



AI and what it *really* means for marketers.  
*Mintigo<sup>AI</sup>: Intelligent Customer Engagement Powered by AI*

# About Me



*Experienced marketing professional  
Former Mintigo customer for 2+ years*



*2+ years supporting Mintigo customers  
Working alongside fellow marketeers and data experts*

# About Mintigo<sup>AI</sup>

- **Discover** the right accounts and leads:  
*Who will buy; What will they buy;*
- **Engage** with the right audience at the right time:  
*Who to engage with; When to engage;*
- **Convert** using the right message and insights:  
*What they are looking for; What to tell them*

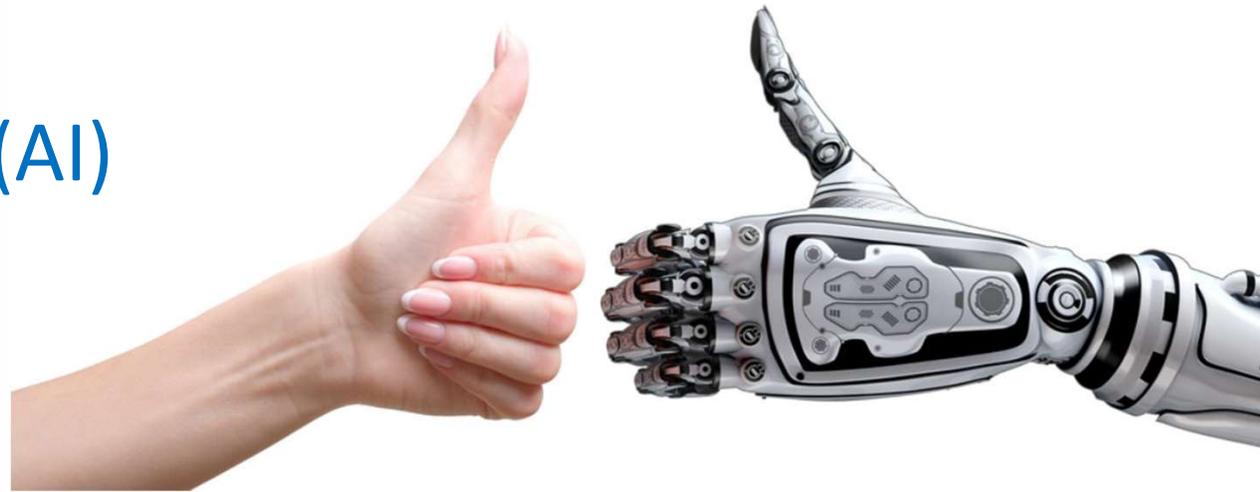


# Latest Buzz Words

Artificial Intelligence (AI)

