



# AI-Powered Strategies for Next-Level Marketing Operations



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# Agenda

Intro to Gen AI

Segmentation

Journey Optimization

Personalized content at scale





The trusted open source  
data platform for everyone



Google Cloud



DigitalOcean



STREAM

STORE

ANALYZE



Access management

Backups

Disaster recovery

Security

Updates

Monitoring

Unified platform

Cost control

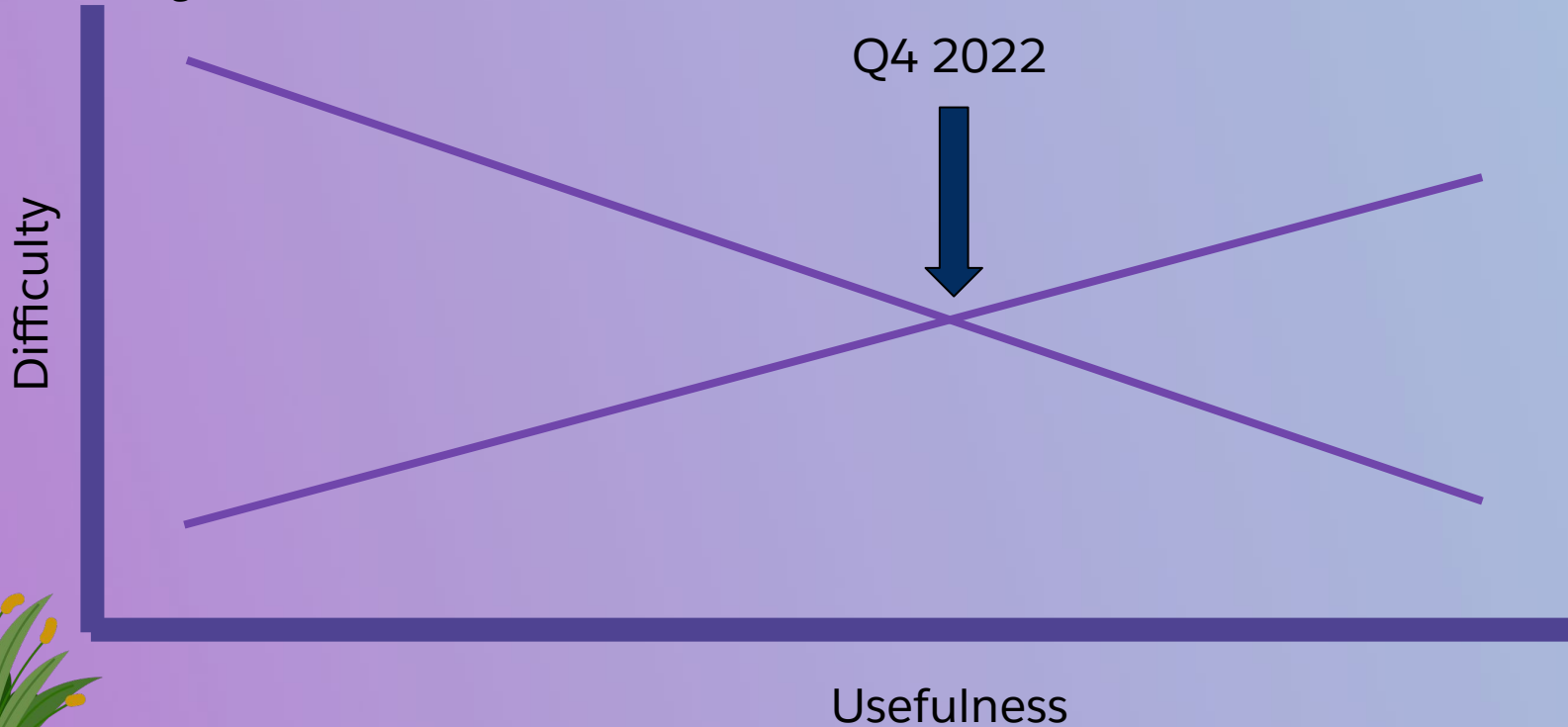
Compliance by default



A new gold rush is upon us

# AI applied to MOps - why now?

For the first time, AI is more useful than it is difficult for the average end user



