AI Optimization within DeployTeq Work in Progress

- TV Tom Vossen
- **Forum name:** #Verbetervoorstellen

To further optimize our email marketing, we want to make better use of AI within DeployTeq. The following potential features would contribute to this:

• Optimal send time per user: Automatically determine and apply the best individual send time based on historical data to maximize engagement.

• Smart audience segmentation: Automatically analyze click and open behavior to identify high-potential target groups for increased conversions. This includes mapping out hot leads or improving retention.

• Lookalike modeling: Identify new contacts that resemble our most valuable leads based on historical data.

• Lead scoring: Automatically assign scores to leads to quickly identify loyal and high-value customers.

• AI-powered content generation: Integration of ChatGPT (or another text generator) to create and improve email content on the spot. Additionally, AI can learn from customer behavior to determine the most effective text styles and tone of voice for specific audiences.

Comments (2)

JA **Jurrian Van As**
1 year ago
YES! That's exactly what we're looking for. Especially the first one should be possible on a short notice I hope so..!
Stephan van Maris
1 year ago

Thanks for the Feature Request! For the people that missed our annual Deployteq Connect event on September 2nd: Adding AI functionality, like described here, is exactly what we'll be working on for our Q4 goals of this year. The first area of focus will be the AI-powered content generation, like mentioned in the last bullet point. After that, we will continue iterating on this by implementing AI-powered Campaign and Profile creation.

Stay tuned and keep an eye on the release notes!