

**WAYS
ARTIFICIAL
INTELLIGENCE
IMPROVES CUSTOMER
SEGMENTATION**

INTELLSPOT.COM

ensures actionable customer segmentation quickly and accurately



adjusts variables (such as colors, images, etc.) to the targeted segments



helps you create more personalized messages to each segment



automates the update of segments and provides scalability



removes human bias and finds hidden patterns in data



finds new customer segments to increase sales and revenue



automates the process of personalization for each segment



predicts which actions your target segments are likely to take upon receiving your offer

