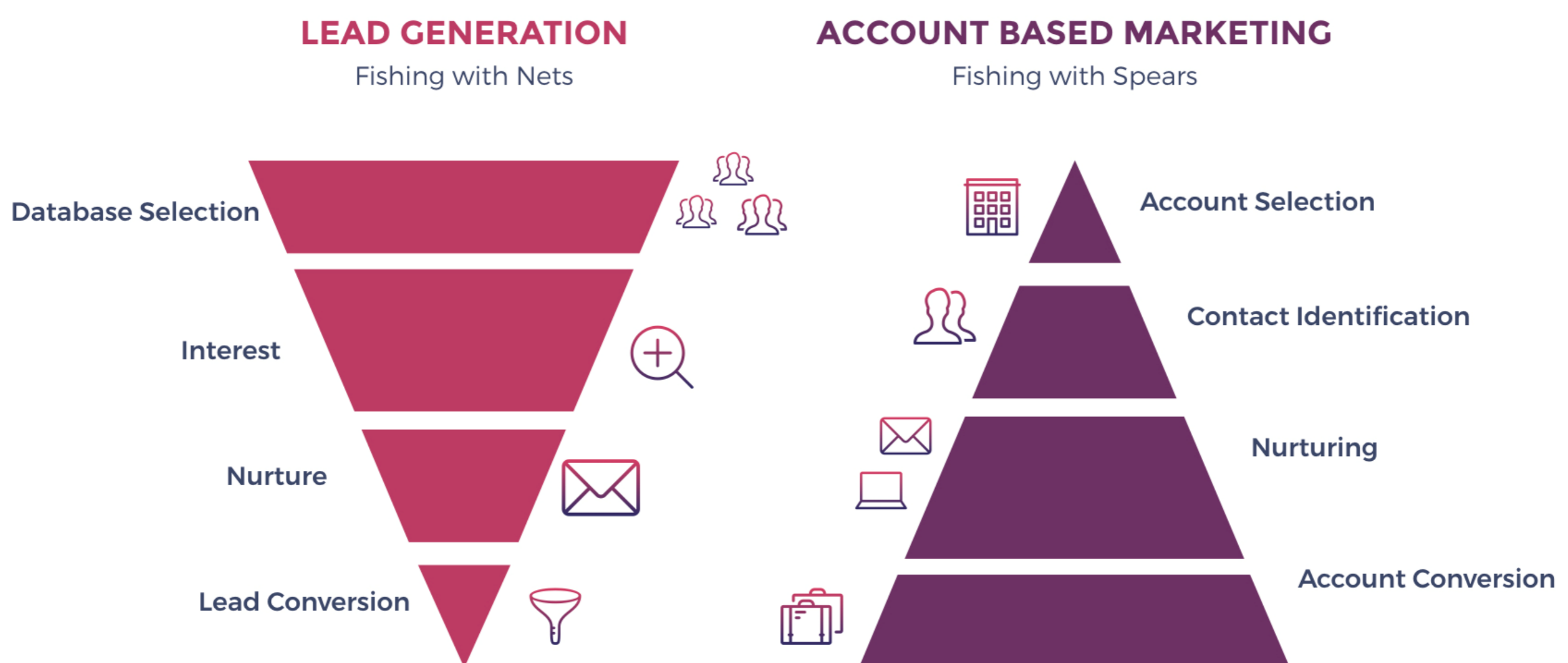




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ACCOUNT-BASED MARKETING

Account-Based Marketing turns the traditional marketing funnel upside-down. Instead of casting a wide net for prospects then qualifying them via interactions, ABM begins by targeting specific organizations that are a good fit for your offerings, then expands one's understanding of their situation and related entities that influence the sales cycle. ELEMENT, in seconds, can build a situational profile of any company based on public and privileged sources, including a relationship graph of related subsidiaries, third-party providers and other entities that work with it. This is particularly valuable with SMEs and private companies, as commercial information databases offer limited details about these types of firms.



