

AI for Marketing - Separating Hype from Reality

Introduction of Recent Customer AI Innovations

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blueshift

Speakers



Manyam Mallela

Chief AI Officer & Co-Founder



Eric Gordon

Principal Solutions Consultant



Janet Jaiswal

Global VP of Marketing



AI for Marketing Separating Hype from Reality

Housekeeping

- A copy of this presentation + session recording will be sent to all that have registered
- You can submit questions through the Q&A box at anytime. We will answer these at the end of the presentation
- For feedback and comments, please use the Chat Box
- We will share helpful resources at the end of the session

About Blueshift

- Founded in 2014
- HQ in San Francisco, CA
- Gartner MQ for CDPs
- Deloitte Technology Fast 500™ in 2020-2023
- Blueshift's Customer Engagement Platform combines a CDP, cross-channel marketing hub & patented AI to activate customer profiles and scale personalized 1:1 engagement.



Agenda

- Housekeeping
- Introductions
- The Evolution of AI in Marketing
- Customer AI for Marketers
- AI Agents
- Q & A
- Summary & Wrap-up

The Evolution of AI for Marketing

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AI has Significantly Changed Marketing for Good

1. Automating tasks such as data analysis, customer segmentation, personalized content creation, and social media management.
2. Enabling data-driven decision-making through advanced analytics and machine learning algorithms.
3. Enhancing personalization and customer experience by tailoring content, advertisements, and recommendations based on user data.
4. Streamlining processes, allowing marketers to focus on strategic aspects of their campaigns.



80% of marketing leaders
say AI-driven cross-channel marketing
has led to higher customer lifetime value

1

Current AI Marketing Trends



AI Agents, Assistants and Marketing Automation - AI assistants and agents are becoming marketing sidekicks, assisting with various tasks and making marketers more efficient. eMail and cross-channel marketing platforms powered by AI are streamlining processes and enabling marketers to focus on strategic aspects.

Hyper-Personalization - AI-driven algorithms are delivering truly individualized experiences at scale, going beyond basic personalization techniques. For example, Nike has increased e-commerce conversion rates by 35% through hyper-personalized product recommendations and marketing messages.

Multichannel Capabilities - AI is expanding beyond text-based interactions to include voice, images, video, and direct on-screen actions, aiming to integrate AI everywhere as an operational tool.

Predictive Analytics - AI-driven predictive analytics is revolutionizing marketing forecasting, enabling marketers to create segments of 1, identify opportunities, and mitigate risks more effectively.

Future Implications for Marketers

- Increased AI adoption
- Market growth
- Advanced predictive analytics
- Automation of mundane tasks
- Transformation of marketing functions
- Need for AI literacy
- Privacy, compliance & ethical considerations



89% of marketing leaders say **AI can help them on multiple levels of timing, content recommendations, and personalized products** ¹



84% of marketers using **AI-powered retargeting report faster recovery from cart abandonment** ¹

¹ Source: From Fragmentation to Focus: Leveraging Cross-Channel Data for Marketing Success in 2025

Poll Question #1



My cross-channel marketing platform provides advanced AI capabilities.

