

Product Sheet



17
Email not verified

127
No marketing consent

22
Without Profiling Consent

6
Unsubscribed



Summary



Introduction

PAGE 2

What is an AI Conversational Marketing Platform

PAGE 3

AI Conversational Marketing

PAGE 4

The 4 pillars of 'AI Conversational Marketing

PAGE 5

Virtual Marketing Assistant

PAGE 6

Customer Data Platform

PAGE 7

Content creation

PAGE 8

Marketing Automation

PAGE 10

Distribution channels

PAGE 11

Analytics

PAGE 12

GDPR

PAGE 13

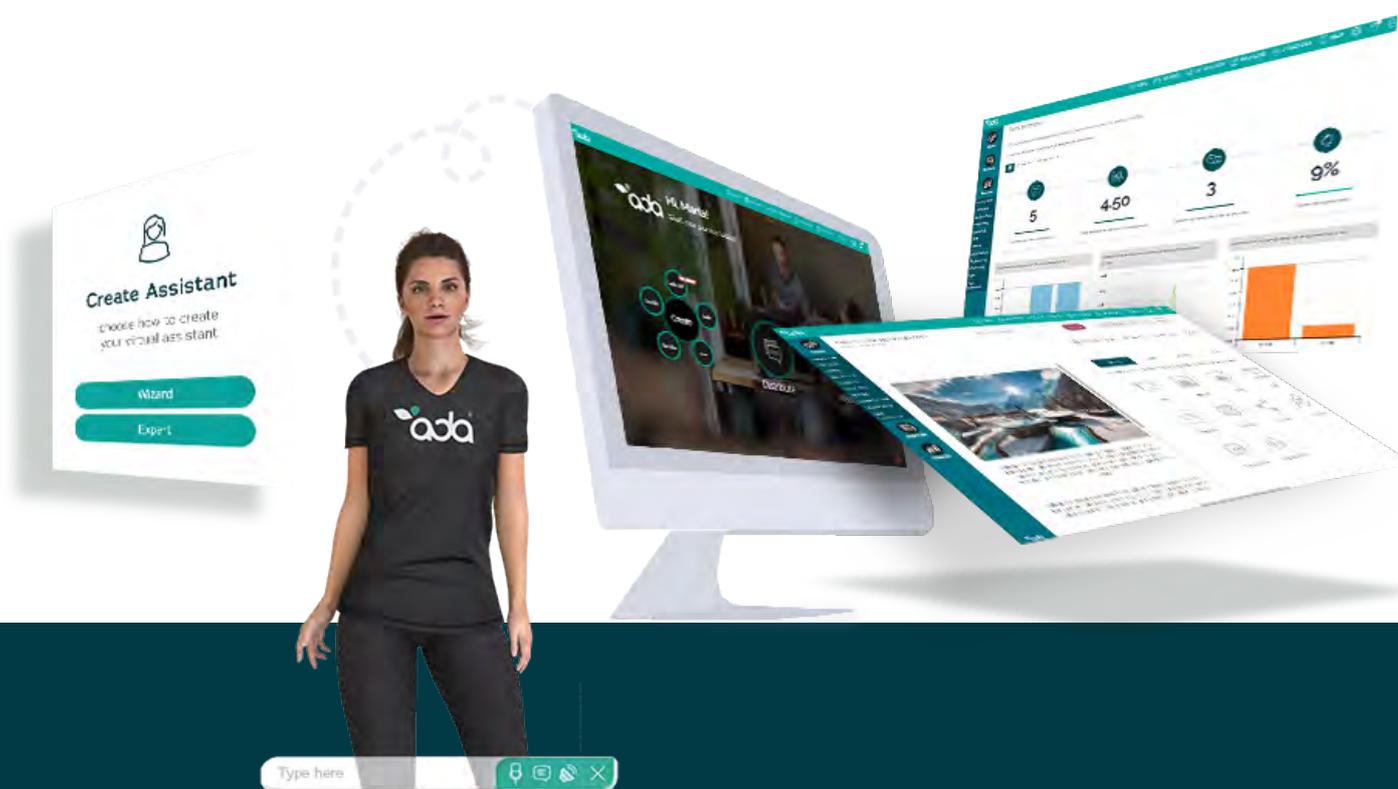


Introduction

Everything you should know about the *ADA platform*



What is ADA, its story and purpose in the market, its transformation from an all-in-one platform to an AI Conversational Marketing Platform, and how it helps businesses reach their goals. You will discover how to make the most of its tools to devise performant and innovative marketing strategies, managing and profiling leads, prospects, and customers with the Customer Data Platform.



