



Rethinking modern marketing

Too often, marketing today is primarily built on the one-click push model -- a process that targets incremental improvements to increase chances that a customer/prospect will click on a link and tracks scoring until the lead can be handed off to sales. Not surprisingly, audience response rates are typically low.

With mounting accountability to increase Marketing Sourced Leads and demonstrate contribution to revenue, marketing leaders are under increased scrutiny to deliver real results, fast. But the tools and techniques marketing leaders use are not delivering enough value.

Enter Motiva AI™: A complete solution for Oracle Eloqua.

To engage more deeply with customers, increase loyalty, repeat purchase, and communicate more strategically to audience segments, marketing leaders need to take the guesswork out of communications strategy.

"Typically messaging takes months to test, refine, and by that time it's blessed, the relevance to any particular segment may be off. Additionally, gaining insight into what's working and how segments naturally organize is a major challenge. Motiva AI offers a huge boost for marketers across market verticals and marketing domains."

- Sandra Miley, VP Marketing Zymergen

What we do

Motiva AI™ is an intelligent marketing assistant plugin that gives marketing teams superpowers. By adding machine learning, we help teams adapt marketing strategy dynamically, generating more, high-quality leads and accelerating engagement, conversions, and stickiness.

Feature highlights:

- Weak Email Finder
- Multistep Campaign Optimization
- Per-Contact and Segment Send Time Optimization (STO)
- Intelligent Touchpoint Frequency Management
- Intelligent Insights Module - Advanced insights
- A/B and Multivariate Message Testing at any scale
- Adaptive Campaigns
- Audience Analyzer and Segment Intelligence

Motiva AI™ creates campaigns that adapt and improve automatically. Our software learns preferences across digital channels, messages, and graphic designs to accurately predict the experiences that generate the most significant improvements in conversion rates. Simply put, Motiva AI provides the assistance marketers need to make better marketing decisions, to increase value of marketing investments, and to make a greater impact to the business.



Key benefits

We've seen customers benefit in a number of ways. Initial findings show us that Motiva AI™:

- Increases campaign performance: higher open, click-through, and conversion rates by 30% or more.
- Improves audience segmentation and definition, targeting
- Boosts marketing-sales funnel velocity
- Lowers complain and unsubscribe rates
- Drives omnichannel optimization and strategy
- Accelerates segmentation and sub-segmentation analysis to improve audience targeting and engagement
- Automates experimentation
- Helps marketing teams justify technology expenditure
- Saves time: reduces staff time devoted to data collection and interpretation, improving team productivity

In Summary

Taking marketing automation to the next level and maximizing your existing marketing investment is key for marketing leaders' success. With Motiva AI™, we take the guesswork out of understanding what works to help marketing teams make a greater impact on the business and to maximize marketing investments.

We're confident we can help you.

[Contact us](#) today to schedule a free demo and learn more.