



AGENTIC MARKETING

How AI Agents Power Omnichannel Journeys

Tabrez Rajani | Boostt AI | www.boostt.ai





Your next campaign will generate more response signals than ever.

QR codes. Personalized URLs. Phone responses. Digital triggers.

The question is whether anything intelligent catches them.

This session answers that question — and gives you a plan to act on it.

Keep this in mind: What would you do differently if your mailer knew what to do after it landed?



What you will walk away with

- 01** A clear mental model of AI agents *what they are, what they aren't, why it matters now*
- 02** Agentic marketing in action *real campaign examples — direct mail, display, voice*
- 03** Two tools you can demo to clients *Blyn Co-Pilot journey builder + voice agent layer*
- 04** A 3-step plan you can execute *before Q2 ends — not someday*

01

The Signal You're Already Missing

Every campaign generates response data. Most of it goes nowhere.

The Campaign You're Running Has a Hidden Cost



Section 01

\$37B+

annual US direct mail spend

+11.9% DM volume growth, 2025
vs. 2024, Competiscan, Feb 2026

Most campaigns send one message to everyone — and stop listening after delivery.

Spray-and-pray audience targeting

Audiences built from outdated lists — not predictive models

One message, every recipient

No personalization. A 2026 challenge met with a 1994 approach.

Channels that don't talk to each other

Mail, email, display, and phone in isolation. No shared signal.

No response intelligence

The piece lands. Signals fire. Nothing intelligent acts on them.

SO WHAT? Every unanswered signal after delivery is revenue your campaign paid to generate — and then abandoned.

Two Eras of Direct Marketing



The difference is not the channel. It's what happens after the first touch.

Broadcast Era

- ✗ One message → whole list
- ✗ You set the timing
- ✗ Campaign ends at delivery
- ✗ Learning: next campaign
- ✗ Response: hope for the best

Agentic Marketing Era

- ✓ Each recipient → unique experience
- ✓ Agent decides timing per individual
- ✓ Journey continues after delivery
- ✓ Learning: every interaction
- ✓ Response: intelligent follow-up at peak intent

WHAT THIS MEANS: You can start the transition with one campaign and a 30-day pilot. You do not need to rebuild your stack.

02

What an AI Agent Actually Is

Clarity before we go deeper.



An AI agent perceives its environment, reasons about a goal, decides on the next action, and executes — without waiting to be told.

01 Memory

Knows prospect history before it acts. Continues to build memory with interactions

02 Tool Calling

Connects to your CRM, channels — takes action

03 Context

Holds the entire journey — not just last message

04 Autonomy

Works toward your goal without step-by-step input

SO WHAT? A chatbot responds when you prompt it. An agent sets its own next step. That difference is everything.

Agent vs. Not an Agent — The Fast Filter



Most tools marketed as AI today are not agents.

NOT an Agent

- ✗ **Email autoresponder** — Fires on a trigger. No reasoning.
- ✗ **Drip campaign sequence** — Pre-set schedule. Same path for all.
- ✗ **Rules-based chatbot** — Answers your prompt. Forgets everything.
- ✗ **Marketing automation** — IF/THEN logic you wrote. Zero goal-reasoning.
- ✗ **A/B testing platform** — Runs variants you set up. Makes no new decisions.

IS an Agent

- ✓ **Reads CRM before acting** — History, offer received, predicted close path
- ✓ **Scores propensity in real time** — Evaluates each individual against live data
- ✓ **Decides channel and timing** — No human schedules it — it reasons to the answer
- ✓ **Executes the action** — Triggers the send, the call, the impression
- ✓ **Logs outcome and adapts** — Every result improves the next decision

SO WHAT? If you can't point to where it reasons about a goal and acts without a human prompt — it's not an agent.