Why ADA

ADA was born in 2016 with the idea of helping marketers, agencies, and all those who work in marketing get things done faster and more efficiently. A platform conceived and developed by visionaries, and experts in the field, looking for an all-in-one solution that would foster agile work and, as a result, ensure concrete results.

Today, ADA has more than 25 easy-to-use marketing tools integrated with each other. Over the years, the ADA team has paid attention to the market and trends, investing in innovation, research, and development, making ADA today the #1 AI Conversational Marketing Platform on the market.

There are over 3,000 satisfied customers who responded to our survey describing our platform as **Powerful, Integrated and Intuitive**.

What is an AI Conversational Marketing Platform



An AI Conversational Marketing Platform is a solution that includes the 2 most in-demand technologies enabling brands to get closer to their customers and target audiences:

AI Conversational Platforms

They mainly deal with customer care and allow companies to communicate with their customers by exchanging information, documents, or others.



Marketing Platforms

They allow to automate and manage the execution of marketing campaigns based on actions taken by users as well as measuring the results, increasing performance.



#1 AI Conversational Marketing Platform

The combination of these 2 technologies yields a new and unique concept on the market. A new frontier, for so many yet to be discovered: the **AI CONVERSATIONAL MARKETING**.

For this reason, we developed the #1 AI Conversational Marketing Platform, which enables companies to:

use

artificial intelligence through multimodal virtual assistants at all stages of the funnel

deploy

a CDP to organize the data acquired by virtual assistants, categorizing them into interests, groups, and segments

leverage

marketing automation flows to communicate with customers at all stages of the customer journey

AI Conversational Marketing



A new marketing methodology that leverages multimodal virtual assistants with NLP (Natural Language Processing) technology to help companies interact with consumers at the 3 stages of the funnel.

TOFU

Top Of the Funnel
The early stage, where the brand offers informative content to identify prospects and convert them into qualified leads by asking them for personal data and interests.

MOFU

Middle Of the Funnel
The phase in which leads' information is profiled and segmented into a CDP (Customer Data Platform), which streamlines the creation of tailored marketing campaigns.

BOFU

Bottom Of the Funnel
The stage where potential customers are guided throughout the buying process. By employing a Virtual Assistant, their interaction experience will be more natural and fluid.