# But what can I do with generative AI?

- First brushstrokes
  - [What would be a reasonable outline for a 20-min presentation titled "AI-Powered Strategies for Next-Level Marketing Operations"](#)
- Bridge gaps in your knowledge
  - [Please write a call for Account Engagement's API that retrieves prospects and plots the distribution of Engagement Score](#)
- Best practices
  - [Prepare a detailed checklist for hosting a webinar](#)
- Consultant on demand
  - [Please prepare a comparison matrix of social media syndication and employee advocacy tools](#)

# So how do I get started?



```
1 # function to call the GPT API from R
2 # credit: https://www.r-bloggers.com/2023/03/call-chatgpt-or-really-any-other-api-from-r/
3
4 api_key <- " " # Don't share this!
5
6 library(httr)
7 library(stringr)
8
9 # Calls the ChatGPT API with the given prompt and returns the answer
10 ask_chatgpt <- function(prompt) {
11   response <- POST(
12     url = "https://api.openai.com/v1/chat/completions",
13     add_headers(Authorization = paste("Bearer", api_key)),
14     content_type_json(),
15     encode = "json",
16     body = list(
17       model = "gpt-3.5-turbo",
18       messages = list(list(
19         role = "user",
20         content = prompt
21       ))
22     )
23   )
24   str_trim(content(response)$choices[[1]]$message$content)
25 }
```

```
12 library(ggplot2)
13
14 #Set the directory to where your prospect export is
15 setwd("C:/Users/Jaime/Documents/Marketing analytics")
16
17
18 #This loads a set of all prospects with ALL fields (BIG!)
19 p <- read.csv("fullprospects_29032023_red.csv")
20
21
22 #Filter out Aiveners and test emails
23 nonaiven <- filter(p, !str_detect(p$Email, "@aiven"))
24 nonaiven <- filter(nonaiven, !str_detect(nonaiven$Email, "test"))
25
26
27
28
29
30
31
32
33
34
35
36
37
38:1 (Top Level) R Script
```

Console Terminal Background Jobs

R 4.2.2 - ~/Marketing analytics/

&gt;

Environment History Connections Tutorial

Import Dataset 530 MiB List

R Global Environment

Environment is empty

Files Plots Packages Help Viewer Presentation

save Find in Topic

```
R: Save R Objects - Find in Topic

x <- stats::runif(10)
y <- list(a = 1, b = TRUE, c = "oops")
save(x, y, file = "xy.RData")
save.image() # creating ".RData" in current working
unlink("xy.RData")
```