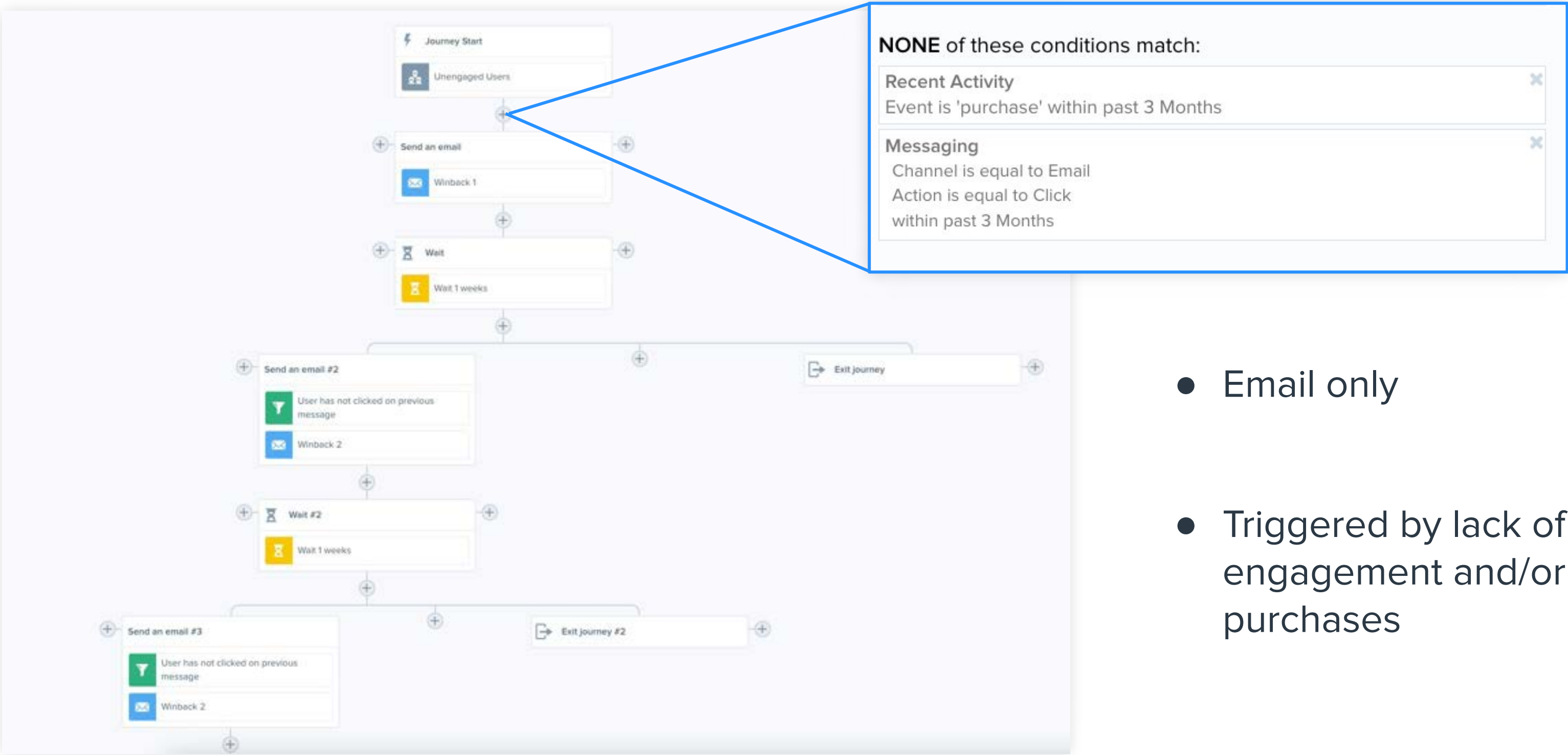
Note: Advanced AI means AI capabilities beyond Generative AI (ChatGPT, etc.) such as predictive, agentic, etc.

- ☐ **Yes**
- ☐ **No**
- ☐ **Unsure**
- ☐ **I don't have a cross-channel marketing platform**