03

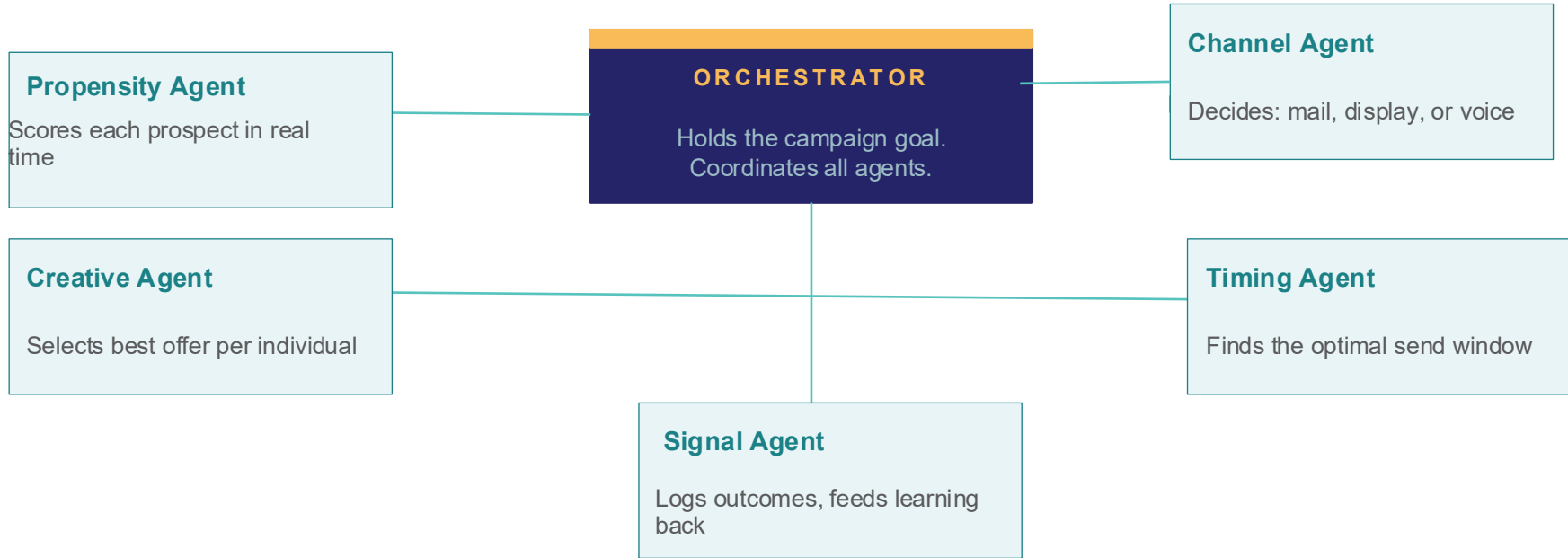
Agentic Marketing in Action

Specialist agents, orchestrators, and the multi-armed bandit model

How an Agent System Is Structured



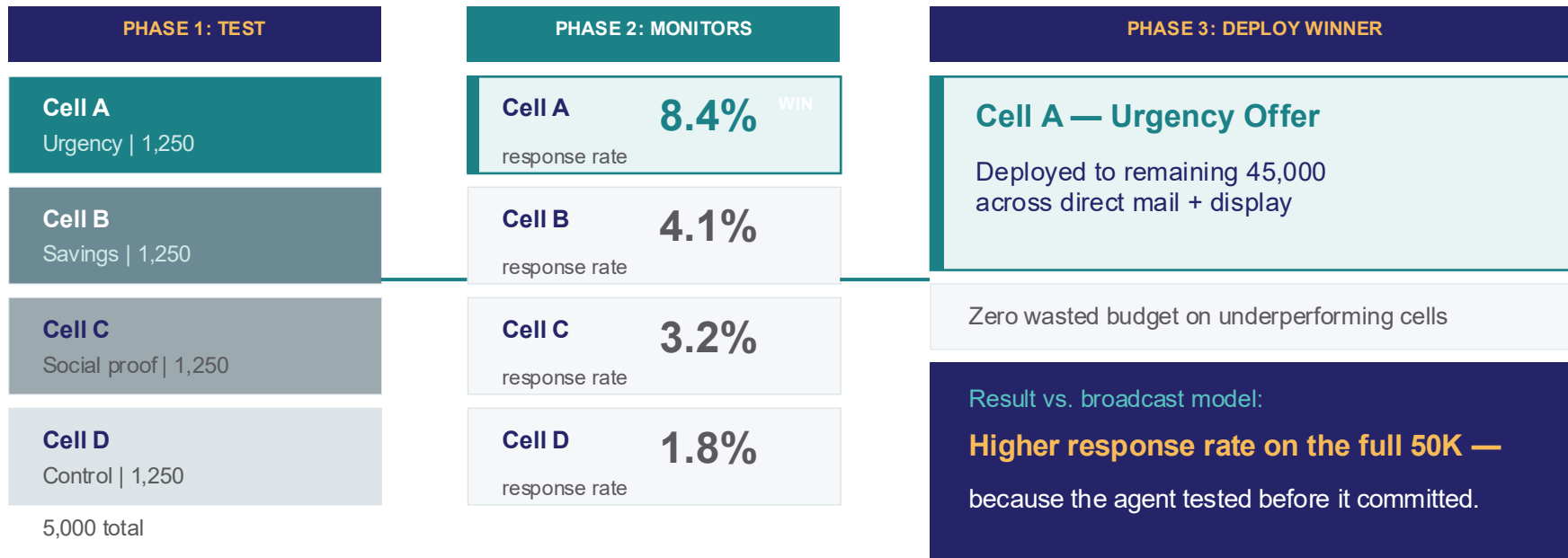
One orchestrator. Five specialists. One goal.



SO WHAT? No single agent does everything. Each specialist can be optimized independently. That's the edge.

How Agents Test and Optimize: The Multi-Armed Bandit

Agents don't just execute a plan — they test, learn, and reallocate budget automatically.



SO WHAT? The agent tests, reads the result, and deploys the winner — without your intervention



Why Mail Houses and MSPs Can Be the Biggest Winners



Section 03

Agents don't replace the mail piece. They amplify it.

The physical touchpoint is the trigger. The agent is what happens next.

Your fulfillment workflow becomes the trigger

Mail delivery fires the agent. You are now step one of an intelligent omnichannel sequence — not the end of it.

You own the coordination layer

MSPs integrated into an agent stack become campaign infrastructure — not just print vendors.

Agent capability is a retention argument

Clients who rely on your AI-orchestrated campaigns don't leave. Switching cost = their entire personalization model.

New pricing conversation

From cost-per-piece to performance partnership. That is a fundamentally different negotiation.

WHAT THIS MEANS: Your clients aren't asking for this yet. The MSPs who say yes first will win the accounts that matter.

04

Agents Creating Content at Scale

From a brief to 40 tested variants — in under 4 hours

From Brief to 40 Tested Variants in Under 4 Hours



The Brief

Generate 40 ESA renewal offer variants. Test urgency vs. savings vs. social proof. Rank by predicted response against historical data.

Agent does this automatically

- 1 Reads historical campaign response data
- 2 Drafts 40 variants across 3 framings
- 3 Scores each against predictive models
- 4 Ranks by predicted response rate
- 5 Delivers shortlist for human review

Traditional

5–7 days

Copywriter → revisions → approval

Agent

< 4 hours

Brief to ranked shortlist

Variants tested

40+

vs. 2–3 traditionally

SO WHAT? Your creative decisions are only as good as how many variants you can afford to test. Agents remove that ceiling.

05

Blyn Co-Pilot — Boostt AI in Action

Journey building with autonomy. Your 20-minute campaign strategist.



Built for direct response. Proven in live campaigns.

Agentic marketing platform for direct response.

