



## **SentientIQ™ Marketing Functionality Overview**

### ***Transform Your Lead Engagement With Emotional Intelligence***

SentientIQ™ revolutionizes how brands connect with potential customers by understanding not just who they are, but how they feel. Our platform captures the human element that traditional lead scoring and marketing attribution systems miss.

#### ***Real-Time Sentiment Analysis***

Detect emotional signals across digital touch points as they happen. SentientIQ™ identifies subtle sentiment patterns from social media engagement, content interactions, and CTV viewing habits that indicate genuine purchase intent before competitors even notice.

#### ***Multi-Channel Lead Intelligence***

Go beyond basic demographic targeting with our 360° view of lead behavior across:

- ***Social Media Engagement*** - Capture sentiment from comments, shares, and interaction patterns
- ***Connected TV Interactions*** - Understand viewing habits and content preferences
- ***Website Behavior*** - Analyze content consumption and micro-interactions

#### ***AI-Powered Decision Intelligence***

Our autonomous agent ecosystem doesn't just collect data, it makes sense of it for you:

- ***Predictive Sentiment Spikes*** - Anticipate changes in consumer sentiment before they fully manifest
- ***Budget Allocation Optimization*** - Automatically shift resources to highest-performing channels
- ***Audience Segmentation*** - Discover micro-segments based on emotion-driven behaviors
- ***Creative Mutation*** - Continuously optimize messaging based on emotional response



## ***Seamless Integration Ecosystem***

Connect your existing tech stack with minimal disruption:

- ***HubSpot CRM Integration*** - Enrich contact profiles with sentiment scores and behavioral insights
- ***Slack Notifications*** - Receive real-time alerts for high-value leads and sentiment shifts
- ***Intelligent Routing*** - Automatically assign leads to the right team member based on sentiment and intent signals
- ***API-First Architecture*** - Integrate with your existing MarTech stack via robust APIs

## ***Transparent XAI (Explainable AI)***

Unlike black-box AI systems, SentientIQ™ provides clear reasoning behind every recommendation:

- ***Confidence Scores*** - Understand the certainty level behind each insight
- ***Decision Pathways*** - View the exact signals that led to a recommendation
- ***Human-in-the-Loop Controls*** - Override automated decisions when needed

## ***Real-World Business Impact***

SentientIQ™ delivers measurable improvements across key marketing metrics:

- ***27% Higher Lead Conversion Rates*** - By identifying emotionally-engaged prospects
- ***38% Reduction in Customer Acquisition Costs*** - Through precision targeting of ready-to-buy segments
- ***65% Faster Lead Velocity*** - By eliminating time wasted on low-intent prospects
- ***42% Improvement in Marketing ROI*** - Through optimized channel allocation based on sentiment