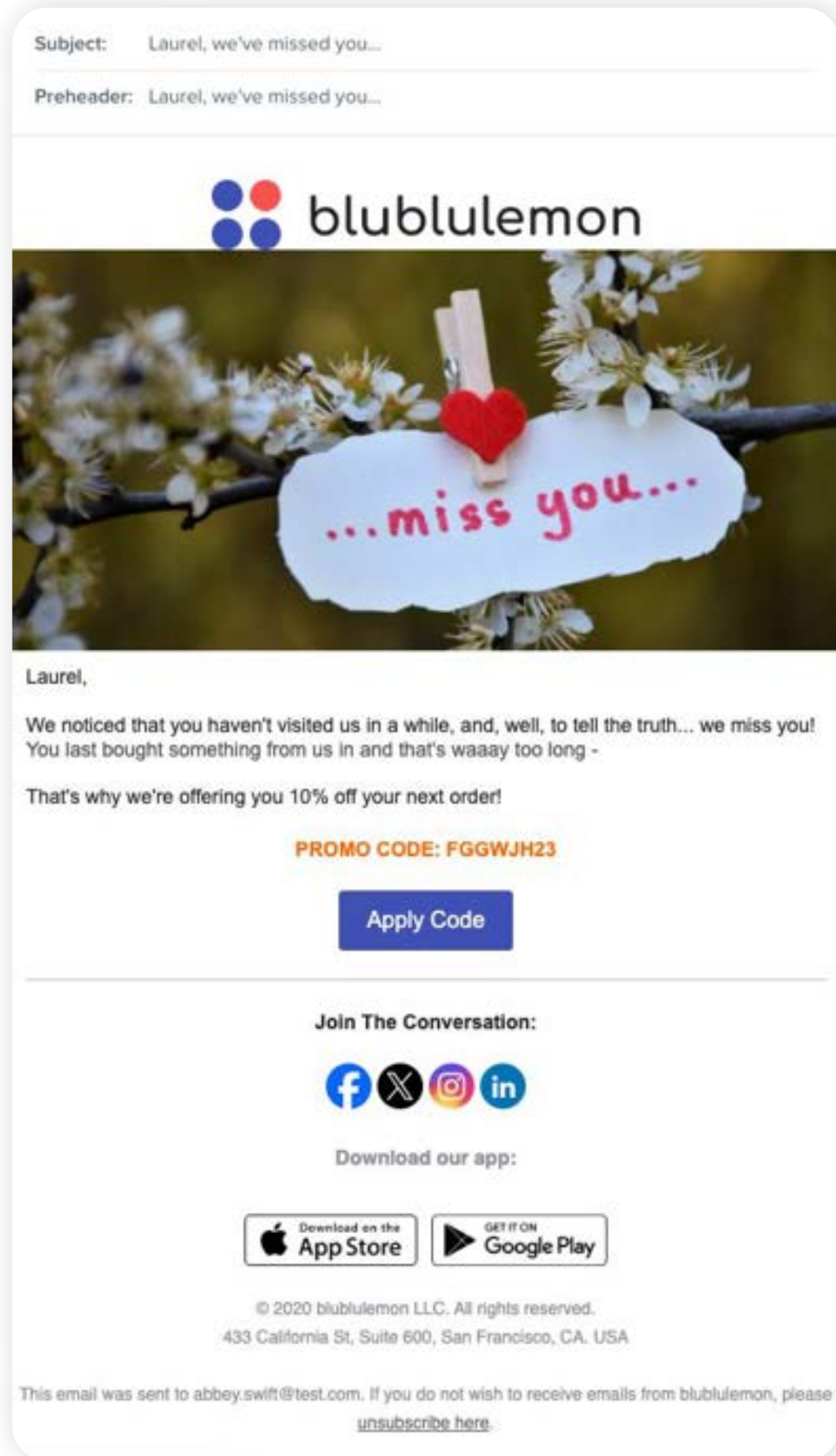
Customer AI for Marketers

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Winback Campaign Beginnings



- Email only
- Triggered by lack of engagement and/or purchases



