



Toll-Free:  
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NextBee

# PERSONALIZATION THROUGH AI

## Using Technology to Connect on a Personal Level

### But First: Who is NextBee?

NextBee is the leading marketing promotions platform for businesses with a social-media-savvy audience and the effort is driven by an ever-growing core product development group who pushes for ever more advanced solutions for any brand's need.

Our seasoned team of account managers, developers, data scientists, and designers will take your program from start to launch. Our metrics driven solution has full integration capabilities with nearly any 3rd party solution and can match any client's needs, we have built our solution as a cluster of programmable web services which can be configured within a short interval to quickly build and launch programs as unique and innovative as our clients' brands.

### Tailored Solutions for Multiple Industries

- Retail & eCommerce Stores
- B2B Solution Clients
- Health & Wellness Facilities
- Channel & Inbound Sales Teams
- HR & Talent Development Teams
- Corporate Alumni Relations
- Member Associations
- Schools & Universities
- New & Traditional Media

Keep reading to find out why we're

**Trusted by Leading Brands**  
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### HIGHLIGHTS OF THIS GUIDE

1. AI Personalization Defined
2. NextBee & Data Science
3. Robust Tracking Technology
4. Conclusion

# AI Personalization Defined

**At NextBee we long ago realized and embraced the fact that an engagement program is about creating relationships**, but without robust analytical data, it's impossible to know which activities or rewards are actually creating those relationships.

We utilize Machine Learning Attribution Modeling (see below), a system which gathers historical data from your engagement/marketing efforts to create rules. These rules assign accurate weight, or conversion credit, to each of your program's touchpoints allowing you to analyze your data quickly, accurately, and efficiently.

Once our team and our AI & machine learning systems have analyzed data and other factors gathered from your systems (factors such as: full name, search queries, average time spent on searches, past purchase histories, brand affinity levels, time of past activities, average spend amount, etc.) we then work with your team to create stages of predictive personalized and scalable engagement through various engagement engines such as:

**NextBee Recommendation Engine** - This engine constantly evaluates and re-evaluates user engagement recognizing what the next activity is that users will likely do and then directs them towards that activity via the next engine.

**Personalized Content Suggestion Engine** - This engine, based on user groups, recent activities, etc., knows what content should be sent to users and does so through various communication methods such as weekly reminder emails or smart phone push notifications.

**Correlation Engine** - Based on personalized behaviors, this engine (which can be completely customized) finds at-risk or drop off users and allows strategies to be created for re-engaging them before they have churned out of the program.

Knowing that the more data a brand can access about its customers, then the more it can 'pattern match' similar individuals and identify new micro-audiences, NextBee has created more tools than just the above solutions for personalizing your engagement efforts. We're always happy to consult with current customers on additional solutions that may fit their audience and goals and to meet with new customers who may have a need to begin a program or grow a current one into a fully scalable solution.

# NextBee & Data Science

As you can tell, NextBee's robust system, logs all the analytical data a brand will need. We capture everything from social shares to sales completed to referrals made and a whole lot more so that all of this rich data can be analyzed for a complete picture of the user's journey.

Then, once all the data is gathered, our team of experienced data science and analytics experts work hand in hand with you to tag data, configure feature sets, and create models for experimentation and validation. NextBee takes an "in-house" approach, meaning we become a true part of the team, consulting and pushing the programs to the next level with the same ownership as if we were part of your company.

## Our data science process includes at least three stages:

**Stage 1 - The Discovery Stage:** During this stage we're conducting event correlation analysis where we look for patterns and deduce "**what**" is happening. We look to see if "Event A" happens then how likely following that is it that "Event B" happens? Or, if "Event A" is not happening then how likely is it also that "Event B" did not or will not happen?

**Stage 2 - The Agent of Change Stage** (aka: The P-Value and Null Hypothesis Stage): Once we have the raw data and looked for correlations, we then go beyond what's happening and move into Experimentation and Observation. Let's say for example, you want to offer \$2 for Facebook sharing with the hypothesis of, "This activity will lead to more referral clients." It may, but it may not.