CUSTOMER SATISFACTION

Customer Satisfaction activities in most organizations are fragmented, with assessments collected through a variety of approaches by different departments. Marketing runs customer surveys; Sales captures notes from conversations; Customer Service measures issues logged and response times; and everyone awaits the Net Promoter's Score while hoping satisfaction improves profitability. There has to be a more insightful and coordinated means of tracking customer satisfaction and its effect, and ELEMENT of Marketing can play a key role. ELEMENT uses A.I. techniques to understand conversations - customer messages, call notes and transcriptions of calls, and social media comments - and can extract sentiment assessments. Its big data integration with your custom and off-the-shelf systems and public sources of brand conversation, plus a machine language engine, analyze all the measures of customer satisfaction, then correlate all aspects of customer interaction to provide the real reasons behind a customer's sentiment. ELEMENT's analytics recognise that customer loyalty is time- and experience-sensitive. It can even *predict* adverse responses like customer churn or online complaints, and alert the appropriate team members to reach out proactively and rectify concerns.



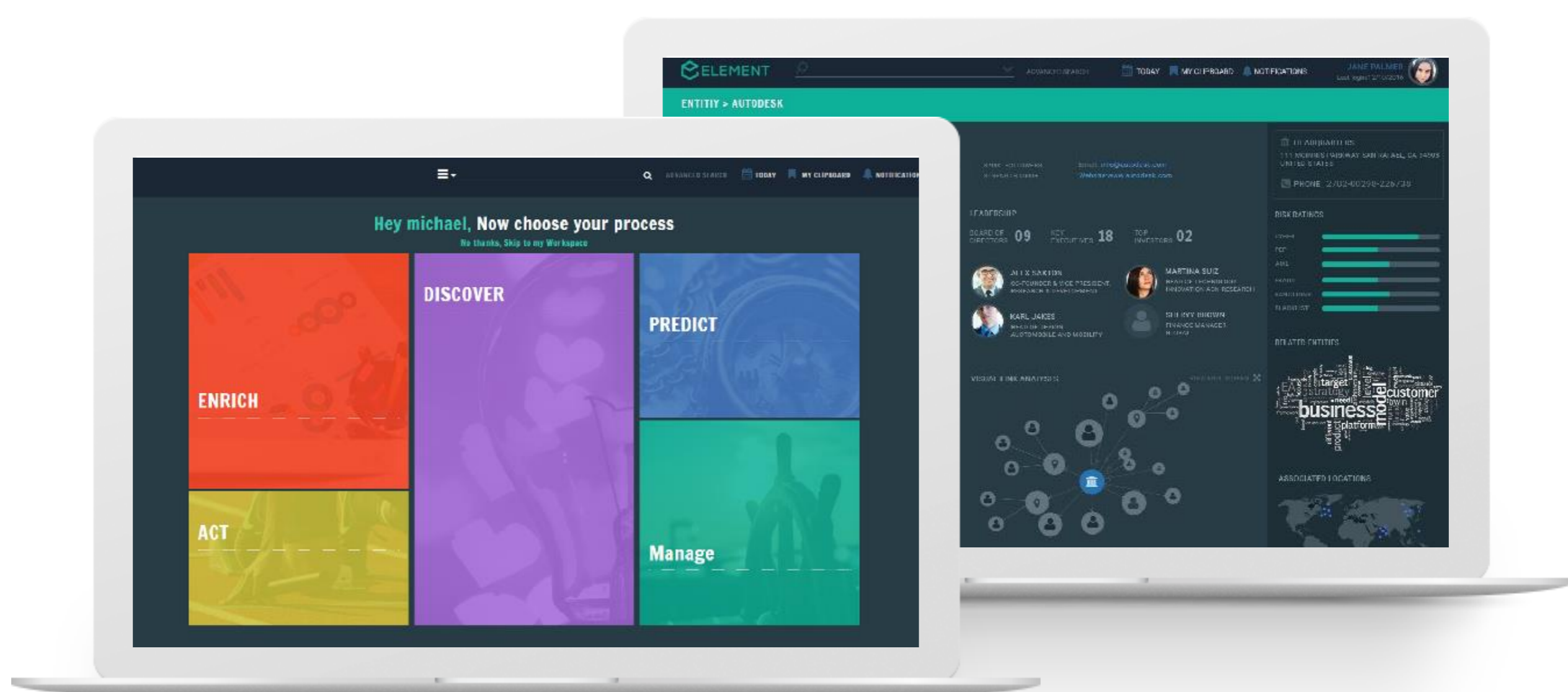
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CONTENT PERSONALIZATION