# Customer segmentation

Result sample

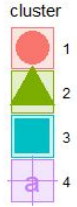
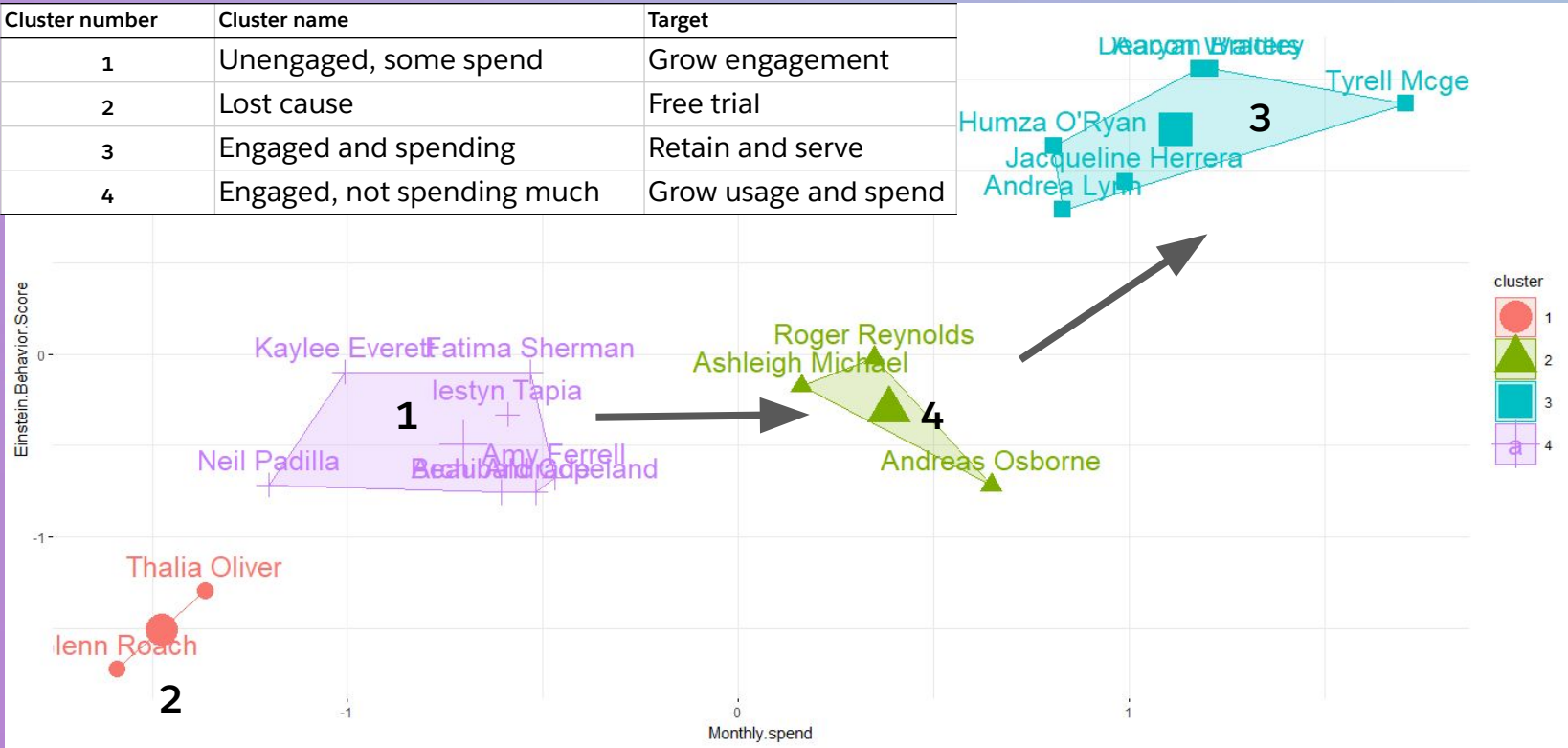
Job title	Persona	Certainty
Research Director	Tech Executive	0.2
IT	Tech Executive	0.5
Sr. Analyst	Data Professional	0.6
Sr Software Engineer	Developer	0.9
Factotum	Unclassified	0.1
Senior Software Engineer	Developer	0.9
Team lead	Tech Executive	0.3
Software Architect	Developer	0.8
OpenPower solutions integration	Data Professional	0.7
Integration Analyst	Data Professional	0.7

# Customer behavioral clustering

Cluster #	Cluster name	Target
1	Unengaged, some spend	Grow engagement
2	Lost cause	Free trial
3	Engaged and spending	Retain and serve
4	Engaged, not spending much	Grow usage and spend