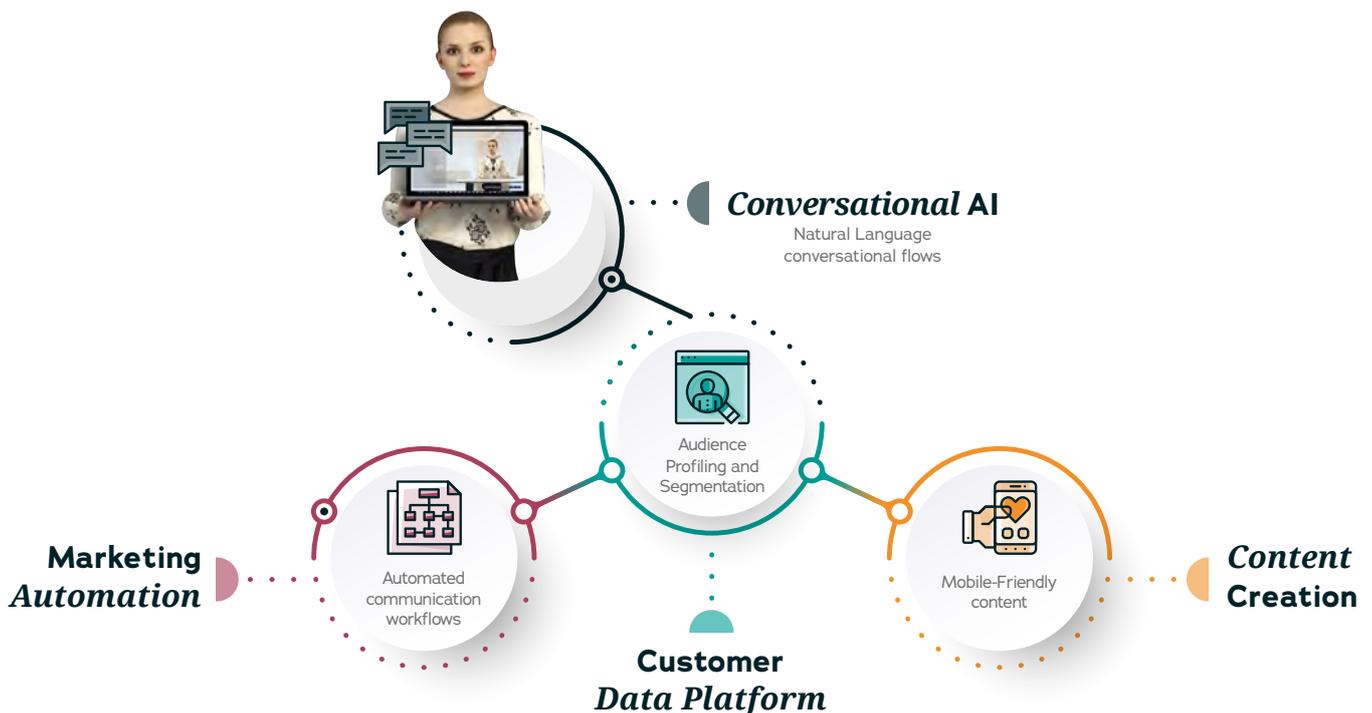
In doing so, the AI Conversational Marketing enables brands to provide each user with seamless, personalized, and interactive contact experiences.



The 4 pillars of AI Conversational Marketing



- 1 Converting with Artificial Intelligence:**
Language is the most natural way humans know to interact with their surroundings. So why not leverage the natural conversations of Virtual Assistants to gather data and information and lead the user to make a decision?
- 2 Classifying and splitting into a Customer Data Platform (CDP):**
Data is the fuel of every business, and the more we know about our customers and their interests, the more we can take them through the customer journey naturally. Enriching the database with quality data will help brands make the right decisions.
- 3 Automating processes with Marketing Automation:**
The world we live in is moving at an astonishing speed and time is never enough, to the detriment of creativity and strategic planning. Automating means delegating repetitive activities to machines, thus spending more time on what really and truly matters.
- 4 Engage with emotional content:**
Because of the enormous amount of information they are exposed to, people have become incredibly selective. The only way to capture their attention is to amaze and engage them with relevant and visually attractive content for mobile devices, where today, communications between users and brands take place.



Virtual Marketing Assistant



Virtual assistants add empathy, engagement, and diversity to the user experience. An innovative channel to promote products and services, distribute incentives, and let people discover offers.

They are available in 3 conversational interfaces:

Text Chat

a real-time, always active text chat to provide a unique conversation experience through constantly up-to-date communication.

Voice Interface

the voice assistant guides the user and facilitates the navigation of a website by responding to simple voice commands.

Digital Human Interface

a 3D interface that emulates human behavior and grabs users' attention in an interactive and customizable three-dimensional space, making the browsing experience more pleasant.

Moreover, Virtual Assistants can connect users with brands in real-time to fulfill the most complex requests.

While interacting, they extract information from voice requests and enter it into specific fields (first name, last name, email, company, etc.) to speed up the form completion, and transfer it to the CDP.

In doing so, they enable the company to have a database that is always well-organized and updated.

Customer Data Platform



Tools used by marketers often do not provide a complete overview of data. With the Customer Data Platform, it is possible to connect all systems and make them communicate with each other, resulting in a unified view of the entire database.

