



Building

Clever.AI for CleverTap

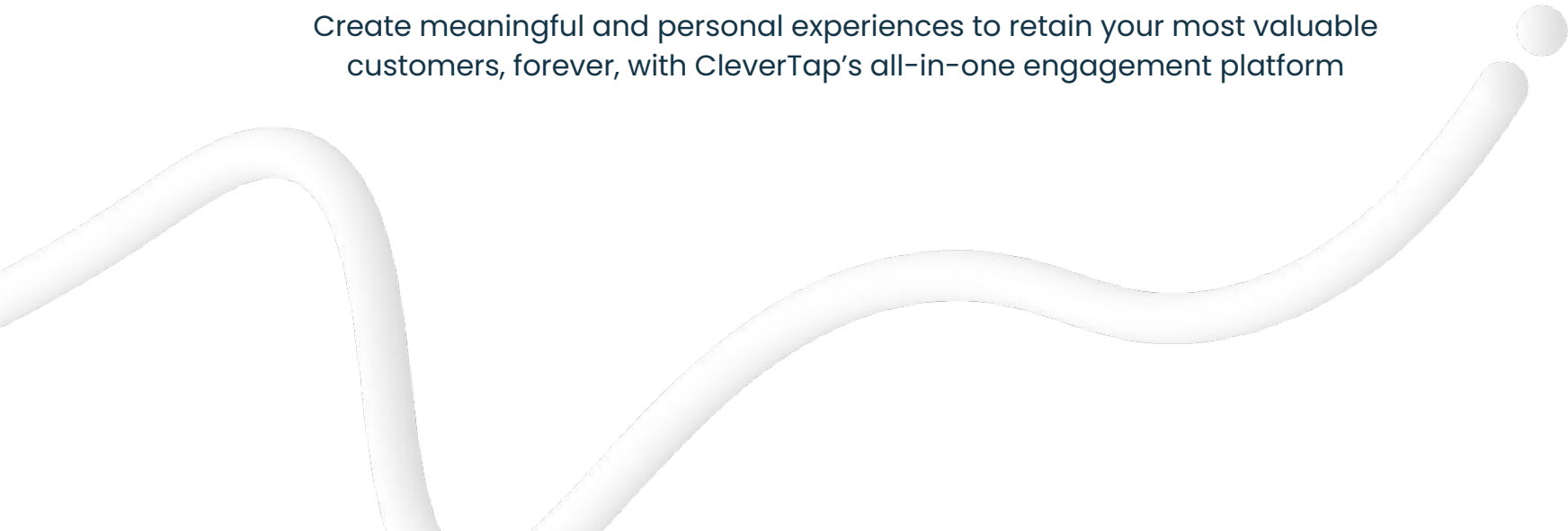
Focus on **GenAI**

Presented by: Jacob Joseph



Unlock Limitless Customer Lifetime Value

Create meaningful and personal experiences to retain your most valuable customers, forever, with CleverTap's all-in-one engagement platform





Navigating world of insights

Limitless Data. Unlimited insights. Built for AI/ML. Works in Real-time.



Performance and Speed for AI & ML capabilities

Run AI models in real time for predictions, recommendations, emotion detection, journey optimizations and much more.



Limitless granularity for customer insights

Processes 2000 events X 2000 attribute per event X 2000 user properties powered by brand new protocol, Network Columnar format (NCF)

Limitless availability of customer insights

Scales without any limitations with an flexible architecture that breaks large data sets into smaller shards spread over multiple physical servers.



Industry's **only purpose-built, extensible data platform built for AI & ML** with **11 Product and Technology Patents***

TesseractDB™



We are the Partner of Choice

For customers across industries throughout their growth journey

Transactional



Subscription



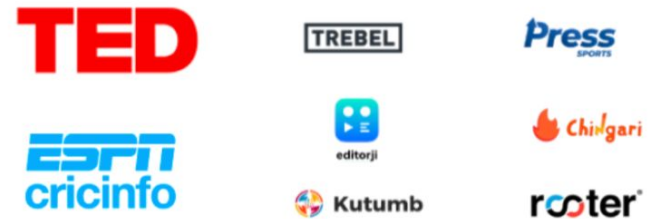
Gaming



Financial Services



Free/Ad-driven



GenAI in Production



Gen AI features in Production

Scribe

Ability to create content that resonates emotionally with each user

Ask

CleverTap's Knowledge Bot that provides answers from CleverTap Docs and Blogs

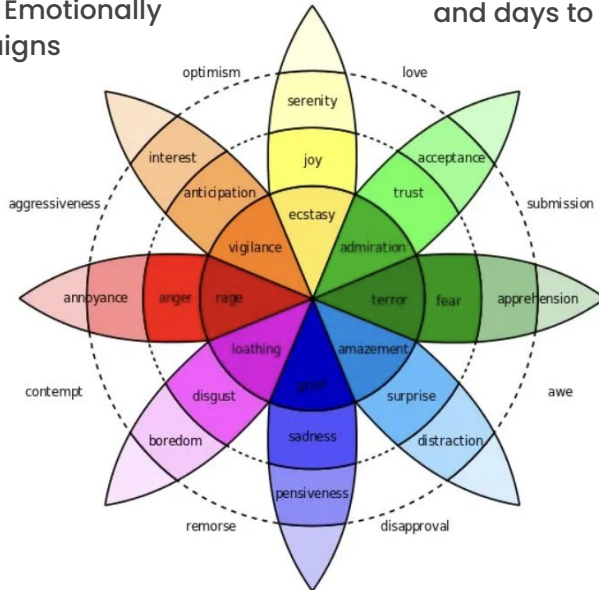
Campaign Content Creation with
SCRIBE



Why Scribe?

