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Marketing Analytics Al/ML Opportunity Assessment

What Is It?

We will identify areas where AI and Machine Learning models have potential to make a material difference in your business outcomes, with a particular focus on your marketing analytics activities.

How Does It Work?

Step 01 Step 02 Step 03 **Outcome Definition** Inventory/Data Collection Synthesis & Opportunity Identification Gather and catalog relevant sources Explicit statement of high-level goals of the project and expected output Integration & interpretation of gathered material Align on Business and Marketing Objectives Ensure all constituents have clarity on One-on-one interviews with key stakeholders to Review gathered material and derive underlying goals aggregate viewpoints, intrinsic knowledge findings, develop insights and hypotheses Data Source Inventory **Prepare Statement of Desired Output** Opportunity Identification Identify areas where AI/ML may be applied productively Catalog relevant data sources that support marketing operations Gain stakeholder agreement on planned **Data Use Inventory** Catalog relevant marketing data uses: models/analytic application, reports and Project Plan Development Work steps, timings, resources, roles & responsibilities Review Martech Stack Catalog tools for data integration, data access, campaigns, deployments, etc Step 04 Framework Definition Explicit statement of high-level goals of the project and planned output Opportunity Prioritization Assess opportunities: required effort, potential **Presentation Preparation**Summarize findings, Insights, Identified opportunities Align on prioritization of opportunities and moving ahead with next steps

What Dol Get?

- An inventory of resources
 - A critical assessment of current state
- 🧹 A prioritization of opportunities
- 📝 A high-level financial impact
- 😽 A plan & preliminary implementation framework
- In 6 to 8 weeks start-to-finish! (depending on level of complexity)

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Our Work Will Include

Current State Assessment

Identification of Potential Applications
Al and Machine Learning

Future State Visioning, Including Preliminary Implementation Framework

High-Level Forecast of Financial Impac