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ARTIFICIAL INTELLIGENCE

STRATEGIZE WITH

precision, scale and efficiency

01 AGENCY COLLABORATION MAKES artificial intelligence accessible

Top–performing companies are 2x more likely to use AI in their marketing

– Forbes

Once just an ad hoc tool for marketers, artificial intelligence (AI) is rapidly becoming a competitive imperative. But large-scale software platforms and in-house data science teams don't come cheap. By leveraging our partnerships and expertise, Movéo can deliver the incredible value of deep data mining without the large commitment or investment in AI technologies.

Discover actionable insights and opportunities across the customer journey

Identify the highest potential candidates for growth targeting with genomic segmentation

Capture comparative brand sentiments to refine messaging and improve experience

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02

Capabilities

– AI tech partnerships
– Algorithm customization
– Analysis and reporting
– Strategic planning
– Creative execution

WE SHINE
A LIGHT ON
your best
opportunities

Since 2018, Movéo has been helping organizations across sectors take advantage of the power of data and AI to fuel growth and increase marketing ROI.

We work with a select group of highly advanced AI technology companies and our own in-house experts to ask the complex questions, enrich your strategy and execute highly targeted customer-based marketing.
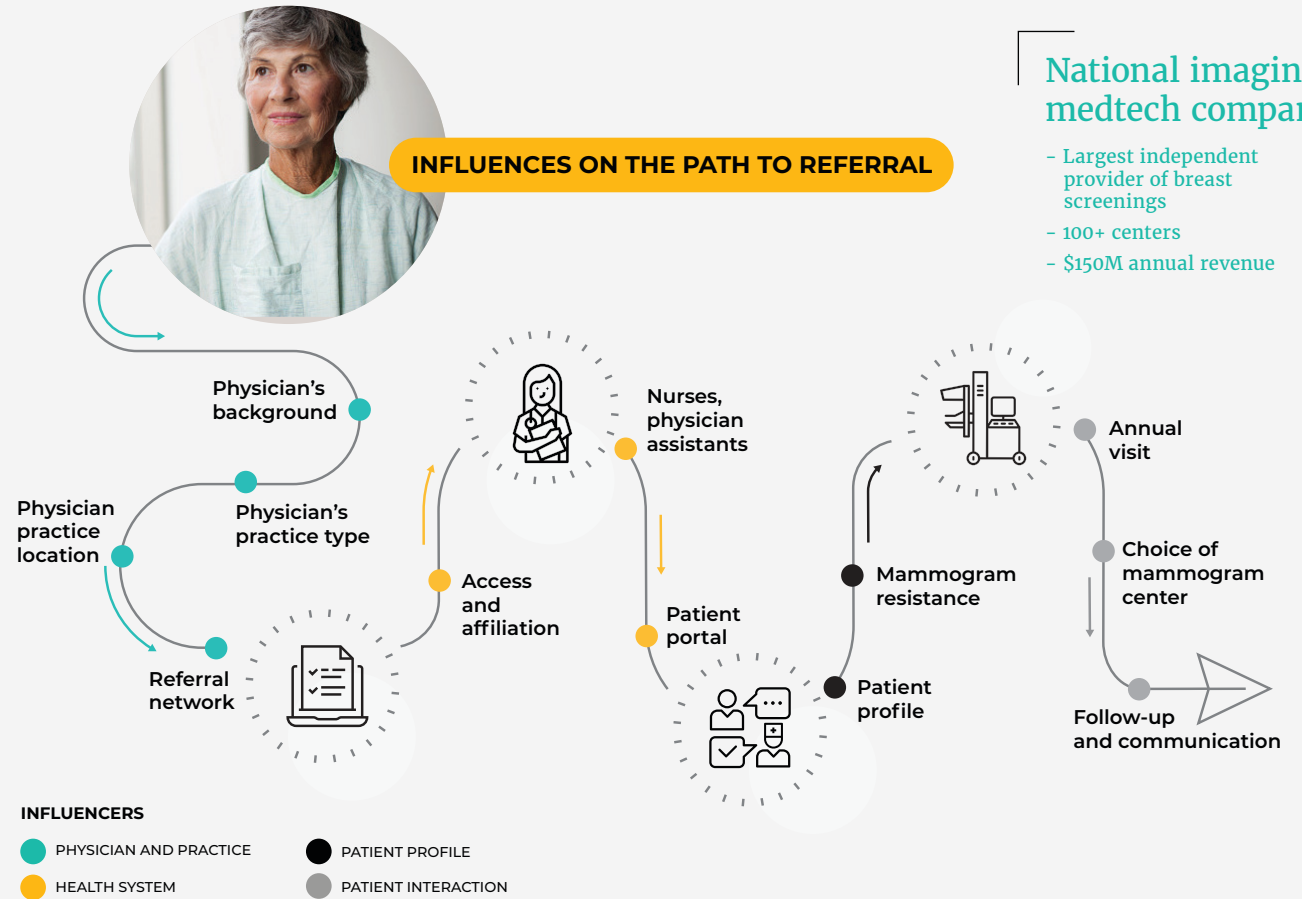
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EXAMPLE
SOCIAL-DRIVEN JOURNEY MAPPING

Process

AI mines chatter across the social media landscape to build or enhance a journey map. These high-value conversations can be more revealing, cost-effective and actionable than traditional surveys or other measurement tools. Results are available in weeks, not months.