It stores and updates data collected from any touchpoint or other systems in real-time integrated and stores the history of interactions, enabling marketers to make the right decision and making each communication unique.

With the Customer Data Platform, it is possible to unify and structure the consentient profiles from multiple sources, create dynamic segments, and increase the performance of marketing campaigns and the CLV (Customer Lifetime Value).



FOR MORE INFO

[Download E-book](#)

The Customer Data Platform concept is best expressed when integrated into the all-in-one platforms. They organize and analyze data from acquisition to all other stages of the customer journey and offer more comprehensive services for creating engaging and personalized content, managing multi-channel campaigns, and automating processes through marketing automation. All from one place. ADA is that.

Not just an all-in-one platform but an AI Conversational Marketing Platform powered by artificial intelligence solutions.

Content creation



Landing Page

Easy-to-create landing pages, customizable with images, text, forms and dedicated calls-to-action to promote products and services, capture data, distribute coupons, conduct surveys, make reservations, sell and create catalogs with shopping carts and even collect donations.



Email Creator

A powerful web editor with features drag-and-drop functionality so you can create in just a few steps emails with professional graphics and 100% mobile-friendly. Thanks to the variety of forms available, you can customize each communication based on the information contact information you have, sending the right content to the right person at the right time and increasing the conversions.

StoryTelling

Consulting a StoryTelling is almost like reading a book but in a digital format. Thanks to the swipe effect, you will browse page by page the story to tell your customers. Professional images ensure the best user experience from mobile and encourage interaction with users.

Beautiful and impactful images will ensure the best user experience from a mobile device and encourage interaction with users. Each work is really suited to the browsers of the most advanced mobile device operating systems without requiring the installation of an App.



Content creation



MovieTelling

An innovative visual marketing tool designed to harness the ability of video to generate engagement. A mix of content multimedia, textual, and a set of CTAs to activate multiple conversion modes that lead the consumer toward the goals set.



Push Notification

Customizable templates with images, text, and CTAs, which allow you to create an unlimited number of notifications and schedule them to be sent, capturing customers' attention, regardless of where they browse, leading them to a specific site or to one of the content created through ADA.

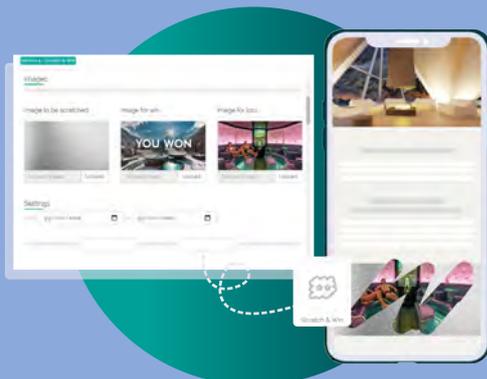
Social Content

A tool for creating, planning, and publishing social posts automatically and on multiple accounts simultaneously. With ADA, it is also possible to send an email to your customer with a summary of the scheduled content that can be approved or modified.



Scratch & Win

A module that allows you to intrigue and reward customers, encouraging them to interact with a digital scratch card, guaranteeing a really high level of engagement.



