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hootsuite™



Infusionsoft®

Acquirely : Customer Acquisition Artificial Intelligence

A new way to acquire
customers using artificial
intelligence and social
media.

An Award Winning Team

Over 20 years of experience building artificial intelligence systems.

Multiple Fortune 500 Awards in innovation and artificial intelligence from Intel, Amazon, Ford, AT&T, Ericsson and Samsung among others.

Numerous patents that were granted, and subsequently licensed and sold to Microsoft as well most major institutions.

Experience using artificial intelligence solving hard problems in numerous industries from Social Media, Marketing, Health, Mobility and over 12 years serving the hedge fund industry.



About Us



We are an experienced, award winning team with years of experience using artificial intelligence to solve some of the world's hardest problems.



Situation

What content attracts the most customers, and how can you find more of that “attractive” content?

Infusionsoft offers email marketing and sales platforms for small business. Hootsuite is a social media marketing management platform used by 744 of the Fortune 1000 companies.

The problem every business faces is customer acquisition. How can artificial intelligence help small business find more customers?

Businesses post to social media in an attempt to attract more customers.

The question is “what” to post. **What content attracts the most customers**, and how can you find **more of that “attractive” content**?





Task

Each business is unique, with unique marketing positions and target customers.



Unique



What Content?

Each business is unique, with unique marketing positions and target customers.

The challenge was two fold. First, develop an artificial intelligence capable of **learning** what content attracts the most customers.

Second, the AI was tasked with finding or creating more of that content to post to social media.



Action

Fourth-generation artificial intelligence capable of learning about the individual, unique business.

Traditional machine learning focuses on “generalities.”

i.e. Thousands of cat pictures to learn how to identify a cat. Not how to recognize “your” cat.

We developed a new fourth-generation artificial intelligence that learns about your unique business and your unique customers.

This AI was able to learn quickly, from smaller sets of data.

This quick, adaptive learning approach gave the AI the power to adjust quickly to shifting needs of customers.

Result

The final AI was capable of testing different social media content to learn what kinds of content would attract the **highest quality customers** for your unique business and your unique customers.

The AI would then go out and find more of that “attractive” content to help small business use social media to find new customers, faster, and at lower costs... without the business having to create that content.



- Each business is unique.
- The highest quality customers are also unique to that business.
- By utilizing this advanced approach to artificial intelligence, the AI can hyper-focus on the “individuality” of a business instead of “generality.”
- The net result is content created for your specific business that will attract your highest quality customers.



Summary

4th Generation Artificial Intelligence helps small business attract the right kind of customers by providing hyper-focused content they love.



Contact one of our Solutions Specialists:

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The Next Step

Contact us to discuss how this level of artificial intelligence can solve your business challenges.