Insights

For this medical imaging company, conversations revealed 12 key journey points especially important to physician mammography referrals, as well as four key influencers to their decision making. Real clarity on both positive and negative sentiments can inform operational, marketing and content efforts and prioritize projects that may deliver higher ROI.
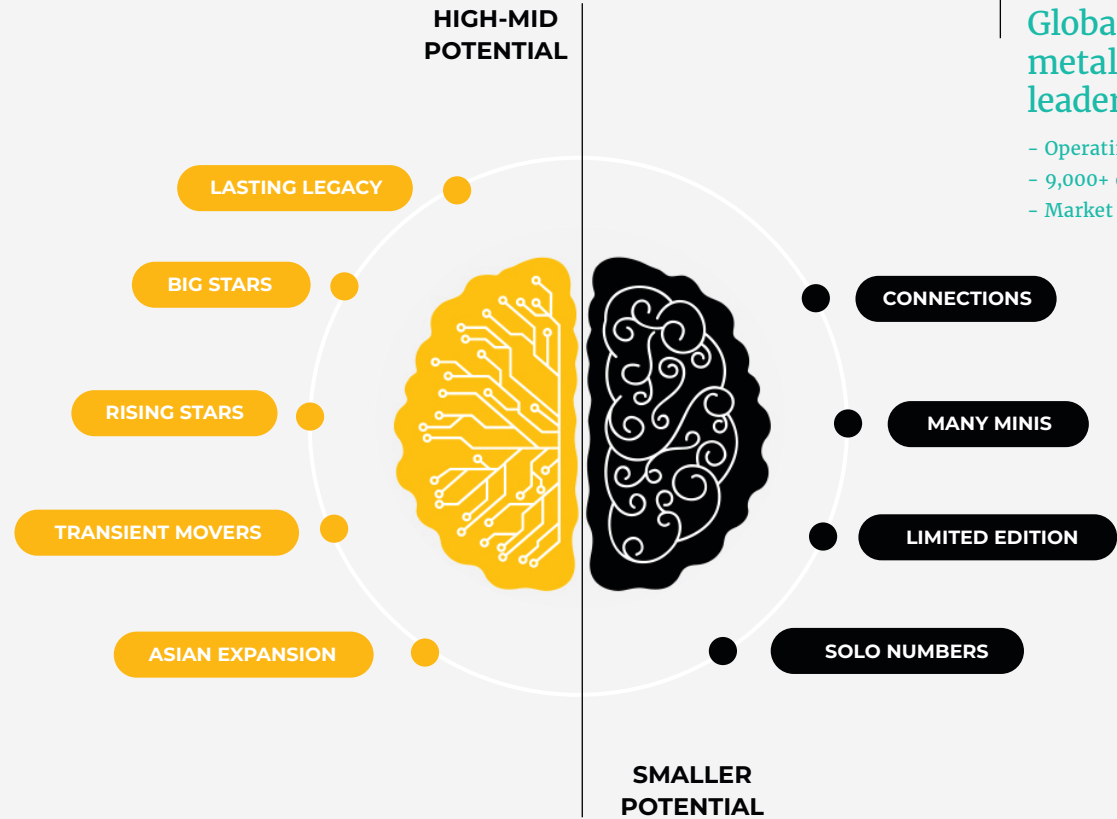
INFLUENCES ON THE PATH TO REFERRAL

National imaging medtech company

– Largest independent provider of breast screenings
– 100+ centers
– $150M annual revenue

Physician's background

Physician's practice type

Physician practice location

Access and affiliation

Referral network

Nurses, physician assistants

Patient portal

Mammogram resistance

Patient profile

Annual visit

Choice of mammogram center

Follow-up and communication

INFLUENCERS

- ● PHYSICIAN AND PRACTICE
- ● HEALTH SYSTEM
- ● PATIENT PROFILE
- ● PATIENT INTERACTION

EXAMPLE
GENOMIC SEGMENTATION

Process

Artificial intelligence identifies hundreds of unique attributes of existing customers to find targets with high potential. The result is well-defined segments (or "genomes") to develop campaigns with precise messaging and placement. Drives account growth through expansion, retention and loyalty.

Insights

We uncovered nine previously unknown distinct segments. "Rising Stars" and "Big Stars" look and act like great customers for our client, but do not actually spend as much. Marketing can be precisely tailored to these two segments for more efficient, high-performance campaigns. They present new opportunities to transition more business into "Lasting Legacy" — the ideal, most lucrative genome.