A recent study found that content marketing is considered CMO's *number one* strategy for 2018 to improve the relevancy and impact of customer communications. Marketers have realized this and are creating blogs, videos, e-books and native placement of edu-tainment to engage customers. However, there is still a dependence on static web pages and search as the means of getting customers/prospects to find the most relevant content for themselves. Imagine instead if artificial intelligence software, with permission, discretely observed the content a web visitor observes and compared this to the engagement by prior visitors. Then, content is reprioritized so that the most likely relevant material appears most prominently. ELEMENT also has natural language processing capabilities to interpret video transcripts, and automatically interpret the relevancy of video content to specific users.

DATA ENRICHMENT AND PRIVACY

Rich profiles about individuals are a powerful tool for marketing and sales. Global data privacy regulations, such as the European Union's General Data Protection Rule (GDPR), are changing the way that companies are permitted to collect information about individuals and communicate with them. GDPR requires that any E.U. resident gives explicit permission before information is collected by a company or analysis is performed about that person. ELEMENT of Marketing addresses this requirement in a novel way. When searching the web and other external data source for information about an individual, ELEMENT first interprets the residency and/or access location of that individual, then checks in real-time with your CRM records about whether they have given permission for data enrichment of their profile. If not, the data search can be halted before any records are adding to your systems. ELEMENT even is smart about disambiguating whether multiple sources of information referring to multiple parties with the same name have a strong likelihood to be the exact same person and only enriching information about those people who have given permission.