Marketing Automation

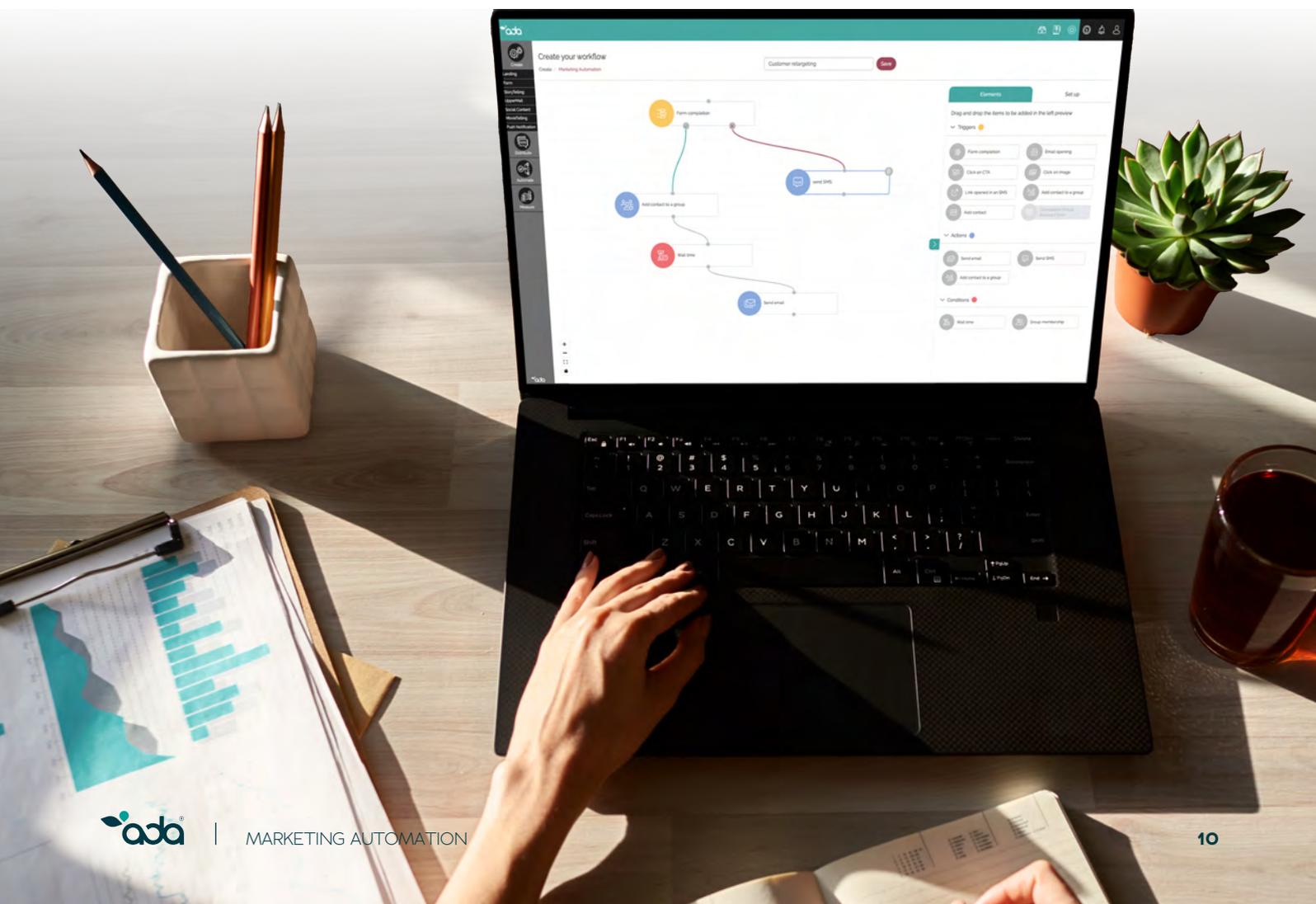


Marketing Automation is a software-supported process that helps marketers to automate repetitive and monotonous tasks, saving time and money.

Automation is therefore based on a data-driven strategy and involves the creation of intelligent workflows. They are scenarios that trigger actions based on certain conditions, such as user behavior or information we have about the user.

Each time the user enters one of the predefined scenarios, the workflow diversifies according to the established conditions, thus triggering different actions for each contact.

Marketing Automation allows marketers to unleash their creativity and becomes a concrete customer acquisition tool.



Distribution channels



SMS

With custom fields, you can create tailor-made SMS for your contacts. You can send and manage up to three concatenated SMS messages and link to content, such as Landing Page, StoryTelling, MovieTelling, or Virtual Assistant. ADA allows you to use an unlimited number of customized SMS senders.

EMAILS

With the advanced profiling tool, you select the people you want to send the communication to. Define the day and time, and schedule your campaign to the desired target. The platform also makes it possible to increase delivery rates through custom configurations of the DNS and email verification system and to leverage A/B Testing to maximize performance.

