



## **An AI-Powered Custom Application to Take Marketing Campaigns to the Next Level**

QBurst leverages its AI and Machine Learning capabilities to develop a highly-intelligent and self-learning marketing automation platform that ensures high engagement rates and quality leads to businesses.

## Overview

CrossChannel is an AI-powered marketing management platform developed by QBurst for mid-sized and enterprise customers. It can easily integrate with marketing automation tools such as Salesforce Marketing Cloud, Adobe Campaign, HubSpot, or any custom-built solution.

CrossChannel focuses on messaging applications for businesses. It acts as a flexible solution that helps integrate messaging platforms such as WhatsApp, LINE, WeChat, and Viber with any marketing automation platform. Marketers can personalize their campaigns using CrossChannel to ensure high engagement rates and improve customer satisfaction.

CrossChannel utilizes AI and Machine Learning algorithms and it is one of the major highlights of the platform. It not only minimizes manual effort, but also helps analyze large volumes of data to identify patterns and trends, predict customer behavior, and make decisions in real time. CrossChannel functions as a stand-alone marketing automation platform to meet specific business requirements.

## Business Requirements

QBurst manages marketing campaigns for many industry leaders using automation platforms such as Adobe Campaign and SFMC. To manage a growing customer base, there was a need for an integrated platform that could import data from various external sources with additional capabilities to integrate multiple marketing automation platforms. The solution should be flexible to run on any cloud platform and integrate with multiple authentication services such as Google and Salesforce. It should also be a one-stop solution for various marketing campaigns with easy management and minimal human involvement.

# Solution

CrossChannel is built on algorithms that are capable of producing logical and practical solutions to complex marketing problems. Apart from automating repetitive tasks, it processes information from various data sources to interpret, learn and adapt to new market environments, and help businesses engage with their customers in the most effective way.

## Key Features

### Content Creation and Delivery

The platform creates content for emails, SMS, social media posts, and other text messages using business-specific keywords as input. It then ensures that the content reaches the target audience, be it thousands or millions, at the right time and in its most appropriate composition.

### Template Recommendation

Digital marketers often struggle to customize content to match the features and layouts of specific messaging apps and social media channels. CrossChannel has in-built templates for Flex Messages, Rich Menu for LINE, or Menu option for WhatsApp. AI dynamically populates these templates with text, images, videos, and links to provide a personalized experience to the audience.

### Trend Analysis

CrossChannel has a powerful analytics tool that gleans valuable insights from all human interactions or responses to marketing campaigns. Responses could be survey form submissions, click events, navigation, direct customer support contacts, or interactions with chatbots. These may be analyzed to derive trends and predict future interactions.

## **Intelligent Targeting**

The platform identifies target customers based on previous interactions and behaviors and creates customer segments to run targeted marketing campaigns and generate customized content. Enterprises can reduce wasted ads and campaign costs to ensure quality leads and improved conversions. CrossChannel's AI system also recommends campaign models or user journeys based on various business requirements.

## **Cross Channeling**

CrossChannel helps marketers identify users' preferred channels and sends push notifications or messages to trigger the next action. It creates a cohesive user experience by enabling users to switch between devices and apps to complete an interaction. The platform also targets abandoned carts and dormant users to initiate new transactions.

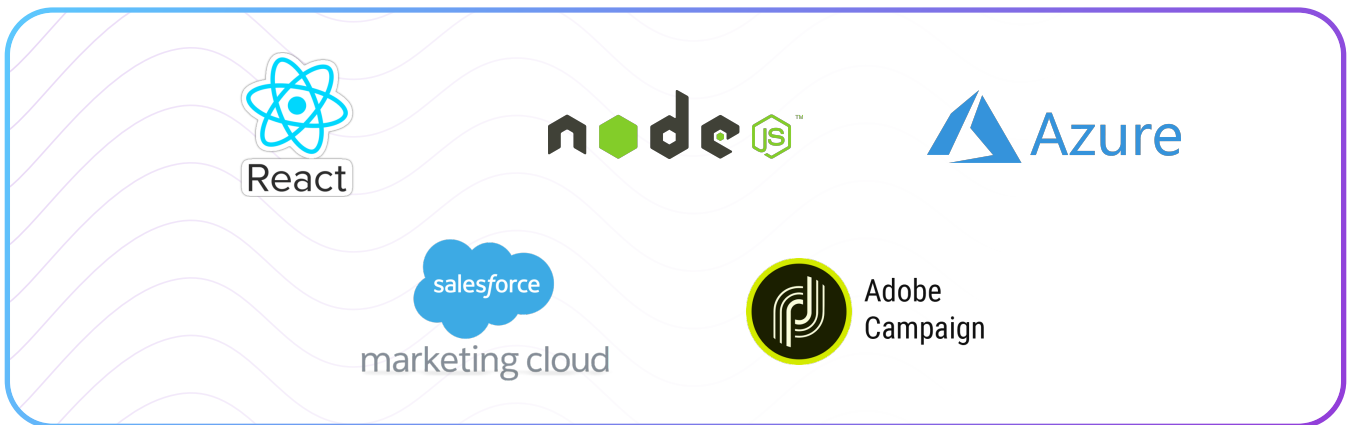
## **Conversational Commerce**

The platform enables customers to converse with businesses, get their questions answered, and make purchases without visiting traditional online or in-person channels. CrossChannel utilizes AI-powered chatbots and voice assistants to provide seamless customer experience. Responses are recorded to extract customer sentiments to make business critical decisions.

## **Campaign Effectiveness and User Sentiments**

Messages from customers are parsed by CrossChannel using Natural Language Processing (NLP) to identify customer sentiments. This is a proven technique to understand marketing campaign effectiveness. AI-based reporting provides a clear representation of processed information to manage existing campaigns and creates a foundation for future campaigns.

# Technologies



## Business Benefits

- ▶ Large-scale personalization
- ▶ Real-time AI-based analysis
- ▶ Accurate reporting
- ▶ Highly flexible and scalable
- ▶ Seamless integration with multiple messaging platforms and marketing solutions
- ▶ Cloud-portable solution that can run on any cloud platform
- ▶ Multiple authentication possibilities

