



HOW MARKETERS CAN SCALE AI-ENRICHED HUMAN INSIGHT TO ACHIEVE MASS RELEVANCE.

Superficial personalization is dead. (Good riddance). This is the new era of mass relevance.

Forward-thinking marketers are using AI to create rich human insight, and operationalized ML models to activate those insights for individual outcomes – on demand, at scale and privacy-first.

And the results speak for themselves: **more loyalty, mindshare and CLTV, less frustration, waste and churn.**

Intent HQ's Insight Explorer and Intent Workflow combine to provide Insight+Activation for Mass Relevance.

This is an end-to-end solution for anyone connected to the customer experience.

Marketers and CX teams can self-serve true human understanding through the Insights Explorer to personalize every interaction.

Data teams can focus entirely on creating insight and activating valuable outcomes with Intent Workflow.

Together, your entire CX operation evolves to deliver what matters most to individual customers. And when you arrive at true Mass Relevance, **big things happen:**

10x	+270%	1%
improvement in aggregate cross-sell	take up in relevant offers	churn reduction in year one

Based on existing Intent HQ client performance.

With Insights Explorer, customer-facing teams can easily self-serve rich, complex insights into customer **interests, preferences and behaviors** from a single interface.

- **Drive engagement and revenue** through hyper-personalization (using privacy-safe Customer Intelligence surfaced from your own data)
- **Reduce churn** by retaining and growing customer mindshare (with improved Churn models and a deeper understanding of your customer)
- Perform train of thought analysis through an **intuitive visual interface** providing **real-time** results (with our Insights Explorer dashboard)

Ready to see how it works?

Email us at tellmemore@intenthq.com, or speak to your contact at Intent HQ, or visit www.intenthq.com