Re-Engagement Messaging

- Simple personalization
- General recommendations
- Generic content

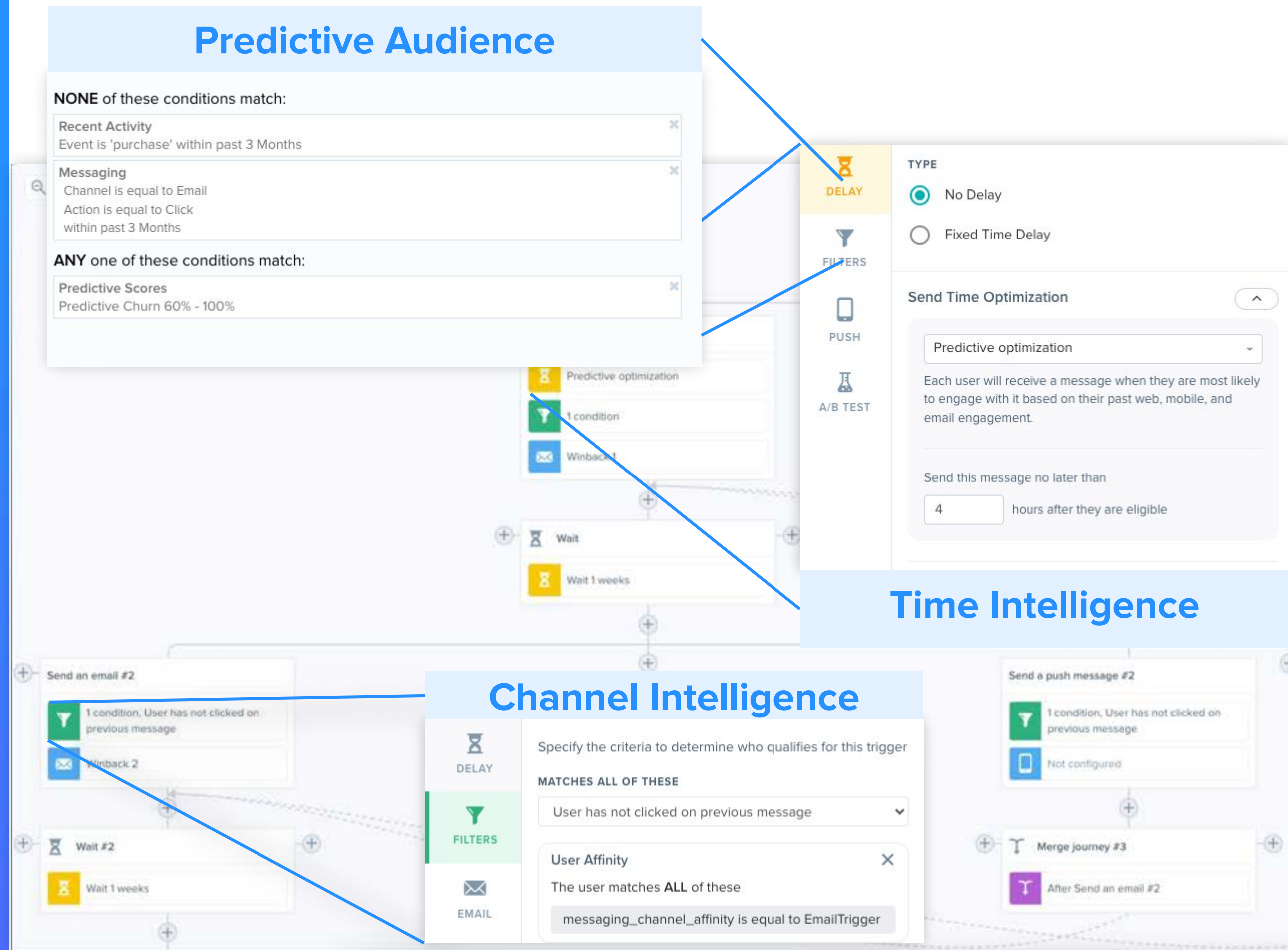
Customer AI Agents Operate & Optimize Engagement at Scale



