

AI-Powered Marketing Strategy Solution for an Efficiency Apps Company



Faster analytics performance



Seamless Experience



Affordable Implementation



Competitive advantage



Save Days Worth of Effort

LET'S TALK



DOWNLOAD PDF



Client Profile

The client is a leading IT solutions provider that creates efficiency apps alongside their HRM product offerings in the USA. Their apps cater to all verticals of organizations across industries enabling them to automate day-to-day op-processes and build better workplaces.

Problem Statement

The Client's new offering, an Efficiency App that is aimed at freelancers and small business owners is designed to help users manage their tasks, projects, and time more competently. In the USD 8.14 Billion productivity app market with a demand for visual interface-based apps, a newly launched app that needs to reach a wider target audience for increased user adoption and revenue generation is a task that exacts a high cost. With limited marketing resources aimed at optimizing their efforts, the client needed a marketing strategy that fits their budgets and achieves the best reach.

Featured services

Automated Application Process

Ensures higher productivity and efficiency with a significant reduction in spent time.

Data Integration and Consolidation

The process of consolidation which earlier used to take a weeks' time can now be executed within hours.

Improved performance

Significant improvement in workforce productivity and business performance on account of automation of data consolidation and analytics.

Consolidated Reporting

Significant improvement in workforce productivity and business performance on account of automation of data consolidation and analytics.

Solution

Kanerika's team developed an AI-enabled effective marketing strategy solution using a state-of-the-art data model and the cutting-edge AI engine, TensorFlow, to address the client's marketing challenges.

- Market research:** Sentiment analysis was performed using TensorFlow to gather insights about the target audience by analyzing data from online forums, social media, and other sources; identifying the target audience's pain points, interests, and preferences, enabling the client to tailor their marketing message and improve the effectiveness of their marketing campaigns.
- Content Creation:** TensorFlowHub assisted in creating high-quality content that resonated with the target audience, such as blog posts, social media posts, and email campaigns relevant to their interests and needs. This strategy helped build brand awareness and establish the client's company as a thought leader in their industry.
- Ad Campaign Optimization:** The AI solution optimized ad campaigns by analyzing data on ad performance, audience engagement, and conversion rates. This analysis identified the best-performing ads and recommended strategies to optimize ad spend, such as the best targeting options, ad formats, and messaging to improve ad performance and reduce cost per click.
- Competitive Analysis:** The AI solution conducted a competitive analysis by analyzing data on competitors' marketing strategies, messaging, and audience engagement. This analysis identified competitors' strengths and weaknesses and recommended strategies to differentiate the client's brand and stand out in the market.
- Marketing Automation:** The AI solution facilitated marketing automation by providing a platform for email marketing, social media scheduling, and lead nurturing. Automating these tasks saved the client time and resources, enabling them to focus on more strategic marketing activities.

Business Impact

- Increased User Adoption:** The tailored marketing message and optimized ad campaigns resulted in increased user adoption of the new Efficiency App, leading to increased conversion rate and higher revenue generation for the client.
- Cost-Effective Marketing:** The AI solution enabled the client to achieve the best reach within their limited marketing resources by optimizing ad spend and automating marketing tasks, resulting in cost savings.
- Improved Brand Awareness:** The high-quality content created using TensorFlowHub resonated with the target audience, building brand awareness and establishing the client's company as a thought leader in their industry.
- Competitive Edge:** The competitive analysis conducted by the AI solution helped the client differentiate their brand and stand out in the market, resulting in a competitive edge over their competitors.
- Time and Resource Savings:** Marketing automation facilitated by the AI solution saved the client time and resources, enabling them to concentrate on other operations.

Why Kanerika?

Kanerika is a lead global IT consulting company offering innovative solutions & services for businesses. Kanerika focuses on Data Integration, Analytics, Process Automation and Cloud Management as core focus areas apart from Custom Product Development. ISO 27701 certified and SOC II compliant Kanerika processes ensure the quality, predictability and partnerships. Kanerika's technology and process expert teams have been helping its global clients with development and automation using agile methodologies.