- ◆ Serves brands, performance agencies, and mail service providers
- ◆ Builds precision audiences using predictive modeling — not spray-and-pray lists
- ◆ Orchestrates omnichannel journeys: direct mail, display, CTV, email, and voice
- ◆ Blyn Co-Pilot builds journeys autonomously from your brief
- ◆ Voice agent converts inbound mail responses in real time

Proven result

3.8x

improvement in conversions
vs. control group

www.boostt.ai

Blyn Co-Pilot: Brief It. Review It. Launch It.



Brief it in plain language. Blyn builds the journey. You approve and launch.

01 Brief Blyn

Campaign goal, audience, channels, KPI.

Plain natural language. No configuration forms.

Eg: Build an ESA renewal campaign for homeowners 18–36 months post-purchase. Reach them across mail, display, and voice. Target is 200 qualified appointments in 30 days. Budget is \$15,000.

~15 min

02 Blyn Builds the Journey

Channel sequence, timing, orchestration logic — reasoned from problem statement, not a template.

~60 min

03 You Review and Approve

Edit if needed. Approve. Execute. Full human oversight at every stage.

Your call

SO WHAT: Senior-level journey strategy in under 2 hours. Your team stays focused on client relationships — not workflow configuration.



For Agencies

Manage 4× the client load without adding headcount.

- ✓ Junior strategists produce senior-level work
- ✓ Senior strategists focus on growth and relationships
- ✓ Faster turnaround = more campaigns = more revenue
- ✓ Differentiated capability to win new clients

For Brands

A strategist that is always available and always current.

- ✓ No bottleneck on strategy bandwidth
- ✓ Journeys built from your data — not generic templates
- ✓ Consistent quality across every campaign
- ✓ Always on — no capacity gaps or planning cycles

WHAT THIS MEANS: Ask: how many more campaigns could your team run if journey strategy took 2 hours minutes instead of 2 weeks?

06

Voice Agents in Direct Response

The moment the piece lands — an intelligent conversation begins

The mail-piece lands. The signal fires. Nothing intelligent catches it.

No context at the point of response

The rep who answers has no idea what personalized offer the caller received.

The 72-hour window closes fast

Response intent peaks in 48–72 hours. Most orgs can't mobilize in time.

No personalization on inbound

Every caller gets the same conversation regardless of who they are.