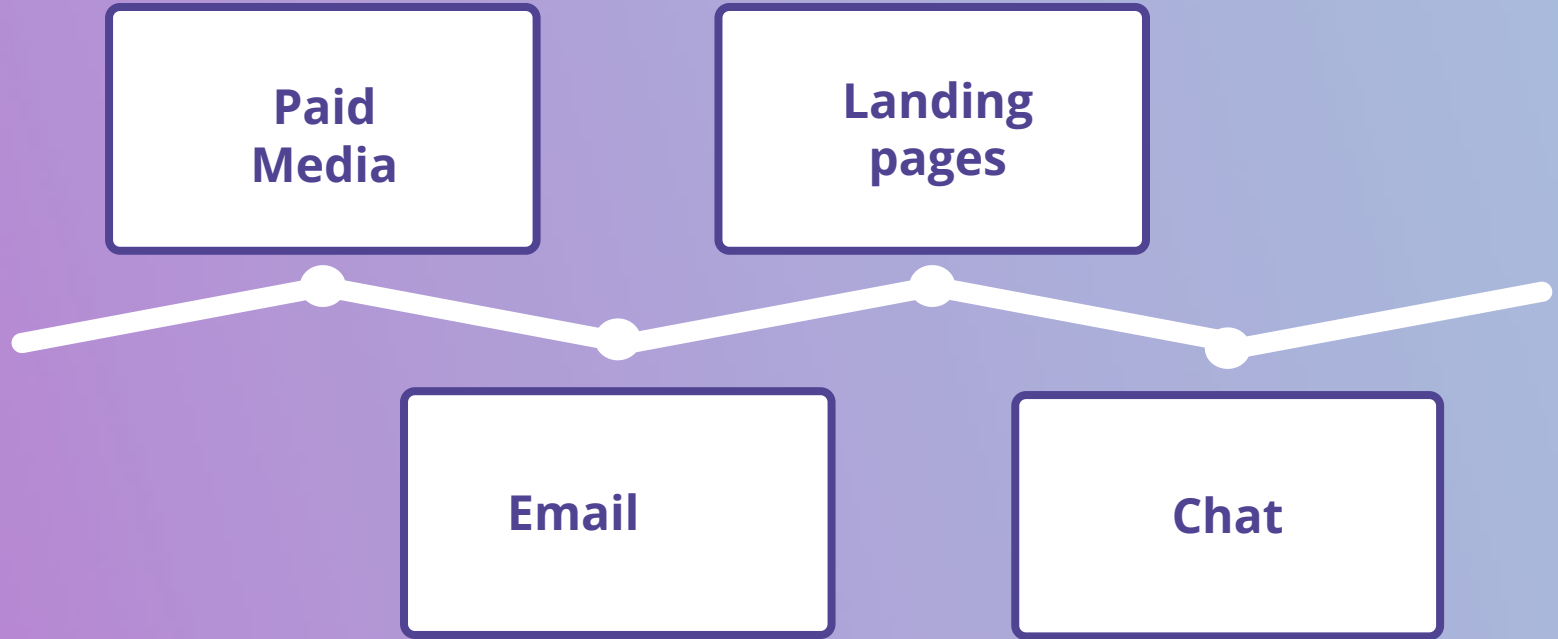
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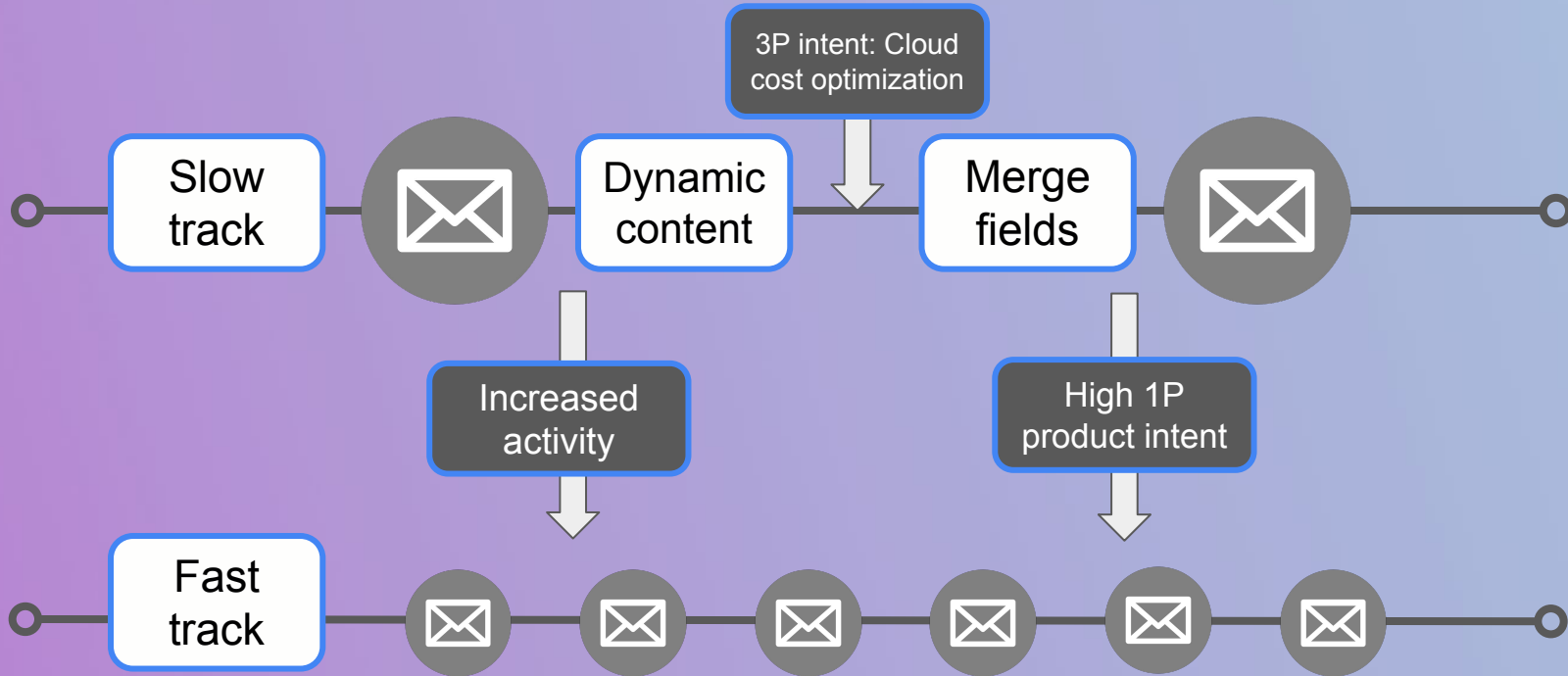