HIGH-MID POTENTIAL

LASTING LEGACY

BIG STARS

RISING STARS

TRANSIENT MOVERS

ASIAN EXPANSION

CONNECTIONS

MANY MINIS

LIMITED EDITION

SOLO NUMBERS

SMALLER POTENTIAL

Global metalworking leader

– Operating in 60 countries
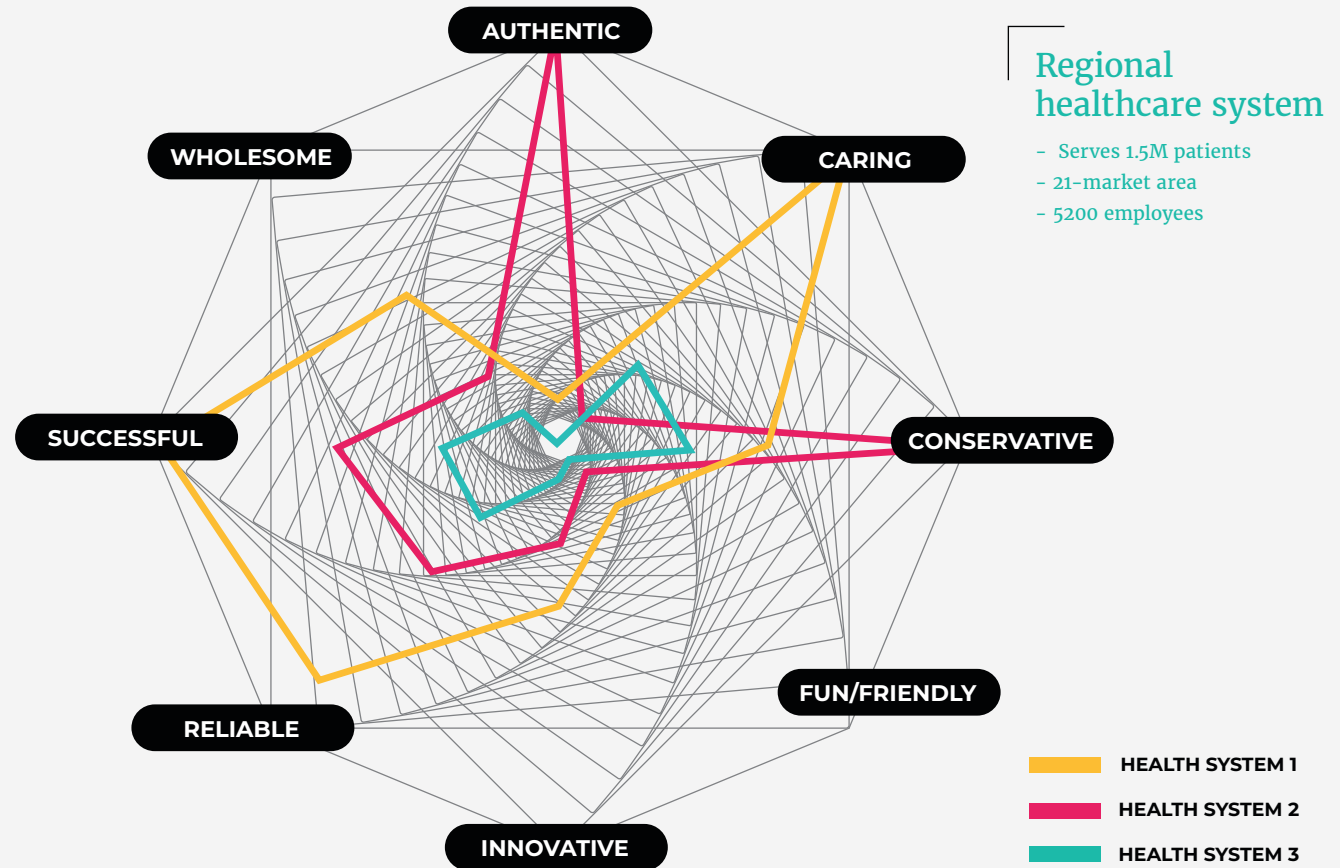– 9,000+ employees
– Market Cap: US $2.3b

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EXAMPLE

COMPARATIVE CUSTOMER SENTIMENTS

Process

We extract brand perceptions from AI's deep data mining of conversations across the web. Analyzing brands in this way takes you inside the minds of consumers: their thoughts reveal the advantages and differences among competitors, which brand traits are a priority, and whether messaging is consistent or missing the mark.

Insights

The data revealed 16 traits associated with the health system's market, with 8 considered statistically significant. The size of the radar graph indicates the volume of social media chatter. Understanding where your brand stands and how it's perceived opens the door to more effective marketing, advertising and brand positioning.

Regional healthcare system

- Serves 1.5M patients
- 21-market area
- 5200 employees

AUTHENTIC
CARING
WHOLESOME
CONSERVATIVE
SUCCESSFUL
FUN/FRIENDLY
RELIABLE
INNOVATIVE

HEALTH SYSTEM 1
HEALTH SYSTEM 2
HEALTH SYSTEM 3

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03

LET'S GET STARTED

Contact us to learn more about how Movéo, a full-service demand generation agency, can help you tap the power of AI to maximize marketing investment and grow your organization.

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