No learning between campaigns

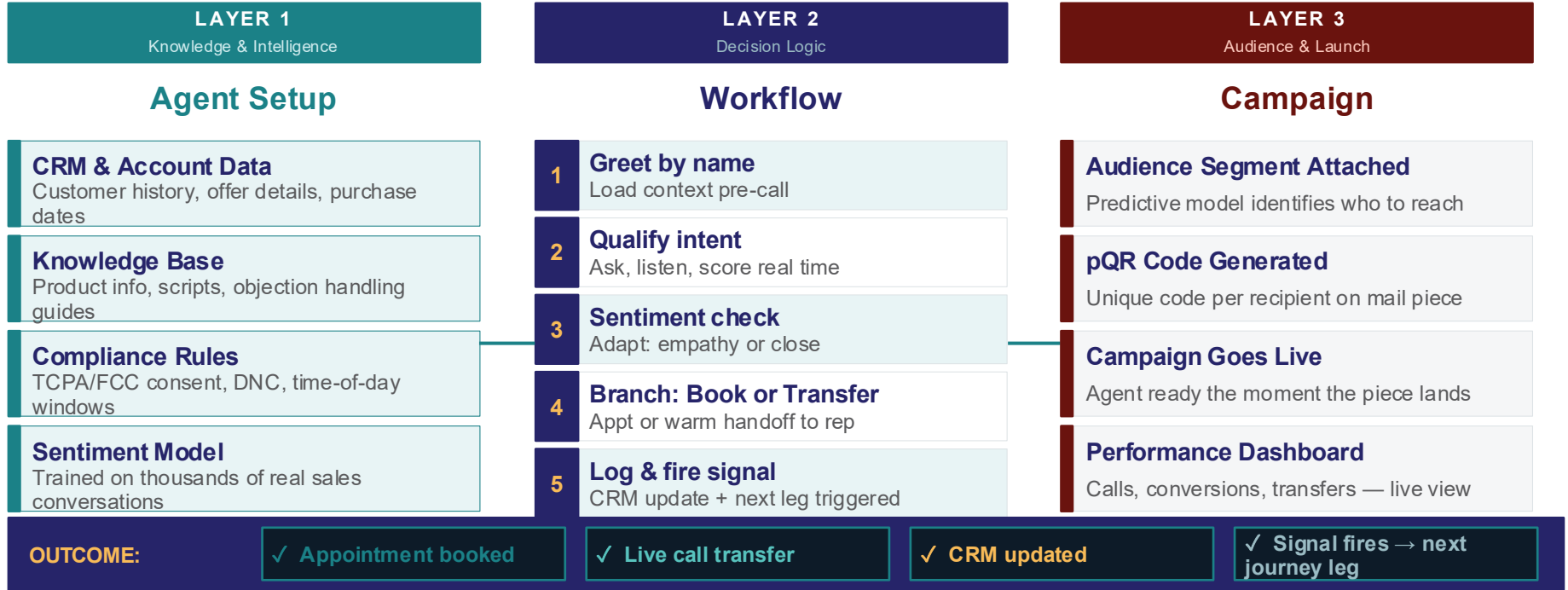
Which framing drove the most calls? Nobody knows. Next campaign starts from zero.

SO WHAT? Every unanswered signal after delivery is revenue your campaign paid to generate — and then abandoned.

How the Boostt AI Voice Agent Is Built and Deployed



Three layers. Build it once. Attach it to any campaign.



Live Demo: Scan the Mailer — Watch the Agent Respond



DIRECT MAIL PIECE

PREMIUM HOME PROTECTION COMPREHENSIVE HOME COVERAGE

1 APPLIANCES 2 HVAC 3 PLUMBING 4 ELECTRICAL

Dear John,
Your home qualifies for our
Extended Service Protection Plan
with a **40% DISCOUNT** on our annual plan.
ACT BEFORE MAY 25th, 2026.

Scan to talk to our AI Agent 🗨️
or call **800-888-8888**

SCAN

Voice Agent Conversation — Live

AGENT: Hi John, thanks for calling about your home protection plan. I can see you're in Phoenix — is this a good time to talk about the offer on your mailer?

PROSPECT: Yeah, I got something in the mail. What's this about?

AGENT: Based on your home purchase in 2024, you qualify for Extended Protection at a locked-in rate before your warranty window closes. I can walk you through what's covered — takes about 2 minutes.

PROSPECT: Sure, go ahead.

AGENT: If it's a fit today, I can book a confirmation call or set up your plan right now. Which works better?

◆ **Sentiment: Engaged / Ready to close**

→ **Agent moves to close**

Same Campaign. Same List. Two Very Different Outcomes.



The only variable: whether the Boostt AI agent is on the response layer.

Without Boostt AI

- Mailer lands on Tuesday
- Prospect scans QR — call center picks up
- Rep has no context. Generic conversation.
- Prospect says 'send me more info'
- No follow-up fires. Lead goes cold.
- Campaign closes. Results: unknown.

With Boostt AI

- ✓ Mailer lands on Tuesday
- ✓ Prospect scans QR — agent answers instantly
- ✓ Agent knows name, offer, account history
- ✓ Real-time sentiment: engaged, moving to close
- ✓ Appointment booked on the call. CRM updated.
- ✓ Signal fires: confirmation + retargeting active.

SO WHAT? Same list. Same creative. Same channel. The intelligence layer is the only variable.

Six Capabilities. Every Call. Without Fatigue.