# Optimizing the multi-channel campaign journey

Explore the effectiveness of your marketing operations



# Right message at the right time



# Personalized content at scale for cost optimization



## Prompt



In addition to this, there are four patterns of behavior that our customers exhibit:



- Unengaged, some spend
- Lost cause
- Engaged and spending
- Engaged, not spending much

Consequently, for each of these patterns of behavior, we want to tailor our message to prime them to react in the following ways:

- For customers classified as "Unengaged, some spend", we want to subtly guide them to read more content from Aiven's Developer Center (<https://aiven.io/developer>)
- For customers classified as "Lost cause", we want to subtly help them to sign up for a free trial of Aiven
- For customers classified as "Engaged and spending", we want to subtly position Aiven as a thought leader in the enterprise data platform space and ensure they remain customers
- For customers classified as "Engaged, not spending much", we want to subtly help them to try out more Aiven services

Please acknowledge you have understood the type of message we want to deliver to each type of customer, both depending on their behavior and their persona



Please have a look at this page: <https://landing.aiven.io/optimize-your-cloud-costs-with-aiven-data-platform/>



Based on it, please write a one-paragraph email body and a call-to-action text for each of the three audience personas (developer, data professional, tech executive) and each of the audience behaviors. I'm looking for 12 variations accounting for each possible combination of persona and behavior.

Please output the data in tabular format with 4 columns: Persona, Behavior, Email body, call to action



# Get Started

Few steps away from starting your journey on optimizing your marketing operations function!



**Own your  
stack**



**Readable data  
format**



**Understand your  
business**



**Be aware of the  
AI biases**



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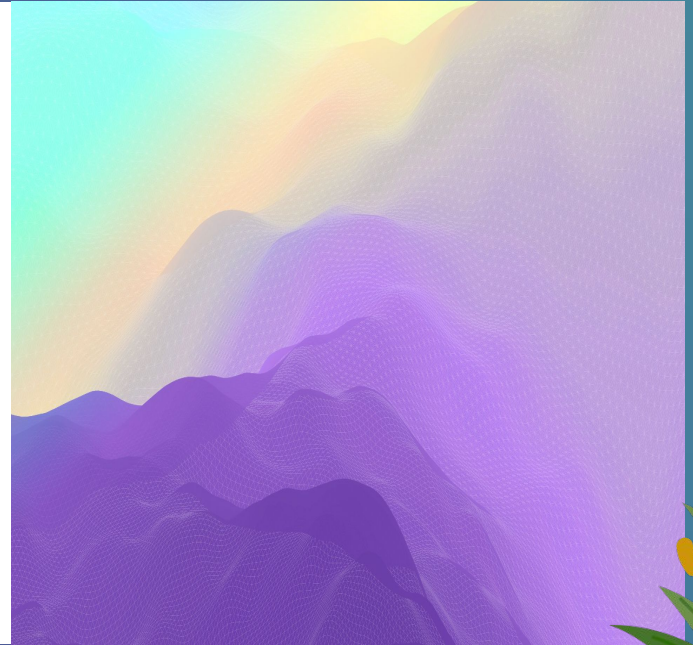
FÍONTA