Machine Learnings

Predictive Analytics





**Forbes**

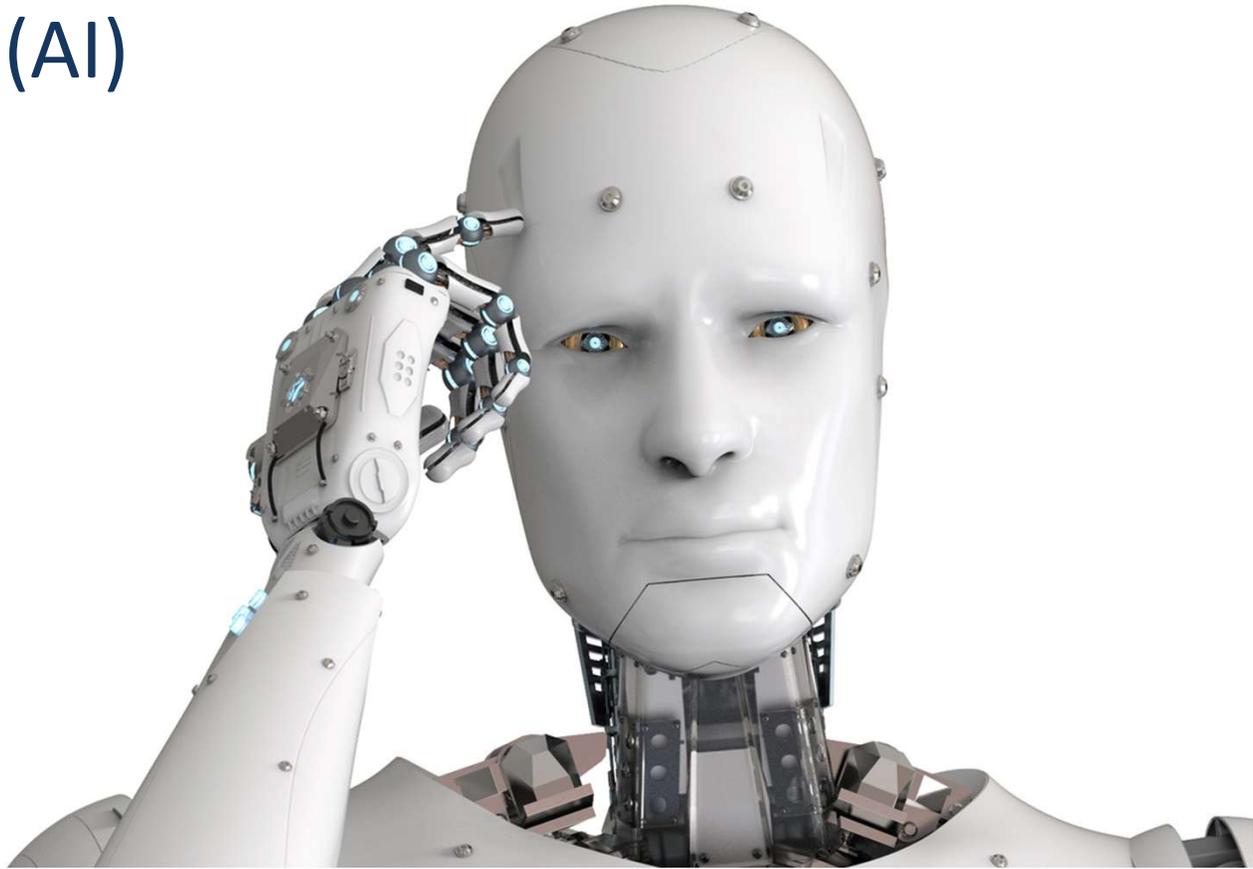
**“84% of marketing organizations are implementing or expanding AI and machine learning in 2018.”**

**Forbes, Feb 25, 2018**

<https://www.forbes.com/sites/louiscolumbus/2018/02/25/10-ways-machine-learning-is-revolutionizing-marketing>

# Artificial Intelligence (AI)

Technology that can simulate human intelligence.