Appeal to Emotional Side

The decision to engage with marketing campaign is made in 2 seconds. Create Emotionally resonant campaigns



Operational Challenges

Content Creation is time consuming and takes anywhere between hours and days to create

Choice of Model

Emotion Optimizer

The decision to engage with marketing campaign is made in 2 seconds.
Create Emotionally resonant campaigns



GPU instance with 50 requests per second

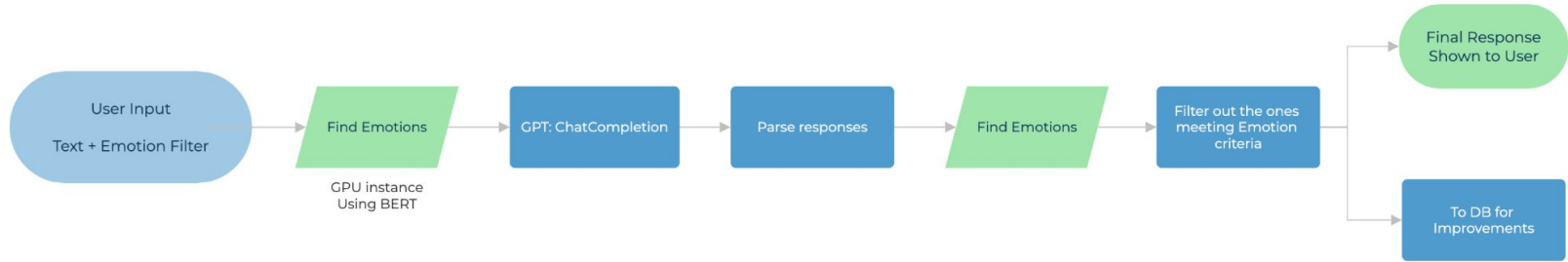
Content Creation

Remove writer's block and create content in seconds rather than in hours or days`



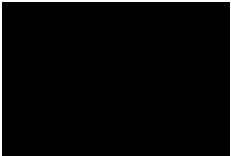
CPU instance with 50 requests takes 10 seconds

Flow & Demo



Push Notification Campaign:

50% off on all shoes! Offer ends tonight



RAG with
ASK



Why ASK?

Reduce tickets with basic questions

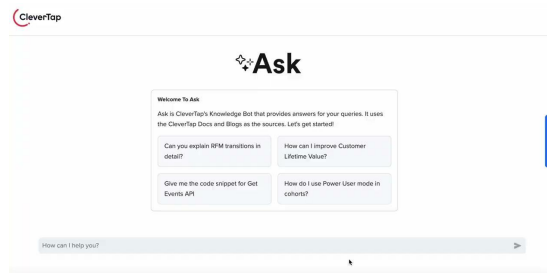
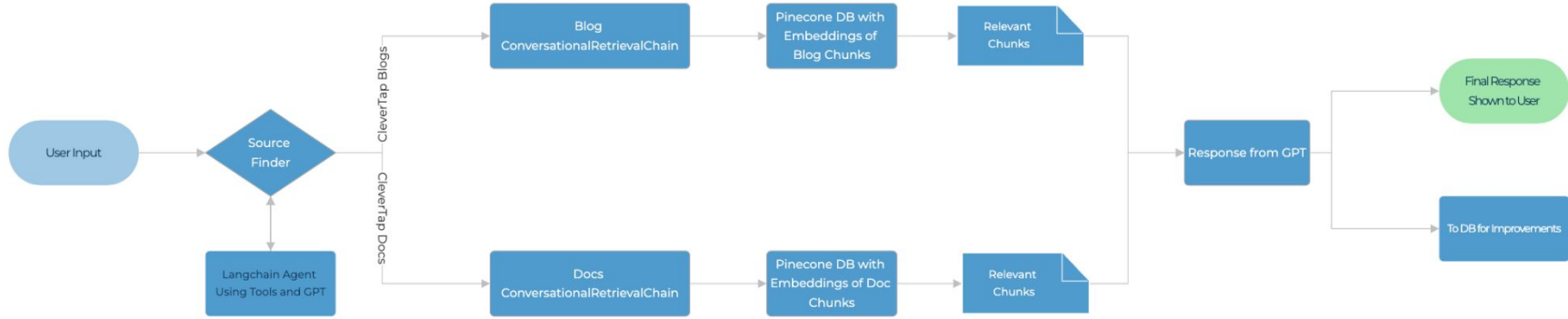
20% of the tickets received are basic in nature. This results in valuable loss of productive man hours taken to resolve such queries.

Make Marketers smarter

CleverTap has a rich repository of over 500 marketing blogs. This resource can be leveraged to educate and make the marketer smarter



Flow & Demo



Thank You.