**Thank You!**



# Title

Body copy



# Title

Body copy

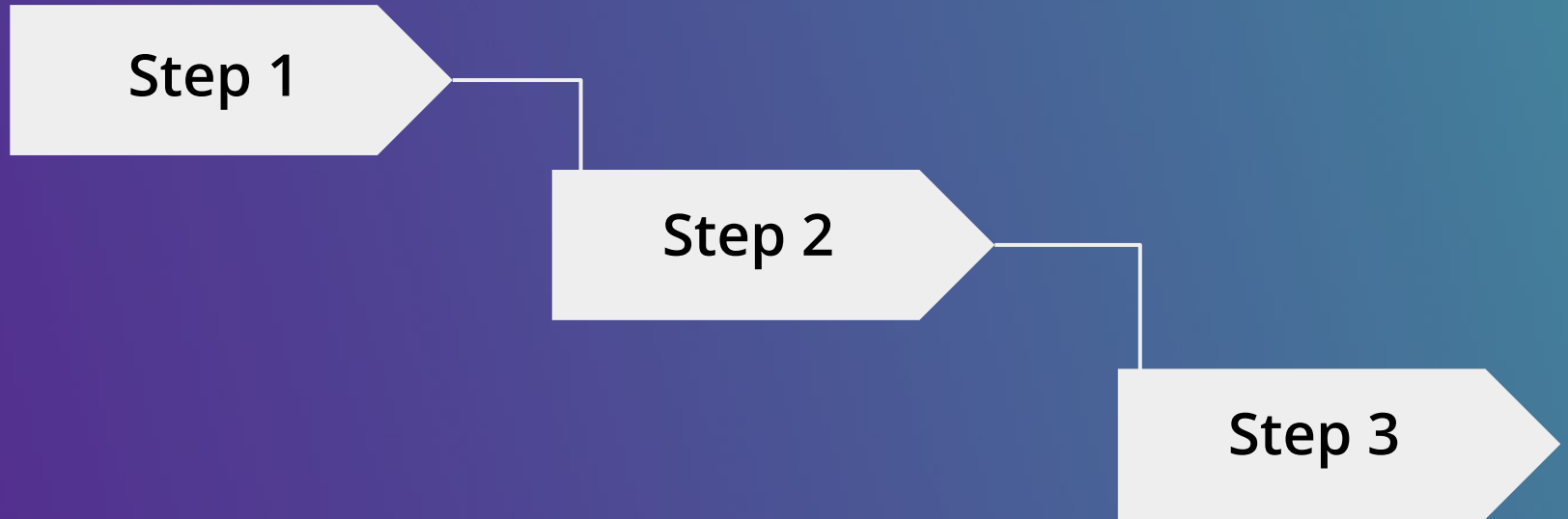
# Title

Step 1

Step 2

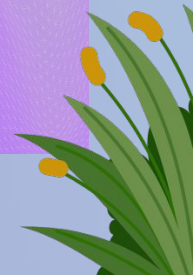
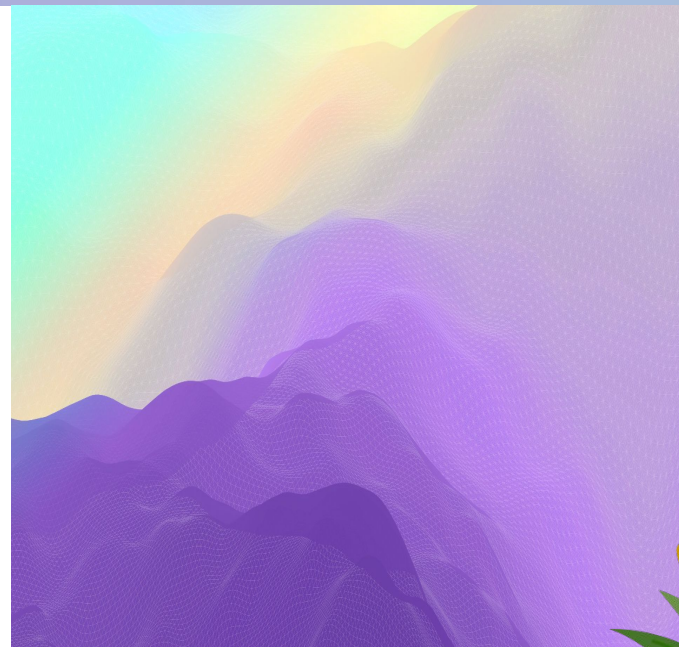
Step 3

# Title



# Title

Body copy



# Title

Step 1

Step 2

Step 3



# Title

Step 1

Step 2

Step 3

# Assets - Logo



# Assets - Icons



# Assets - Icons