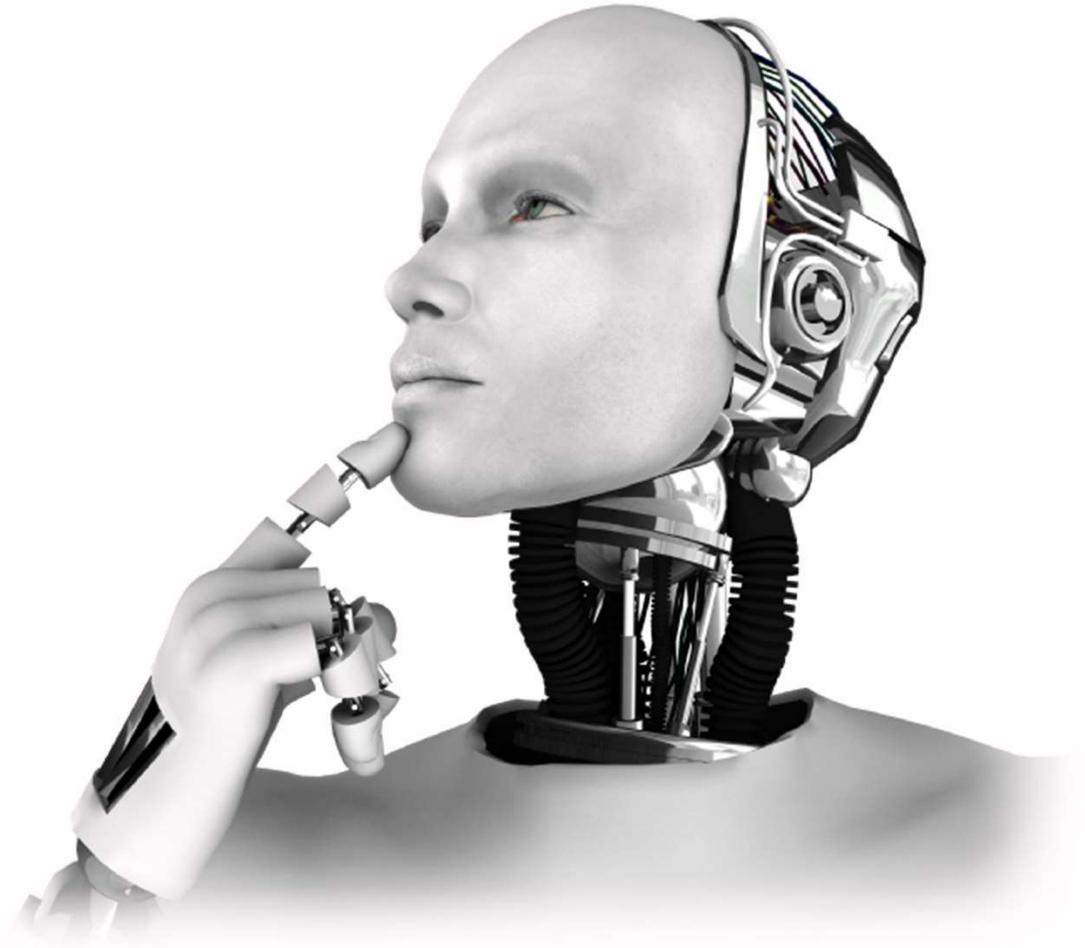
# Machine Learnings

Subset of AI that trains a machine how to learn.



# Predictive Analytics

Uses AI, machine learnings, and algorithms to make predictions.



# AI Success Stories

How Mintigo customers leverage data-science and AI in marketing.



## Oracle Identifies Their Ideal Target Market

### Enterprise Target Persona



Above \$1B in revenue  
High Tech, Telco, Retail  
Marketing roles & titles

100% Annual  
Marketing Spend



50% Wasted

### Oracle Enterprise Target Persona:

- Revenue > \$1 Billion
- Number of Employees
- HQ Location
- Industry
- Contact information
- Behavioral data
- Product Usage / Ownership

### Mintigo Enterprise Target Persona:

- Software & Manufacturing
- PPC Spend: Above \$5K
- Alexa Rank: < 100K
- Adobe User
- CDN: Akamai
- Analytics: Adobe Omniture
- Marketing Tools: Marin, BazaarVoice, EnsignCX: ForeSee, OpinionLab, et. al

### Mid-Market Target Persona



\$25M to \$5B in revenue  
High Tech, Telco, Retail  
Marketing roles & titles

Reinvest 50%  
in Mid-Market



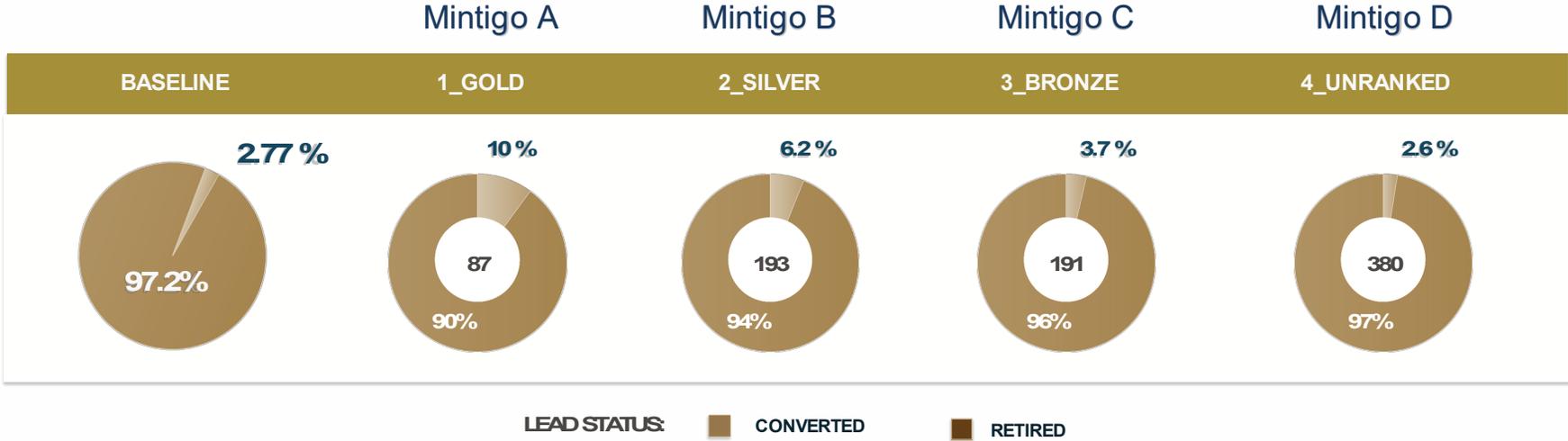
### Mintigo Mid-Market Persona:

- Industry: Software
- PPC Spend: \$5K - \$50K
- Alexa Rank 20K-500K
- Former INC5000 Company
- Amazon AWS
- CDN: Amazon CloudFront
- Customer Ops: Live Chat
- Google New Relic
- Using Marketing Automation
- Hosting Webinars, Infographics
- Ad: Google AdWords, AdRoll
- API Provider, Web Login



# OMC Increases SQL Conversion Rates By 3X

## Oracle Marketing Cloud SQL Conversion





# Net New Accounts Discovery To Fill Pipeline Gap



**Challenge**

Pipeline Gap in Enterprise Accounts

**Solution**

Run Mintigo Account Bases Models and **Account Discovery**

**Results**

Mintigo identified **1,105 high quality accounts** leading to **\$8.03M in qualified pipeline**

**\$8.03 Million**  
New Qualified Pipeline



# Intelligent Engagement With Security Prospects

Mintigo MIs on Amazon Web Services (AWS) used in targeted marketing campaign.



neustar  
SiteProtect

neustar  
UltraDNS

*Data driven, precision target marketing  
from Mintigo Insights*

**MYTH:** \_\_\_\_\_

**BEING ON AWS MEANS YOU HAVE DDOS PROTECTION.**

Amazon Web Services is the world's top cloud platform. That's probably why you're on it – to enjoy reliable, scalable and affordable cloud computing.

But while AWS excels at many things, it's mainly left to the developer to protect against a range of cyber-attacks, including DDoS. In fact, AWS does NOT have customer-specific DDoS detection or prevention. Unless you're paying for Enterprise Support, AWS may not be able to help you in the event of a DDoS attack.

**You're responsible for fending off threats.**  
In AWS EC2, clients must protect their content from malicious activity, including DDoS. Firewalls, WAFs, IPS/IDS are not built to stop widely distributed attacks. To stop DDoS in particular, you need purpose-built protection on top of intrusion and fraud prevention systems.

**DDOS ATTACKS ARE GETTING WORSE.**

**18.7% of attacks are on Port 80 (http)**  
(Abuse Networks)

**Largest known**

- 2012 – 100 Gbps
- 2013 – 245 Gbps
- 2014 – 325 Gbps

(Abuse Networks)

**240% rise in L4**  
(Threatnet)

**29.9% of DDoS**  
(Threatnet)

**THE WAY TO BLOCK DDOS? KNOWING THERE'S MORE THAN ONE WAY.**

Download our e-Book now. Add it all to this simple form.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