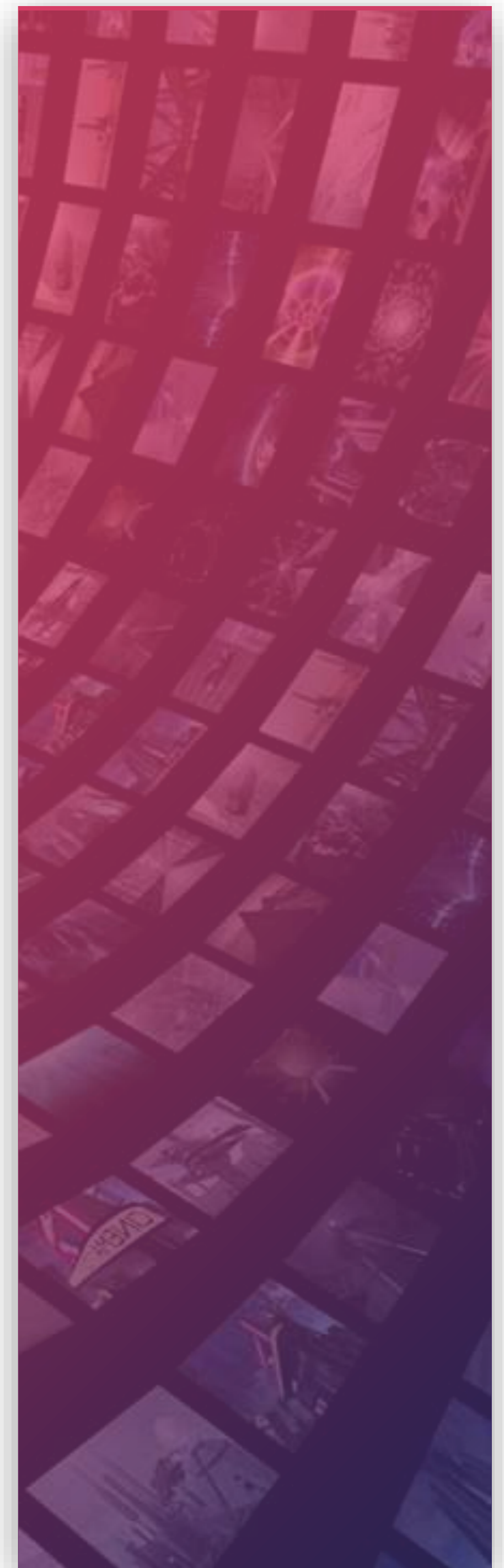


Why choose ELEMENT of Marketing

ELEMENT of Marketing delivers eye-catching ROI, quickly. As an intelligence augmentation application, **ELEMENT** learns about your business activities and market environment through all available sources of internal and external data. It then autonomously discovers correlations between customer behavior, corporate strategies and economic results. A high visual interface allows your users to focus on the most impactful insights. As a result, BlackSwan has found that new customers can uncover initial insights in as little as a week after introducing the application. The result is Cognitive Computing Out of the Box for rapid realization of game-changing business results, with a low cost of ownership.

Each of the capabilities mentioned above, such as Customer Journey enhancement or Intelligent Dialogue, can be deployed individually or as a complete platform for advanced marketing and corporate decisioning. No other A.I.-based business software includes such a wide array of intelligence-enhancing technology, including deep/machine learning, natural language processing, chatbots, contextual and predictive analytics, hypothesis testing, and more. That's why we refer to it as an Enterprise A.I. Operating System.

ELEMENT for Marketing thrives in businesses where industry-specific expertise and processes are critical to support; core business functions benefit from centralized access to information; and enhanced decision-making can drive profitability and market leadership. It's an enterprise-quality application with extensive attention to control and flexibility. Some of the most well-known brands in the world are using **ELEMENT**.



Learn more about **ELEMENT of Marketing** by contacting us for a demonstration of capabilities. Experience BlackSwan Technologies' vision of the Intelligence of Everything.



ABOUT ELEMENT

ELEMENT is Enterprise Artificial Intelligence Operating System to develop Enterprise AI driven applications centered on the concept of augmented human intelligence. Essentially ELEMENT is the foundation that can be used by enterprises across multiple industries to build robust AI applications & tools that would allow to better collect and organize the necessary information, gain competitive intelligence, improve accountability and compliance, drive new business opportunities and increase the predicting power – all while cutting costs, reducing errors and eliminating waste in a minimal time and effort

- The world first enterprise AI Operating System for the manifestation of data intensive enterprise business applications for operational efficiencies and advanced decisioning
- Multipurpose platform that comes at a significantly lower cost of ownership as compared to the alternatives
- Unique IP and competitive advantage in Cognitive Services, UI, Specific Domain Applications, Data / Knowledge Management and Infrastructure Services
- Bridges the massive gap between isolated, sporadic, expensive Data Science projects to business production with limited time, cost and code.

The system design to operationally serve the spine of any data intensive organization including

- DBAs
- Data Engineers
- Knowledge Workers
- Data Scientists
- Business Analysts
- Business Users
- Executives

Also available are business applications built on **ELEMENT**, which are ready-to-deploy in particular industries and business functions. These include **ELEMENT of Insurance** for insurance carriers, with a focus on underwriting and its coordination with other business functions, as well as applications for marketing, talent acquisition, market intelligence and forensic accounting. This pre-built application approach delivers Cognitive Computing Out of the Box™.

ABOUT BLACKSWAN TECHNOLOGIES

BlackSwan Technologies was founded on the vision that vast, varied data is now accessible to enterprises but is broadly under-utilised. Cognitive computing capabilities can be applied to transform that data into insights that revolutionize your ability to serve customers, improve operations, and redefine market leadership. Introducing the Intelligence of Everything™.

At BlackSwan, a team of more than 40 data science, software development and delivery specialists advances the state of the art in augmented intelligence for businesses – working side-by-side with our clients. Our unique intellectual property spans cognitive services and their industry-specific applications, user interfaces, big data and technology infrastructure management. We have been highlighted in KPMG/H2 Ventures' rankings as a rising star in our field.

BlackSwan serves enterprise-level organisations worldwide, both directly and through an expanding set of blue-chip delivery and consulting partners. The company maintains a primary presence in Europe, the US, Israel and India.