PUSH NOTIFICATIONS

You can send free notifications via web, desktop, and mobile, no matter where users browse. Push Notification campaigns are timely and accurate. They do not need APPs and are immune to AD-Blockers.

SOCIAL NETWORKS

A programming tool to enable marketers and brands to have a presence on social channels and always have at their disposal an instant overview of all posts scheduled and published, editable or deletable at any time.

QR CODES

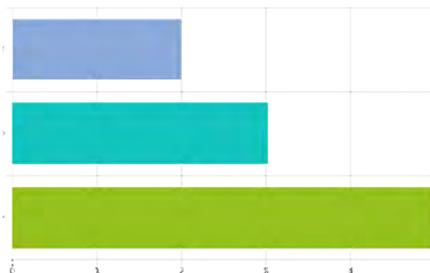
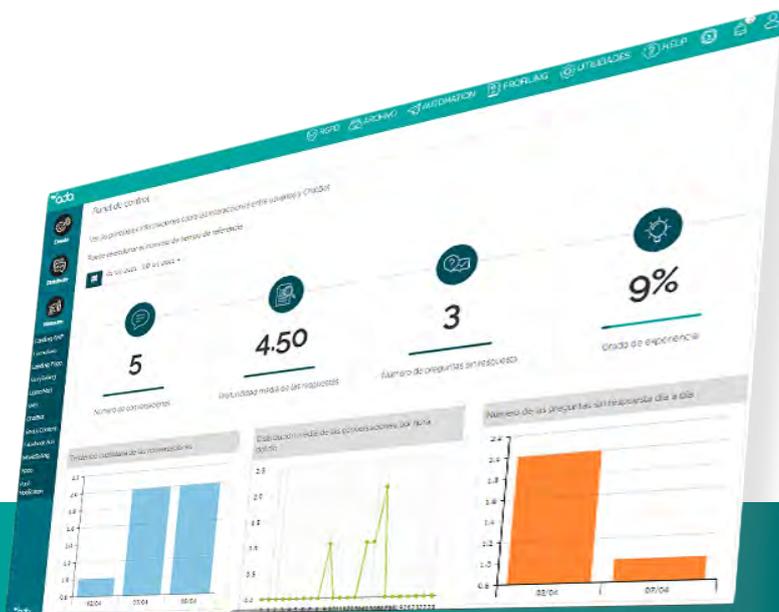
An alternative channel that allows you to publish or share content made with ADA, via Qr code, and through sharing on Social or embedding on a web page.

Analytics



Knowing the customers' behavior helps you to create more effective marketing campaigns and guarantee specific results for your advertising investments.

The Measure module has a valuable feature: the ability to provide precise measurements of user behavior and guide you in discovering what they really want.



It is possible to interpret the behavior of users who have visited your Landing Pages, browsed your StoryTellings, viewed your MovieTellings, or read your Emails and transform this information into numbers and metrics. Dedicated dashboards guide you to the discovery of indicators and KPIs.

Each campaign is the right opportunity to discover the number of pages viewed, the unique views, the clicks on CTAs, the browser used, and the geographical location from which the visits originated. To ensure data are digestible, they are grouped into dedicated sections and displayed with graphs and images.

In ADA you will be able to access campaign statistics:

Emails

SMS

Push Notifications

*Virtual Assistant
Flows*

GDPR



A tool to properly manage the consents required by the General Data Protection Regulation. Data and make the database GDPR-Compliant.