*Audience Assistants coming soon

Predict

- **Right Time:**
Engage-Time Optimization
- **Right Channel:**
Channel Optimization
- **Right Audience:**
Automatically identify the right customer

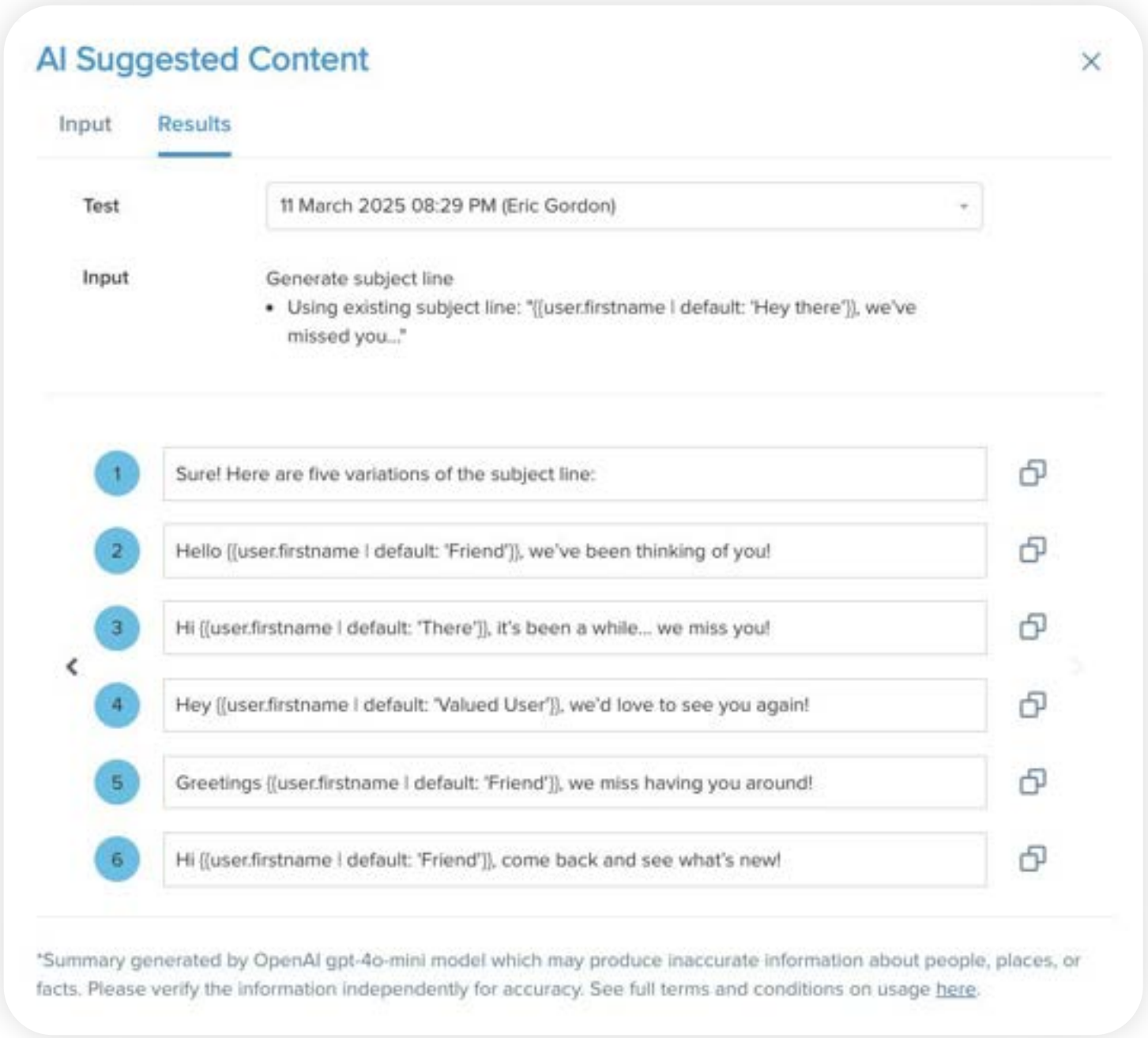
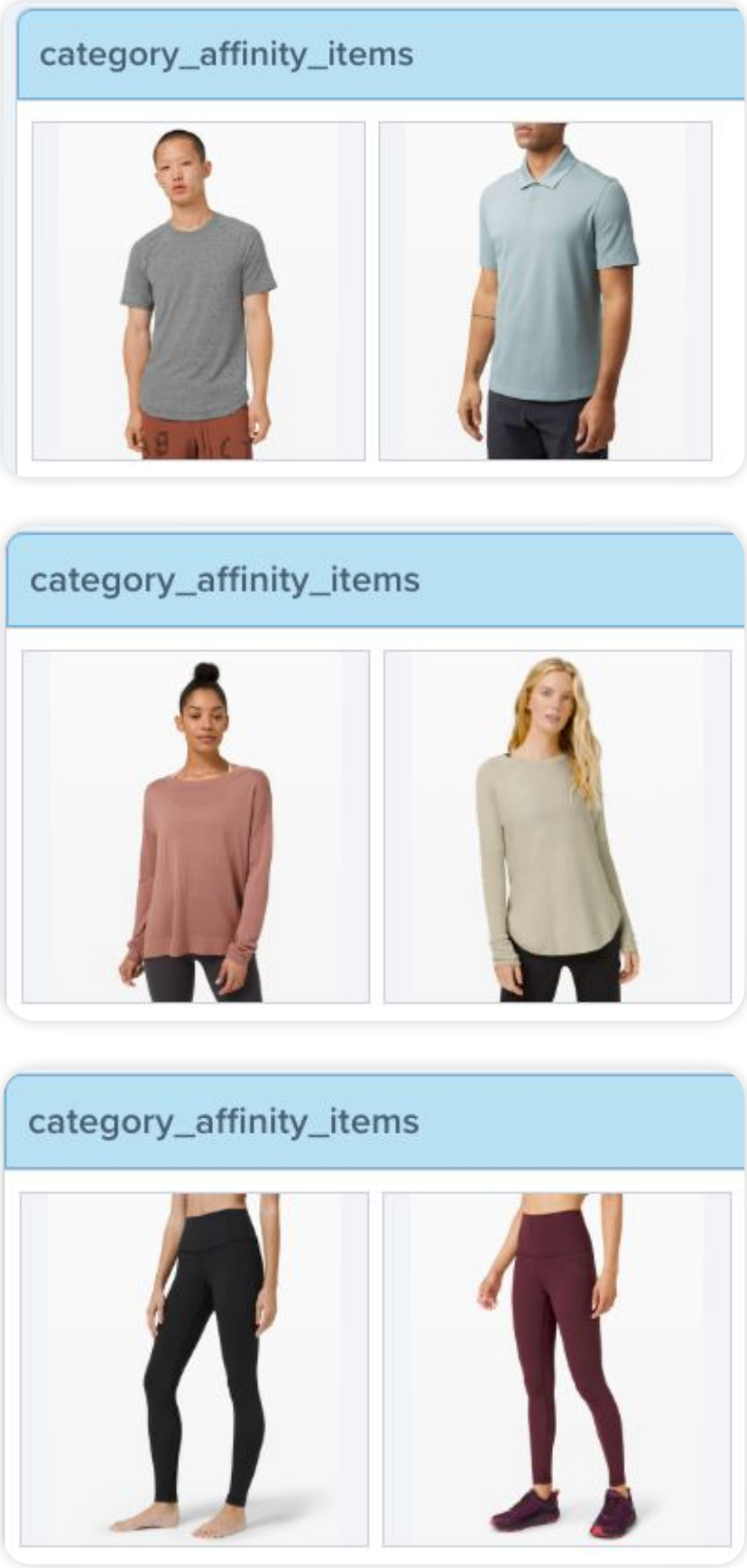


