

CHALLENGES

Client is a major Telco in LATAM region with around 2 Mn consumers; they run around 250 micro-segmented campaigns on a daily basis. Marketers faced challenges like:



- Difficulty in manually tracking performance of all campaigns
- Missed campaign opportunities due to heuristic analysis
- Revenue loss due to delays in campaign optimization

SOLUTION

Client partnered with Flytxt to deploy an AI tool, Robo-X, which was integrated with their marketing automation solution. Robo-X performs functions like:



- Analyzes historical and contextual data to discover new upsell/cross-sell opportunities
- Designs and recommends campaigns for the new opportunities identified
- Continuously benchmarks and assigns star ratings to all live campaigns based on their performance
- Recommends optimization steps for low performing campaigns in quick time



IMPACT

3.36%

higher revenue
contribution from
Robo-X recommended
campaigns

0.31%

higher number of
customers accepted
offers recommended
by Robo-X as against
heuristic offers

4.94%

higher average price of
offers recommended by
Robo-X as against
heuristic offers



available on
AppExchange

For more information, please contact us:
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