ADA GDPR includes:

- A section dedicated to the user's privacy policy
- Data Security, to view how data is technically managed in the ADA platform
- Customizable landing page to request consent
- Customizable email template to request consent via email
- Sending SMS with Landing to request consent
- Sending emails with Landing to request consent

Consent request

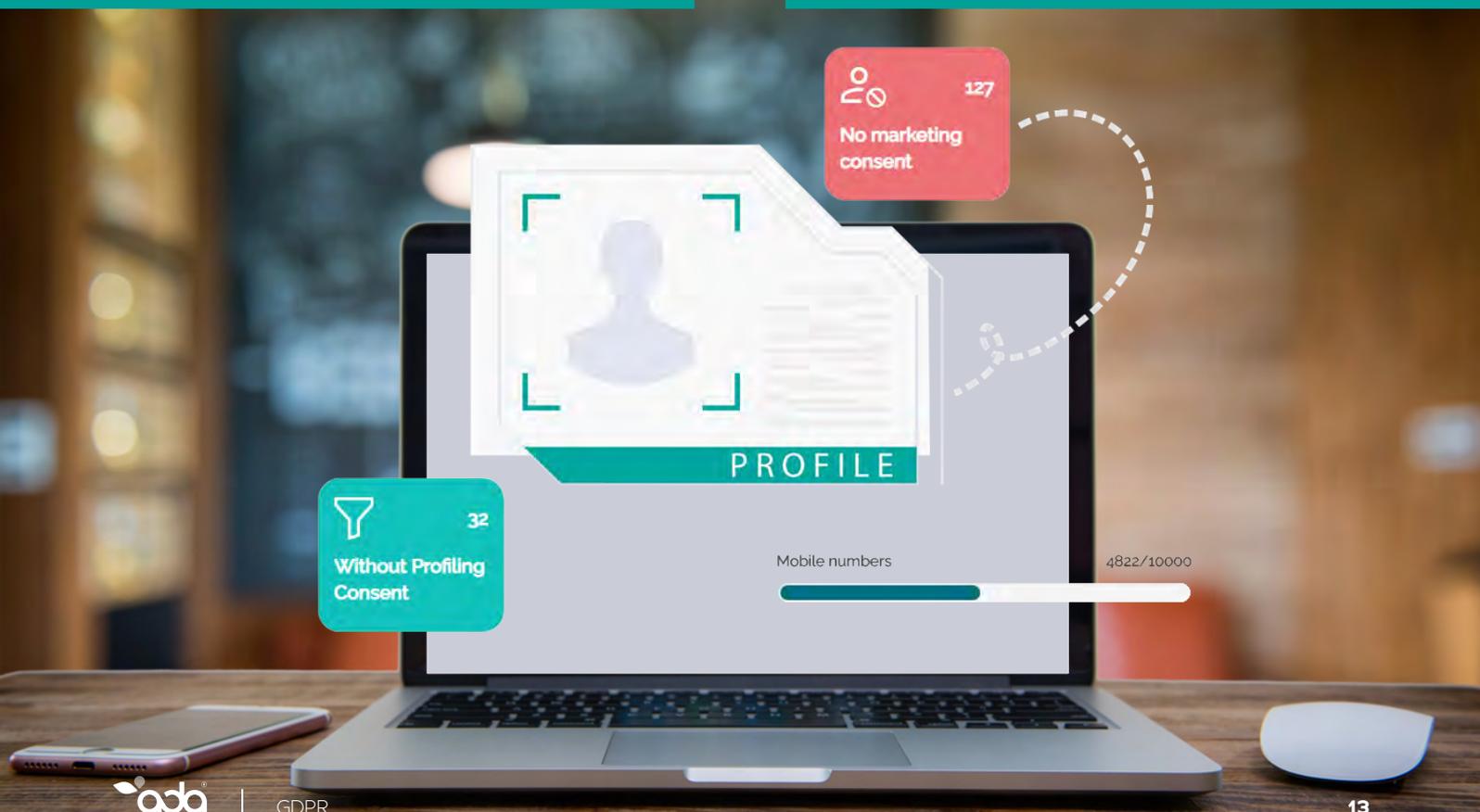
via SMS

ADA provides an overview of the number of profiles in the platform with mobile phone numbers and without consent to send them an SMS that includes the Landing Page to request it.

Consent request

via email

With ADA, it is possible to request consent via email using the default template, which is totally customizable, to ask your customers to stay in touch.



Enjoy the full

potential

of the
#1 AI Conversational Marketing Platform



www.adaoncloud.com