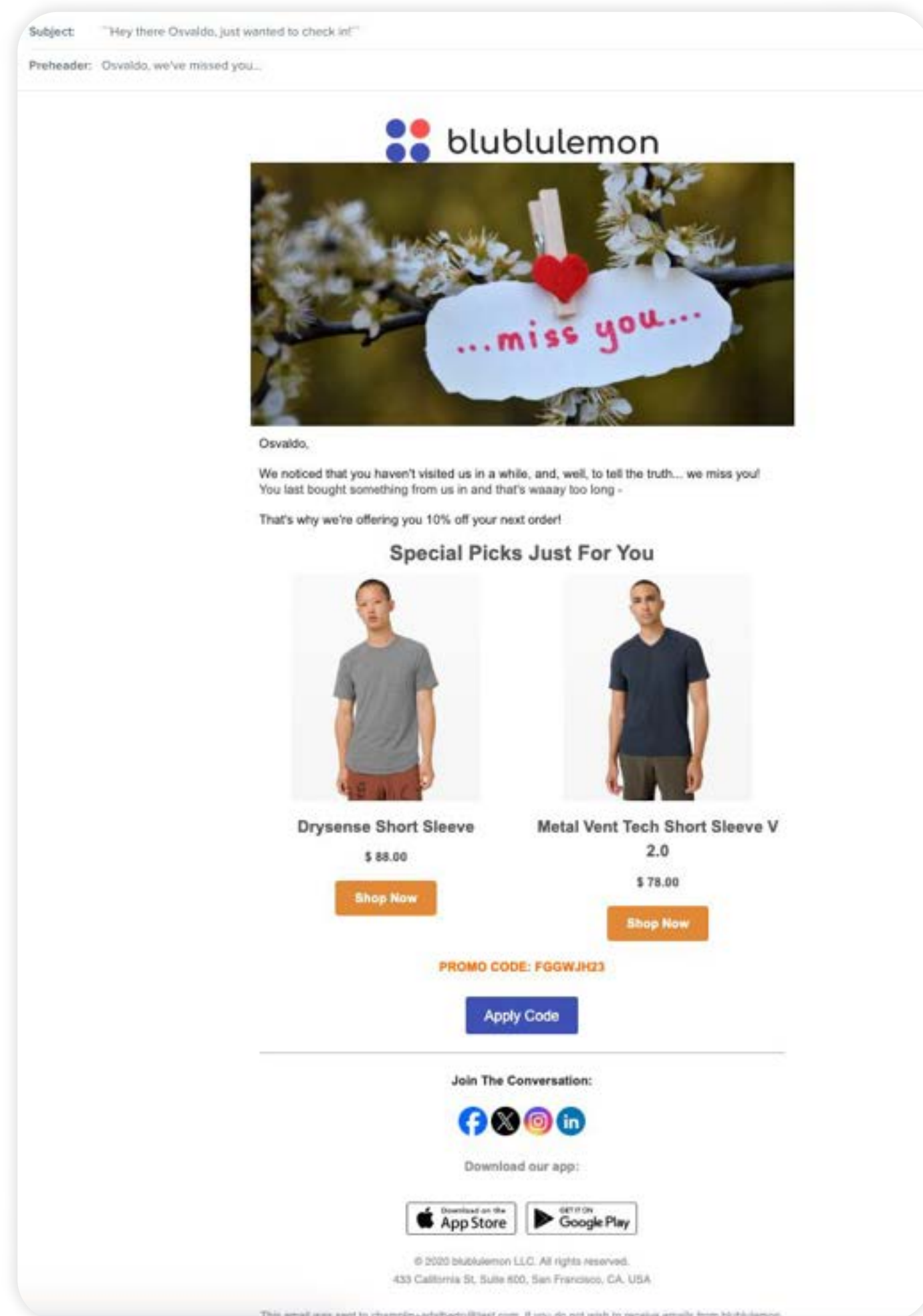
Predict

Content and Product Recommendations:
Personalized feeds for every customer

Generate

AI Assistants:
Create content in the right tone and style for each customer across channels





Personalized Messaging

- Content specific to each customer
- Unique personalized recommendations

Customer AI Agents: Intelligent Marketing Agents



**Introducing the next
evolution of AI for
marketers...**

Poll Question #2



What are the largest pain points you want AI to help solve?

(Select all that apply)

- ☐ Campaign set-up, experimentation & reporting
- ☐ Template, content & image creation
- ☐ Dynamic segmentation
- ☐ Product & content recommendations
- ☐ Analysis and insights into campaign performance
- ☐ Learning how to use MarTech effectively
- ☐ Removing data silos
- ☐ All of the above

Introducing: Customer AI's Intelligent Marketing Agents

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Always Be Testing

Continuously running A/B tests is proven and rigorous technique for increasing campaign effectiveness but **scaling** experimentation is hard and time consuming.



A successful experiment on average drives **20+% lift** for key metrics like visits and orders



On average a single A/B test iteration can take up to **4 hours** per month to ideate, set up, launch, monitor, interpret, iterate and optimize.



Introducing Blueshift *Campaign Optimizer Agent*

Blueshift Campaign Optimizer Agent is an intelligent **AI agent** designed to **create, execute, and monitor** experiments at scale by automating following tasks.