Real-Time Sentiment Analysis

Reads tone, pacing, keywords mid-call. Adapts approach without a script.

Appointment Setting

Books directly on the call. CRM updated in real time. No dropped-ball moment.

TCPA / FCC Compliance

Consent verification, DNC scrubbing, recording compliance — built in, not bolted on.

1:1 Personalization

CRM data loaded before the first word. Offer, history, close path — all ready.

Live Call Transfer

Warm handoff to a human rep at peak intent. Full context transferred before hello.

SignalStack™ Integration

Post-call outcome fires the next journey leg automatically. The call is a node, not an endpoint.

SO WHAT? Your call center reps can do 1 or 2 of these on a great call. The agent does all six — on every call — simultaneously.

The Voice Agent Opportunity for MSPs



You already have the physical layer. The voice agent makes you the end-to-end conversion partner.

Without voice agent

Print vendor or fulfillment partner

Measured on: cost per piece

Campaign ends at delivery

ROI: 'we kept CPM low'

With voice agent

✓ End-to-end conversion partner

✓ Measured on: appointments set and revenue driven

✓ Campaign continues intelligently post-delivery

✓ ROI: 'we drove a 4× lift in conversion'
e.g. "On a 50,000-piece campaign at \$3 CPA improvement = \$150K additional revenue."

WHAT THIS MEANS: Your client keeps their call center. The agent qualifies inbound responses and warm-transfers the best ones.

07

Your First Move — This Week

Three specific steps. Not inspiration. A plan.

What if your next mailer knew what to do after it landed?

You now have the tools to make that happen.

Your 3-Step Action Plan — Before This Conference Ends



Section 07

01

Name your first agent use case

A campaign with a clear goal, a defined audience, and a phone or QR response mechanism. For most people here, that campaign is already running.

ACTION:

Write the campaign name down before you leave today.

02

Add a voice agent to your next mail drop

48-hour deployment. No changes to creative, list, or fulfillment. Propose a 30-day pilot on 30% of the list — control group included. Typical pilot: 15,000–30,000 records. 48-hour setup. Performance-gated pricing available.

ACTION:

Bring this to your next client call next week.

03

Position agents as a service, not a vendor

Draft one paragraph for your next proposal describing your AI agent capability. You don't need it fully built. You need to start the conversation.

ACTION:

Write the paragraph before the month ends.

Your Entry Point by Role



Same three steps. Different starting point.

Agencies

1. Identify your 2 highest-volume clients
2. Propose a 30-day pilot on their next mail drop
3. Control/test split — let results close the deal
4. Package as managed service + performance reporting

Offer the pilot before Q2 ends.

Brands

1. Name one campaign with a phone response mechanism
2. Estimate the value of a 4x lift in appointment rates
3. Brief your team on a 30-day agent pilot
4. Use the control group — data makes the internal case

One pilot. One campaign. Measurable results.

Mail Houses / MSPs

1. Ask top 3 clients: what happens to leads post-delivery?
2. That gap — delivery to conversion — is your opportunity
3. Position voice agent as a fulfillment add-on
4. Client keeps their call center. Agent qualifies first.

Own the physical layer. Own the digital one too.

Promise fulfilled.

- ✓ **001** A clear mental model of what AI agents are — and aren't
- ✓ **002** Agentic marketing in practice: multi-armed bandit testing, specialist agents, autonomous orchestration
- ✓ **003** Blyn Co-Pilot building a journey in 20 minutes, and a voice agent turning a QR scan into a live conversion
- ✓ **004** A 3-step plan with specific actions and a timeline

So — what would you do differently in your next campaign with one AI agent in your stack?

Let's Talk.

Tabrez@boostt.ai

See Blyn in action

Request a live platform walkthrough

Start a 30-day pilot

Scope a voice agent pilot on your next mail drop

Add to your proposal

We co-create the AI agent section of your next client pitch

Scan for the 30-day pilot brief

