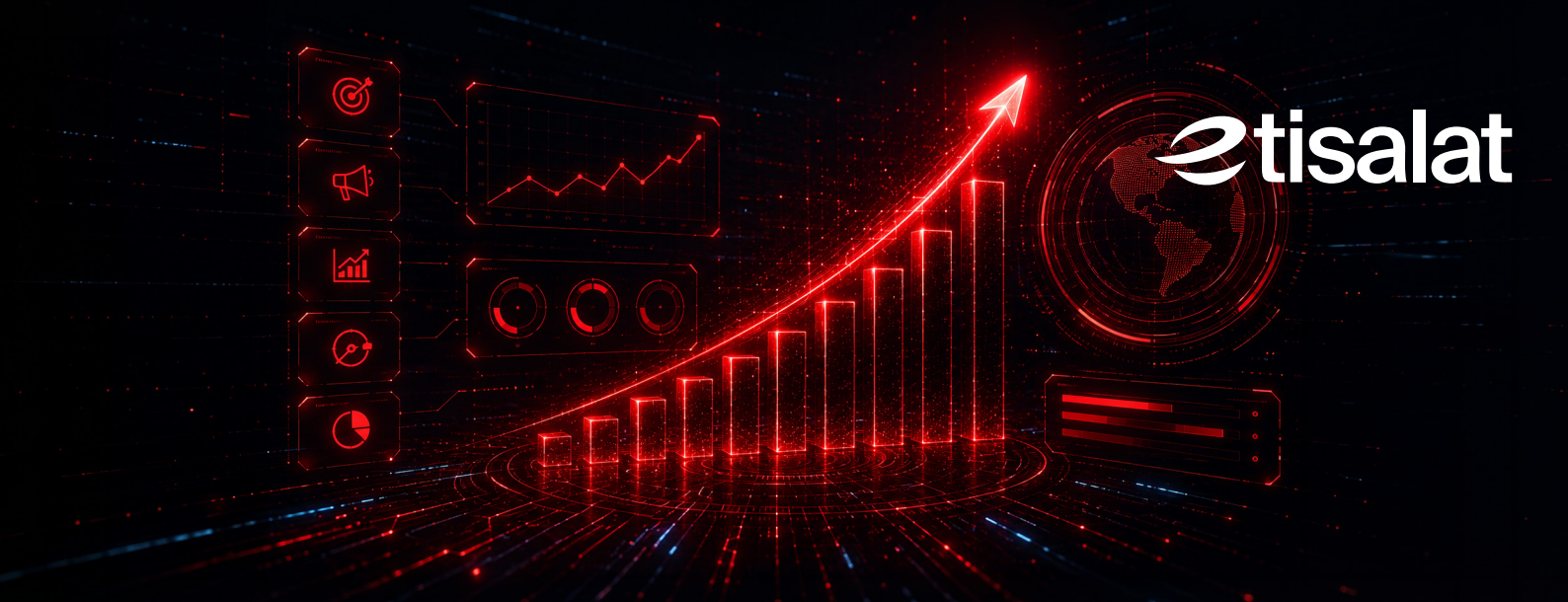


Improve campaign speed, reach and ROI with etisalat agentic AI

Campaign command agent

What it does

Runs the entire campaign lifecycle. It segments your audience, generates personalised content for each segment, deploys across every channel and reallocates budget to what's performing, in real time. When the campaign ends, you get a full report with recommendations for next time.

Business value

- Significantly reduce campaign launch time through automated content creation and deployment
- Higher conversion through real-time, hyper-personalised targeting
- One dashboard for delivery, opens, clicks and revenue, no manual reporting
- Gets your team back on strategy and creative, not execution

Customer intelligence agent

What it does

Pulls customer data from every touchpoint (CRM, transactions, website behaviour, support tickets, social) into a single profile that updates in real time. It predicts who's at risk of churning or ready for an upsell, and triggers the right outreach automatically: a retention offer, a cross-sell or a satisfaction survey.

Business value

- Improve customer retention through predictive churn identification and proactive engagement
- Cross-sell and upsell revenue opportunities that manual analysis misses
- Weeks of segmentation work replaced with instant, live profiling
- One source of truth for customer data, no scattered spreadsheets

Faster campaigns.
Smarter targeting. Better ROI.

Market research agent

What it does

Scans competitor sites, industry reports, news, social media and regulatory filings on demand, then synthesises it all into a strategic report: market sizing, positioning maps, SWOT, recommendations. Set it to monitor a competitor or market continuously and it will alert you to anything that matters.

Business value

- Weeks of research compressed into hours
- Market entry decisions backed by current data, not outdated reports
- Self-serve intelligence on demand, no external research firms
- Continuous monitoring alerts you to pricing moves and launches as they happen

Brand and content strategy agent

What it does

Tracks your brand health across digital channels, providing insights into audience sentiment, brand visibility, online conversations and competitor performance. It reviews every piece of outgoing content against your tone of voice and visual standards, builds editorial calendars and creates content across formats, from blog posts to ad variants. It also repurposes content (turning a whitepaper into a blog series, social posts and email snippets) and supports localisation.

Business value

- Brand consistency enforced automatically, across every piece of content
- Maintain brand consistency at scale with automated guideline enforcement and tone-of-voice checks
- Real-time read on brand perception, before reputation risks escalate
- Output scales without headcount, your team stays on strategy

Powered by Aleria AI