- **Generate** new subject line and preheader variations using mixture of LLM models for all your email campaigns and queue them for approval.
- **Test** approved variants against existing baselines.
- **Optimize** allocations to find statistically significant lift based on chosen goal metrics.
- **Send** daily reports on ongoing experiments
- **Report** lift and full funnel metrics in real time

The screenshot displays the 'Send an email' interface. At the top, there's a header 'Send an email' with a sub-header 'Add a description'. Below this is a sidebar with icons for 'DELAY', 'FILTERS', 'EMAIL', and 'A/B TEST'. The main content area is titled 'Setup' and contains several sections: 'MODE' with radio buttons for 'User Defined' and 'AI Agent Optimized' (selected); 'TYPE' with a dropdown menu showing 'Subject Line & Preheader'; 'OPTIMIZE FOR' with a dropdown menu showing 'unique click rate'; and 'CUSTOM INSTRUCTIONS (OPTIONAL)' with a text area containing the placeholder 'Add optional instructions or context for the optimizer AI'. At the bottom of the main area is a 'Test Drive' button. The footer shows 'Agent Status: Increase Allocation' and a 'View Activity' button.

Campaign Optimizer Agent - How Does it Work?



Variant Generation

- Auto generate subject line and pre-header variations using state of the art generative AI models
- Use data attributes from profiles, events and catalogs with Liquid coding to make every variation 1:1
- Evaluate outputs from multiple LLM models like OpenAI, Anthropic and Google and present top options



Launch and Optimize

- Auto launch A/B tests with approved variants
- Continuously monitor and re-allocate between test and control variants based on real time metrics
- Real time visualization of campaign metrics and attributed goal metrics



Built-in Guard Rails

- Checks for industry, brand and campaign relevancy
- Checks for consistency between template copy and subject lines and preheaders
- Checks for liquid syntax validity and empty variables

Opportunities

[+ Generate Opportunities](#)

THEME

Audience Journey - Promotional Offer Email

CURRENT

Our best deals of

Start celebrating

[Explore Opportunity](#)

SAMPLE CONTENT

24-Hour Exclusive Holiday Deals Ending Soon!

Don't miss out on our most incredible offers of the season!

Demo / Q+A

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Case Study: Zumper

Largest Rental Marketplace in NA

“Automating the process with Customer AI Agents not only saved us **40+** hours of marketing operations but also increased lead conversions by **34%**.”

We were able to launch 20 experiments in a single month with 16 yielding significant positive results.”



