

NOVANTAS | AMPLERO

Humanized Communications at Scale

Novantas' Amplerio is a message optimization engine that learns customer preferences and adapts in real-time to make the most of every interaction.

THE AMPLERO DIFFERENCE

Amplerio's patented technology dynamically identifies the right tone, message components, and channel preferences to increase conversions.

That means Jane, who prefers humorous messages delivered in app, will get an in-app advertisement delivered with a wink via push Notification...



...but John, who is a bit more traditional, will get his via email with clear step-by-step instructions.

Customers like BECU have used
the Ampler engine to drive
customer value

10%

lift in credit card, auto loans,
and mortgage applications

"Ampler helps us increase our level of service to our members and outperform our competition. Not only do they perform automated decisioning to determine eligibility for relevant emails we send to members, but they also provide powerful insights that help us understand our members better and improve our operations."

– Brian Knollenberg, VP, Digital Marketing
and Analytics, BECU

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NOVANTAS

THE AMPLERO ADVANTAGE

*Be more agile and responsive in a rapidly
changing world*

THE PLATFORM...

- Plugs into your existing marketing technology stack, building on prior investments
- Automatically reveals hundreds of unique attributes about your customers
- Continuously adapts to evolving customer preferences and environmental changes
- Exposes actionable insights to the entire organization

...AND SUPPORTS A RANGE OF HIGH-IMPACT USE CASES



Enhance Onboarding. Deepen product engagement by minimizing the discord between what's being experienced and what's being messaged.



Migrate Service Channels. Reduce the cost of servicing by productively shifting people to digital channels.



Build Brand Equity. Use messaging to optimize engagement and improve NPS score.



Deepen Relationships. Identify the customers, messages and incentive level required to drive relationship consolidation.



Augment Balances. Identify best combination of rate, requirements and message to drive balance consolidation.



Mortgage Renewals. Cultivate deeper relationships well before the point of renewal to drive mid and end of term retention.