

Rip the Full Benefits of Your AI Program. Risk-Free.

As marketing use cases are likely to triple, in the next two years, organizations are required to foster more trust around their AI programs, beyond the realms of data science teams, to rip full benefits, and to remain competitive.

The problem is simple: the ability of machine learning systems to issue predictions based on highly dynamic environments, as those characterized by marketing use cases, comes with a risk: if the models used to predict customers' behaviour and spend are flexible enough to accommodate to the rapid changes of the environment, are they precise enough to differentiate the brand and bring ROI?

What happens when your models go south



Meet Sergio, Marketing Analyst, Leading online productivity tool provider

He is constantly optimizing campaigns for customer acquisitions and upsells by leveraging AI-based predictions. It takes Sergio more than a week to discover that some predictions are the results of faulty models and are simply useless to achieve his targets. At the end of the day, he is reluctant to use the predictions delivered to him by the data science team and struggles to analyze the reasons that make some campaigns less successful than others.



Speak to Claudia, Head of Data Science, Leading online productivity tool provider

Claudia and her team spend too much time troubleshooting and manually checking the models. More often than not the issues are simply technical and have to do with: new targeted segments, new features in the product, or just a change in API.



\$\$\$ AND RESOURCES WRONGLY SPENT

Investing time and budget into predictions that are skewed



\$ MISSED OPPORTUNITIES

For acquisition/upsell/ churn prevention and for differentiation of the brand



NEGATIVE CUSTOMER EXPERIENCE

With suggestions and communications that don't resonate with their needs



How can superwise.ai help?

By leveraging AI for AI, superwise monitors and assures the health of models in production while alerting when something goes wrong. At the right time. The solution enables data science and business teams to extract key insights, and gain control over the ML operations.

With out-of-the box KPIs, we empower each user to be more independent, lower the labour intensive efforts invested in the maintenance of AI in production, and benefit from the tools needed to scale their AI effectively and with confidence



More efficient spend and better investments

Trust your AI to put your money where it tells you to



Better Differentiation

With models that put your brand ahead of the competition



Empowered marketing teams

Better visibility into the decision-making processes



More precise business insights

slice and dice your data to reach low granularity visibility



More agile MLOps

Know exactly when models misbehave and should be retrained

Want to make sure that your AI is making the right decisions?

[Click here to read our case study or schedule a demo](#)

Contact us now to know more

 superwise.ai