By experimenting in smaller segments and proactively making these activities happen, we can see what the outcomes are or are not. Then we dissect the data again to uncover micro-patterns of engagement, or lack thereof, and from there we can then alter the variables. We can, keeping with our example, see if offering \$3 will lead to more referrals or if \$4 will, etc.

One interesting point is that by using our custom Machine Learning system, along with our experienced data science team, we can quickly run different scenarios. Scenarios which allow for accurate prediction and comparisons of what similar users are doing and what they are likely to do.

**Stage 3 - Sentimental Analysis Stage:** Sentimental Analysis for Attribution or Small Data  
Qualitative Analysis for Attribution is the kind of tool a company seeking engagement dreams about.

Sentimental Analysis gauges the customer's opinion of a brand's offering on a scale no human could achieve while giving companies the ability to figure out what clients really think which can dramatically improve ROI. The way Sentimental Analysis works is that a company gathers data from its conversation interfaces (i.e. customer feedback surveys, customer and/or employee comment surveys, etc.) and this data, by being analyzed, then allows a brand to understand what the overall "sentiment" is for their products, their image and their engagement. Combining this information along with the other data and experimentation from the previous steps it becomes possible to quickly adjust to not only better meet client needs but to also gather a deeper understanding of efforts.

As alluded to, a program needs data for the AI/Machine Learning system to work, and NextBee has perhaps the most robust tracking technology on the market.

## Robust Tracking Technology

We briefly touched on our detailed tracking technology earlier and how every engagement activity, no matter where the activity occurs - offline, online, and even through phones can be tracked so here is a list of some of our **tracking options**:

- Order Tracking from Shopping Cart
- Subscription Payment Tracking from Paypal
- Bonus Points For Specific Products
- Points for Post on Facebook
- Points for Post on Twitter
- Twitter Hash Tag Tracking
- Daily Limits on Points
- Promotions Partner Account Tracking
- Tracking of Comments and Reviews
- Special Double Points Weekend
- Promotion Channel Specific Offer
- Customer Profile Specific Offer
- Product specific bonus points
- Two Step Conversion Tracking (Free Trial)
- CRM sales based tracking
- Facebook Like Tracking
- QR Codes and Smart Phone Bar code scanners
- Integration with POS Systems Data
- Customer Visit Tracking for Particular Pages of Site
- Games (e.g. Crossword puzzles)
- Performance Tracking
- Photo Upload Tracking
- Quiz Performance Tracking
- Team or Customer Group Specific Tracking
- Offline Sales Tracking
- Ad-Hoc Credits for Points Upload
- Tracking Data from Affiliate Network Links
- Member Club Id Based Tracking
- Referral Recipient Reported Data Tracking

# Conclusion

## Final Thoughts | Contact Information

AI Personalization is all about combining the different parts of your engagement efforts into one big picture of your clients. Making it all work together and provide intrinsic and additional value over time as more and more data is gathered and the personalizing is tweaked. Your marketing, your products and your customers are all changing which is why we work with you to build a program robust and in-depth enough to adapt and change as your needs do.

This quick guide has covered an overview of just one of the features, ideas and tools which NextBee offers its clients and their engagement needs, but it truly just scratches the surface of what our company can help you do.

One added feature and ability that may not be conveyed easily with this guide is that NextBee's entire team is dedicated to providing the best in customer service and works tirelessly to ensure your company's success. From day one we work with the best practices you need to incorporate for driving greater engagement and garnering a stronger ROI.

If you find you still have questions and want to learn more we have several paths you can follow:

- 1) Request an Information Session / Personal Demo <http://bit.ly/NetBee-Meeting>
- 2) Subscribe to our YouTube channel at <http://bit.ly/NextBee-YouTube>
- 3) Give us a call! (800) 547-1618

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