## INTELLIGENT MARKETING AGENTS:

BLUESHIFT CAMPAIGN OPTIMIZER

The Blueshift Campaign Optimizer is part of a suite of **Intelligent Marketing Agents** designed to help marketers efficiently create and manage high-performing campaigns while delivering personalized customer engagement. For a comprehensive view of Blueshift's AI-powered capabilities, explore **Customer AI** within the **Blueshift Intelligent Customer Engagement** platform.

A/B testing is a proven and rigorous method for improving campaign performance, but it can be time-consuming and resource-intensive. While a successful A/B test can increase key metrics like clicks and purchase orders by an average of 20%, a single iteration can take up to 4 hours per month. Scaling this process to dozens of campaigns can quickly consume 40 hours per month per team. The Blueshift Campaign Optimizer automates and continuously optimizes A/B testing using Generative AI. By leveraging advances in LLMs and statistical analysis, the agent streamlines the A/B testing process, saving time and resources.
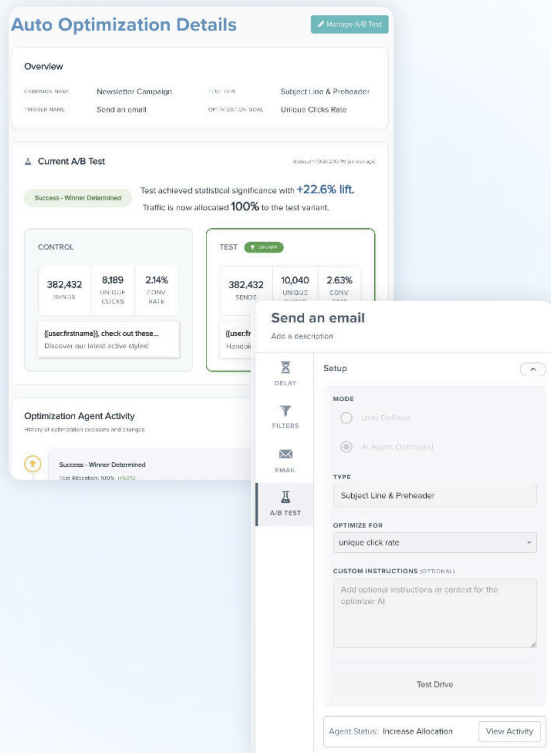
Key Capabilities

Generate new subject lines and preheader **variations** for your current **email** campaigns and test these variants against an existing baseline.

Validate and contextualize the new variations for brand, domain, and campaign relevance with built-in checks for sensitive content.

Hyper-Personalize the variations using liquid variables based on account-specific data schemas for customers, transactions, catalogs, and events.

Launch tests and monitor full-funnel metrics and modify allocations in real-time based on chosen goal metrics.

Report ongoing test status, provide customization controls, and measure lift in real-time via the dashboard.

Blueshift Customer AI

Blueshift's Customer AI is an advanced feature within the Intelligent Customer Engagement platform that uses patented AI to enhance marketing strategies. Our patented AI leverages agentic, predictive, and generative capabilities to power scalable 1:1 engagement. Customer AI identifies the most valuable segments through predictive targeting and recommendations, while AI-driven Assistants and Agents streamline campaign execution and optimization—eliminating the need for expertise.

Customer AI Agents

- **Automate campaign management** by leveraging AI-driven agents to streamline tasks, optimize engagement, and enhance personalization

- **Amplify marketing strategies** with dynamic email templates and AI-powered image generation, delivering highly tailored customer experiences.

Discover
Optimize
Scale

Gender: Female
Age: Gen-Z
Status: New Customer
Purchased: Last 30 Days
Channel: Email

Generate Email

Hohm

Jayde, we noticed you noticing us
Don't forget to snag this item before it becomes unavailable!

Cross-strap yoga top in Moonlight
Get Yours

Customer AI Assistants

- **Scale personalized marketing** with AI-generated content, including copy, images, and messaging tailored to each audience segment.

- **Streamline content creation** by automating production, enhancing engagement, and delivering more impactful campaigns effortlessly.

Customer AI Predictors

- **Optimize Engagement with AI**
  Use AI-driven predictions to deliver emails, SMS, and push notifications at the right time and on the right channels, maximizing customer interaction and conversions.

- **Enhance Personalization & Targeting**
  Leverage AI-powered recommendations and predictive audience segmentation to deliver relevant content, product suggestions, and tailored campaigns based on customer behavior and intent.

87%
77%
91%

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