

Schema >> **n-actments™**

Process Automation

Overview

One of the more obvious promises of Artificial Intelligence is efficiency - it can be used to automate and streamline many rote tasks, freeing up your personnel to put their time against higher-value work. **n-actments™** is our AI-fueled framework for identifying and addressing marketing processes that are the best candidates for automation in areas including data ingestion and hygiene, analytic prep, lead and campaign management, and more. These type of improvements can impact many areas, but the short-term outcome is most likely to be seen in efficiency gains.

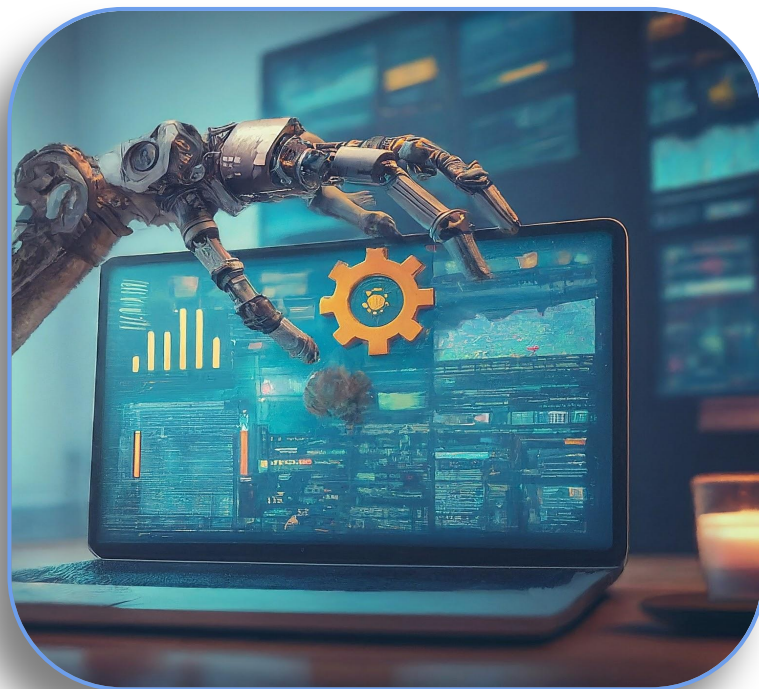
Measurable Outcomes

- Improved Return on Marketing Investment

*Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals. However, by implementing **n-actments™** you can expect to see significant gains in process efficiency leading to improved return on marketing investment.*

Derived Benefits

- Improved Data Quality and Consistency
- Accelerated Time-to-Insight
- Reduced Operational Costs
- Enhanced Scalability
- Mitigated Human Error
- Enhanced Analytic Processes
- More Accurate Reporting



Foundational Approach

1. **Align on Objectives:** We work closely with you to align on project goals.
2. **Map and Prioritize Marketing Processes:** Inventory existing marketing processes and identify repetitive, resource-intensive tasks ripe for automation. Assess cost and feasibility of automation efforts and prioritize for action.
3. **Intelligent Workflow Design:** Design optimized workflows that will result from streamlining of identified processes.
4. **Process Automation:** Utilizing AI-enabled tools where possible, build and implement improved process flows.
5. **Performance Monitoring & Continuous Improvement:** Provide ongoing monitoring of process performance, recommend and implement adjustments for sustained efficiency and improved outcomes.

To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us