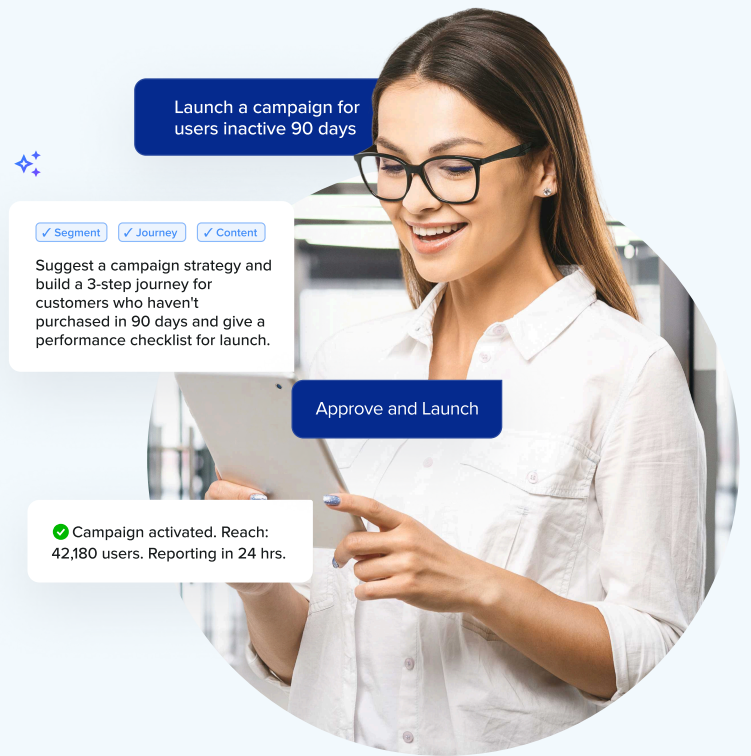


AI MARKETING AGENT

# Launchpad

Your always-on AI marketing operator that strategizes, builds, and executes marketing tasks across Blueshift platform.

**Launchpad** turns plain-language intent into ready-to-launch segments, campaigns, journeys, and reports with your team staying in full control of every action.



**10X**  
faster campaign execution

**40 → 4 Hours**  
hours per campaign

**90%+**  
reduction in execution time

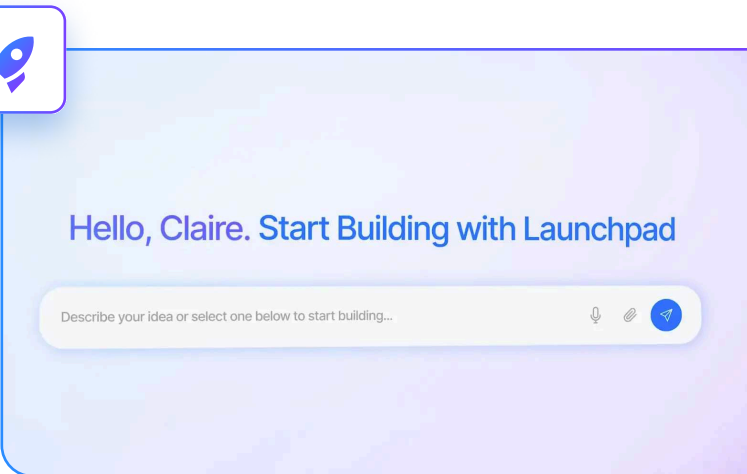
## What Launchpad Does

Launchpad automates the five most repetitive campaign workflows, letting your team execute faster from one conversational workspace inside Blueshift.

**Strategy & Campaign Planning:**  
Describe your goal and Launchpad drafts a campaign brief, recommends audience strategies, and maps out a multi-step journey ready to review and launch.

**Audience Segmentation:**  
Build precise segments in seconds using natural language, referencing your full customer data schema no filters to configure manually.

**Creative Content Generation:**  
Generate personalized email templates, subject lines, and copy variants with variables drawn from your actual customer and catalog data.



**Campaign Setup & Build:**  
Configure campaigns, journeys, channels, and branching logic conversationally. Launchpad handles structure and personalization placeholders end-to-end.

**Reporting & Analysis:**  
Ask for performance breakdowns, lift analysis, or funnel reports in plain language and get a structured dashboard or export-ready report.

## Conversational campaign creation

Use natural language, voice, images, or CSV files to create, update, and manage audiences, campaigns, and journeys across the entire Blueshift platform, and instantly generate shareable assets such as reports, presentations, and spreadsheets.

## Asset management via @ reference

Reference and update existing campaigns, journeys, or templates mid-conversation using @ mention to modify what you already have, with automatic asset referencing when working in split screen mode

## Hyper-personalization at scale

Generate content using variables based on your account's data schema - customers, transactions, catalogs, and events automatically.

## Variant generation for testing

Instantly produce A/B test variants with different messaging, logic, and audience configurations - launch experiments in hours, not days.

## Multi-step journey building

Draft complete lifecycle journeys with branching logic, timing, and channel assignments in a single conversation.

## Real-time reporting on demand

Generate export ready custom reports and dashboards measuring full-funnel performance and lift described in plain language, delivered instantly.

## How It Works

Four steps from idea to live campaign.

### 01 Describe

Tell Launchpad what you want to build in plain language

### 02 Generate

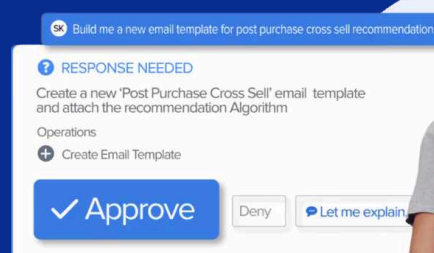
Launchpad drafts segments, content, journeys, or reports instantly

### 03 Review

Your team reviews every generated asset before anything goes live

### 04 Launch

Approve and activate. Launchpad executes across the platform



# Impact

Launchpad automates strategy, audience, creative, build, and reporting, reducing end-to-end campaign production from 40 hours to 4.



- Launch faster**  
Go from campaign idea to live execution in hours, not weeks.
- Experiment more**  
Run 10× more tests at the same time without adding headcount.
- Focus on strategy**  
Shift human effort from repetitive setup to creative and strategic thinking.

**Benchmark scenario:** Based on a standard 5-email drip campaign targeting a segmented audience.  
**Source:** Blueshift internal testing and industry benchmarks from Litmus, Salesforce, and HubSpot.

# Security, Data Governance & Compliance

Launchpad is designed with the same enterprise data controls as Blueshift Customer Engagement Platform. Your team maintains full control over every action, nothing executes without explicit approval.

 <b>Data Isolation</b> Uses only data within your Blueshift account never shared externally or combined across clients.	 <b>Compliance</b> All prompt data is excluded from training and is not retained by model providers, OpenAI, Anthropic and Google. It's explicitly protected through legally binding Zero Data Retention (ZDR) agreements.
 <b>Human Approval</b> Every action requires explicit marketer approval before execution. Launchpad only generates drafts.	 <b>Zero Setup</b> No configuration required. Works immediately with your existing Blueshift data, predictions, and assets.