Russell Middleton, Co-Founder



34% ↑

Higher Lead Conversion Rate

CHECK AVAILABILITY

Pacific Place Apartments
(650) 396-6922

Full name*
Jane D

Email*
jane.d@live.com

Phone*
(415) 302-9203

Move-in date*
In the next 30 days

Floor plan*
1 bed 1 bath \$3,931

Custom message
looking for 3 months starting June

Save this as my default message

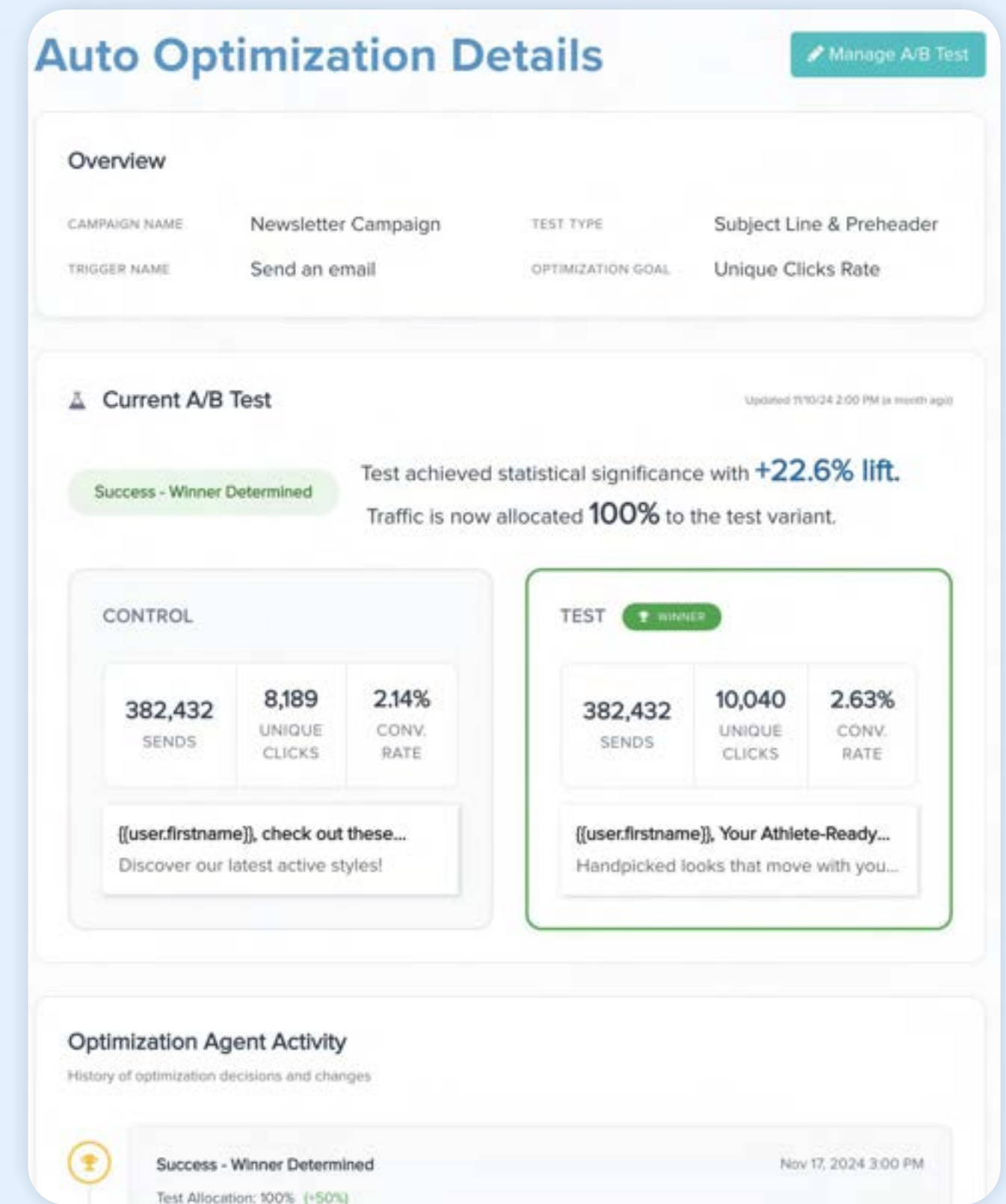
Check availability

By sending this inquiry, I accept Zumper's [Terms and Conditions](#), [Privacy Policy](#), and [Community Values](#). By providing my phone number, I consent (not a condition of purchase) to be called and texted by Pacific Place Apartments.

☒ Contact similar properties on my behalf. I consent (not a condition of purchase) to be called and texted by the top matched similar properties.

Key Benefits

- Save 40+ of hours per month and run tens of concurrent A/B tests without new resources
- Keep subject lines and preheaders fresh and seasonal for across all your campaigns
- Track, measure and improve full funnel metrics from visits to custom goals and reduce bot clicks.
- Expand on brand content with built in guard rails and custom LLM instructions



Key Takeaways

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Key Takeaways

AI helps Marketers drive efficiency, personalization and promise

- **Predictive AI** - Helps marketers anticipate customer behavior, optimize targeting, and personalize engagement by analyzing past data to forecast future actions.
- **Generative AI** - Enables marketers to rapidly create personalized content—such as emails, ads, and product recommendations—by generating text, images, and media at scale.
- **Agentic AI** - Acts as an autonomous marketing assistant, continuously optimizing campaigns, testing variations, and making data-driven decisions in real time to maximize performance.



89% of respondents
say AI-based content or product
recommendations drive higher
repeat purchases¹

¹ Source: From Fragmentation to Focus: Leveraging Cross-Channel Data for Marketing Success in 2025

Resources for Attendees

The Role of Data & AI in Marketing 2025 - New Research



Customer AI Datasheet

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

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.

To learn more about Blueshift contact us at blueshift.com/contact-us

Questions?

Submit your questions through the Q & A box

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Thank you!

Manyam Mallela

Co-founder and Chief AI Officer

 Manyam.Mallela@Getblueshift.com

 [LinkedIn](#)

Eric Gordon

Sales Consultant

 Eric.Gordon@GetBlueshift.com

 [LinkedIn](#)

Janet Jaiswal

Global VP of Marketing

 Janet.Jaiswal@GetBlueshift.com

 [LinkedIn](#)

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Seeded questions for Manyam & Eric

1. Can you expand on the LLMs that you are using when determining the best content?
2. What's the difference between an Assistant and an Agent? - **Eric**
3. How do you ensure the AI-generated content—especially subject lines and preheaders—stays on-brand and compliant with our industry standards?
4. What kind of data volume or quality is required for Customer AI agents to be effective? - **Eric**
5. How do you measure success beyond traditional engagement metrics?
6. What other kind of agents are you thinking about creating in the future?
7. Can the Campaign Optimizer Agent be applied to other channels beyond email, like push or in-app messaging? - **Eric**
8. How long does it typically take to see results when implementing Customer AI agents?