

# *Voicy.AI : Next frontiers in Interactive Advertising*

## **Agenda:**

- Intro
- Advertising as a conversation
- Conversational broadcasting
- Advertising virtual agents
- Actionable marketing
- Marketing and Customer Engagement

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### **Intro:**

Started in 2015

Hyper personalized conv. marketing software

Pre-programmed virtual agents for businesses

Natural Language first interaction

Operating at the intersection of AI, AR

Participating in [open source AI research](#)

[Demos](#) , 10 Pending patents.

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### **Advertising as a conversation:**

People like to talk to other people

Model user purchase funnel as a conversation

Awareness ->Interest ->Consn.->Conversion

User matching to target intent

Use intent to model the messaging

Eg: Purchase TV's flow

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### **Advertising as a conversation (Contd):**

Show ad in the creative. Combine NL and Image.

Answer questions about the product

Promote capabilities of the product

Recommendations/Cross sell more inventory

Decrease support cost

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### **Advertising as a conversation (Contd):**

Google Local Ad

Voicy Interactive SMS Agent

Voicy Telephone agent for queries

Escalate to human

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### **Conversational broadcasting:**

Your own Groupon/Daily deal

NL Conversations are more effective

Add beautiful images if possible

Personalize inventory, merchandising and time

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### **Conversational broadcasting (Contd):**

Natural Language Interaction

Clarify questions about the product

Eg:Voicy SMS Marketing, Facebook

Broadcasting, Mobile app notification, Your own chatbot

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### **Advertising virtual agents:**

Monitor the value and behavior of the customer

Measure LTV of the customer

Generate personalized conversational ad

Machine Learning algorithms

Eg:Voicy Advertising agents



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### **Actionable marketing:**

Show an ad on Facebook/Google using behavior

You can also use Voicy Marketing with your customer list

Make it conversational to increase response

Action is acquisition/order confirmation page/POS order

[Demo](#)

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### **Marketing and customer engagement:**

Difference is blurring

Initiate the conversation using broadcasting

Show the conversational ad to the customer

Engage with the customer using AI Agents

Need one product for E2E customer engagement

MARTECH stack? Do we need a virtual agent?

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Questions?  
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