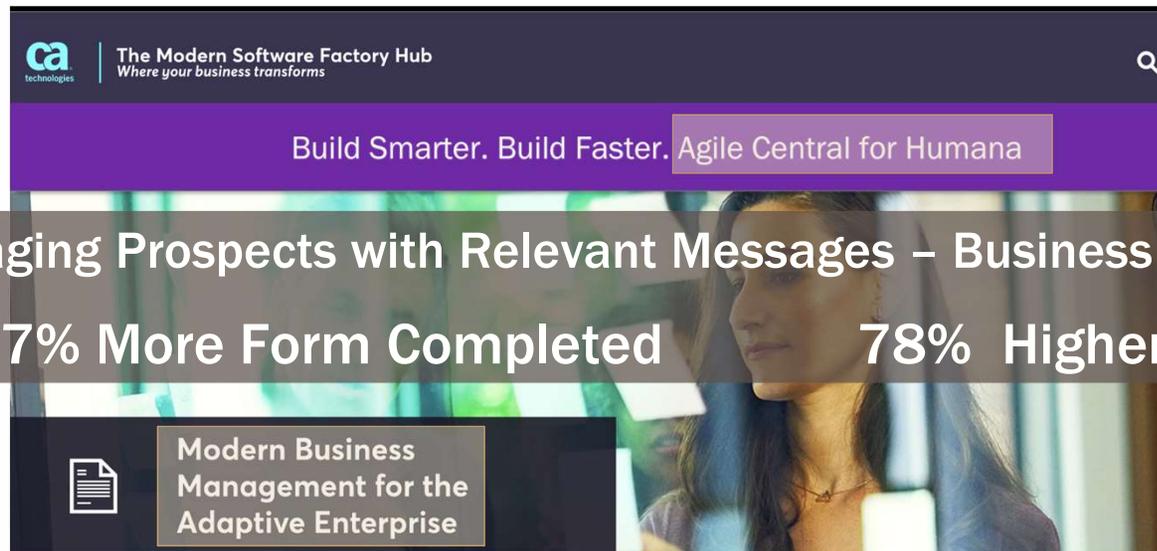
**Submit**

**LEARN THE GAMES IN AWS – AND HOW NEUSTAR CAN HELP.**





# AI That Powers Personalized Engagement



Engaging Prospects with Relevant Messages – Business Impact

237% More Form Completed

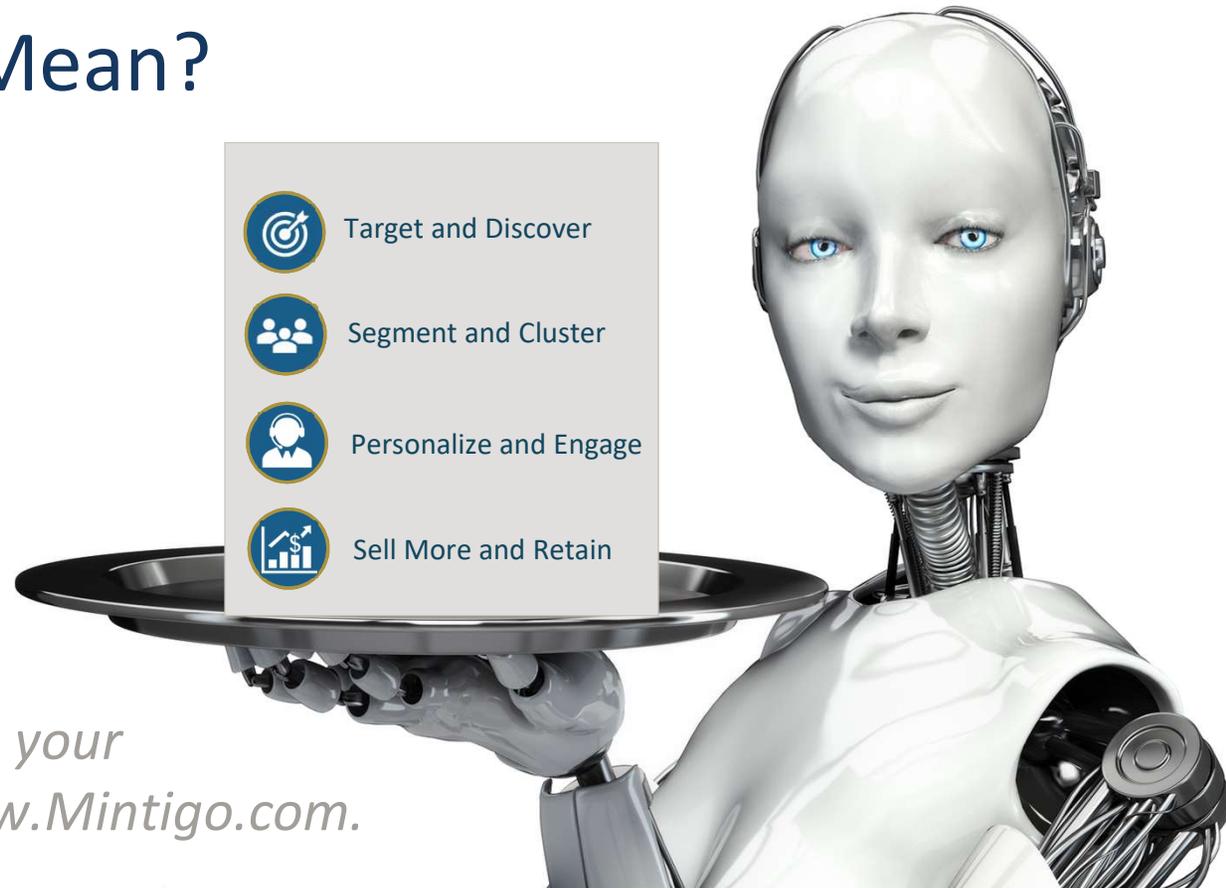
78% Higher ASP

The CA Project & Portfolio Manager (CA PPM) and CA Agile Central (formerly Rally) solution provides 360-degree business visibility and clarity to deliver the business value your customers want.

# What Does *AI Really* Mean?

Marketing with  
intelligence at scale.

*Learn how you can revolutionize your  
marketing with Mintigo<sup>AI</sup> at [www.Mintigo.com](http://www.Mintigo.com).*





***THANK YOU!***

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