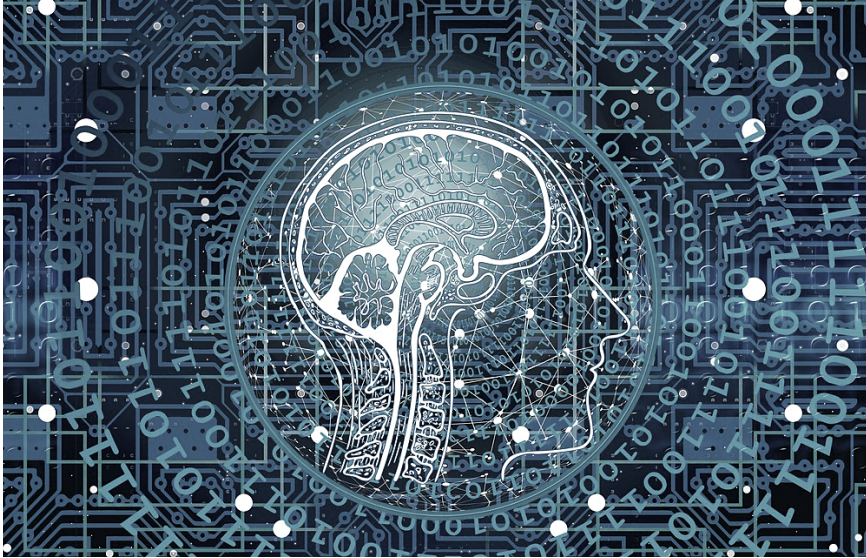


MACHINE LEARNING & AI: FEATURES DRIVE ENGAGEMENT

Technology Inspired by the Human Brain Creates The Perfect Engagement Solution



COLLECT ENTERPRISE
WIDE DATA & BUILD
A SUCCESSFUL
CUSTOM-TAILORED
ENGAGEMENT PROGRAM

NextBee:
**10 Years of Creating
Rewarding
Engagement**

MACHINE LEARNING & AI

Artificial Intelligence (or AI) is a general category which includes Machine and Deep Learning. AI at its core is basically any intelligence demonstrated by a machine that leads it to a solution when given a problem. Machine Learning, including Deep Learning, processes layers of data and extracts valuable information which can then be acted upon.

Over the past 10 years NextBee has used the knowledge that engaged people drive innovation, create change and spur growth as our guiding light and developed Machine Learning and AI systems for our engagement platforms which adapt to each client's unique situation. This has allowed us to continually lead the way in creating top of the line engagement platforms for businesses, especially those with a social-media-savvy audience. Combining our cutting edge AI & Machine learning with our passionate team who all have a relentless focus on your program's organic growth and to "**Deliver Top Results for our Customers!**" you end up with the best total solution for driving engagement.

In this guide we're going to discuss the three core parts of our Machine Learning and AI system.



DISCOVER – ANALYZE – ENGAGE

NextBee's system allows program stakeholders to easily collect and develop a deeper understanding of their user base. When engagement managers collect enterprise wide data they can use the detailed and actionable insights they find to build a turnkey custom-tailored engagement program, one which creates a positive change across every user group's segment.

While our custom built, cutting edge AI & Machine Learning system works with clients to develop strong engagement solutions, there are three main areas that our system really shines: Pattern Recognition, Predictive Capabilities and Smart Assistance. Each of these components works hand in hand with each other, along with other aspects of our system and your dedicated account manager to deliver real-time analytics. Analytics which allow for better planning and on the fly course corrections to keep every user engaged.

Machine Learning & AI Features

Pattern Recognition

A. Find & Extrapolate Micro-Patterns - Allows segmenting of users based on multiple variables (transactions, activities, locations, etc.) to create more of a personalized engagement.

B. Complete Anomaly Detection - Identifies any anomalous behaviors, both positive and negative, allowing program managers to react accordingly. Any possible fraud attempts are flagged and blocked for examination and any positive behaviors are flagged for rewarding excellent engagement or examination to reproduce with other users.

Prediction Capabilities

A. Planning - The custom developed NextBee AI and Machine Learning system works with account managers and engagement program managers to measure the levels of satisfaction that users associate with engagement efforts, and flags what program variables influence those levels of satisfaction and drive engagement overall. This allows for planning and course adjustment in real time.

B. Large Scale Evaluation - combining micro-patterning and regressive analysis, our system runs thousands of simulations to determine optimum outcomes for implementing stronger & more effective engagement efforts.

Smart Assistance

A. Suggests User Messages - Our system, and team, analyzes end user activities/engagement and then creates program suggestions for further engagement such as possible promotional email content, which headers/banners to replicate, etc.

B. If This, Then That Recommendations - Similar to the above, the system deduces correlative patterns and makes suggestions for replicating success the program has experienced from other users. This allows program managers to find hidden factors and then act upon them quickly to drive even more engagement.

100%
SATISFACTION
GUARANTEE

Launching complete engagement programs, like those offered through NextBee, is one of the best types of advertising and ways to grow your business. Because we know our methods work, NextBee offers a 100% Satisfaction Guarantee. Details are available from your Account Manager.

Our Success Stories



Vonage Drives Success with Social Influencers and Brand Ambassadors



AirPort Parking Drives Retention Among Business Travelers



ADH Guardian Drive Revenue Through Personalized Promotions



DVD.com Boosts Social influence and Online Presence member community



Zenabi drives eCommerce Sales and Referrals through online community



Indique creates a powerful omni-channel community to drive reviews, social buzz and sales

Conclusion

As mentioned before, we know companies have unique needs from contract to launch. They need a company who helps close the loop between design, interaction, and results giving them the ability to customize engagement strategies, sustain engagement, and optimize results which equates to more sales, stronger collaborations, better ROI, deeper loyalty, higher satisfaction rates and more.

This is where NextBee excels.

Our team helps you find the right engagement solution, organize, develop and implement a complete data driven strategy and we work hand-in-hand with you from start to launch to continued ongoing success.

Get A Free Personalized Engagement Strategy Session Today!

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>