



WYLEI

Predictive Intelligence · Adaptive Content · **Radioactive Results**

YLM/MR PBR Review

April 4, 2017

Agenda

- What's New with Wylei
 - Patent
 - Online Reporting
- Review Q1 Results
- Breaking Down Dynamic Content Assembly
- Real Results in Action
- Future Test Recommendations
- Suggested Roadmap



Wylei Innovative Technologies- Patent(S) Awarded

- Wylei was awarded a patent for an Electronic Messaging System Involving Adaptive Content.



US 20160036741A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2016/0036741 A1**
Abadir (43) **Pub. Date: Feb. 4, 2016**

(54) **ELECTRONIC MESSAGING SYSTEM
INVOLVING ADAPTIVE CONTENT**

(71) Applicant: **Aspire Ventures, LLC**, Lancaster, PA
(US)

(72) Inventor: **Essam Abadir**, Lancaster, PA (US)

(21) Appl. No.: **14/448,234**

(22) Filed: **Jul. 31, 2014**

Publication Classification

(51) **Int. Cl.**
H04L 12/58 (2006.01)
H04L 29/08 (2006.01)

(52) **U.S. CL.**
CPC **H04L 51/063** (2013.01); **H04L 67/10**
(2013.01); **H04L 67/02** (2013.01)

(57) **ABSTRACT**

An electronic messaging system is provided to generate and send electronic messages that contain adaptive content to customize the electronic messages for each recipient. The system operates to receive an adaptive content asset and a content rule, select a set of adaptive content elements from the adaptive content asset based upon the content rule, and send a content locator to an author computing device to permit the author computing device to include the content locator in the electronic message and send the electronic message to a recipient computing device.

Wylei's Adaptive Content™ and Predictive Content™ are driven by industry leading technology developed by the Wylei team.

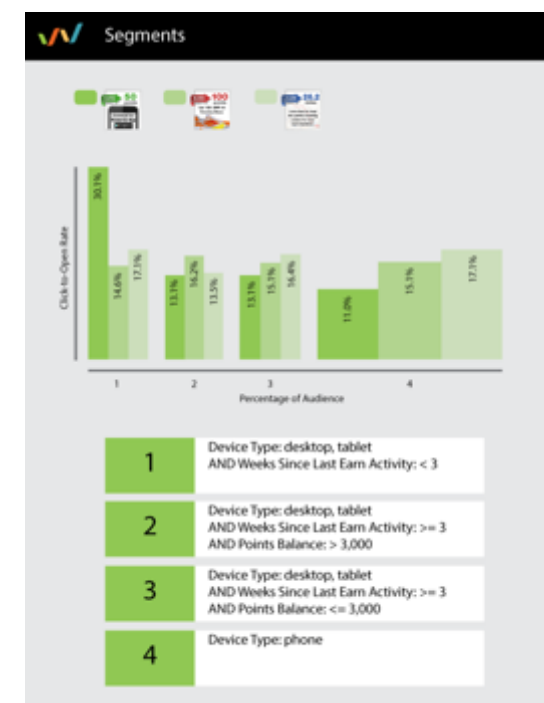
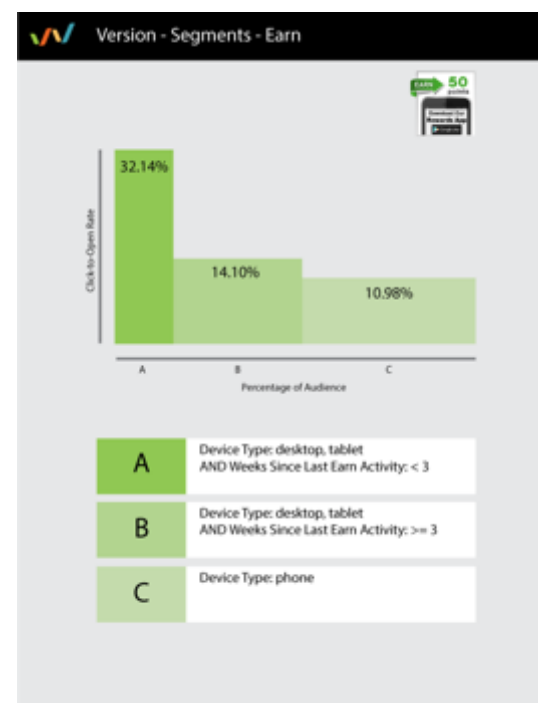
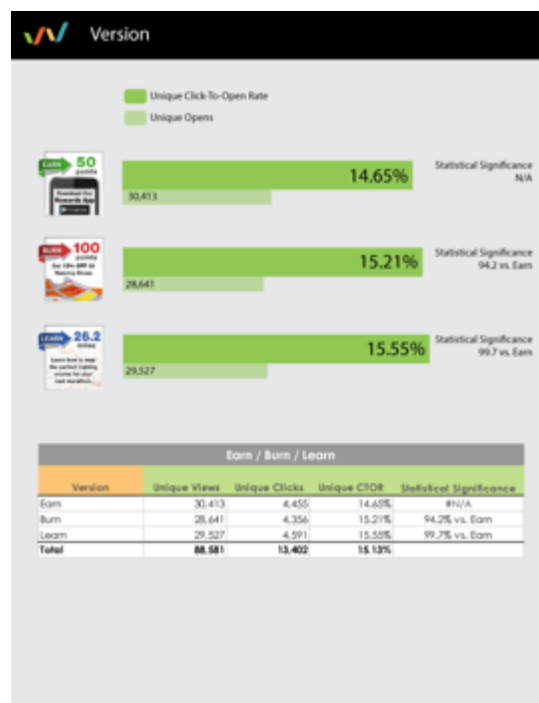




Reporting



Wylei's New Online Reporting

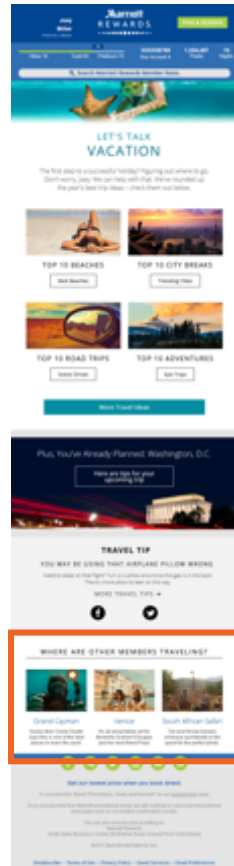





Optimization Results – March Destinations




March Destinations – Optimization Results




WHERE ARE OTHER MEMBERS TRAVELING?



Grand Cayman
Scuba diver Corlioi Souler says this is one of the best places to learn the sport.




Venice
It's all about Italian art for Morenike Graham-Douglas and her best friend Pearl.




South African Safari
Toli and Nicola Kanaris embrace spontaneity in the quest for the perfect photo.


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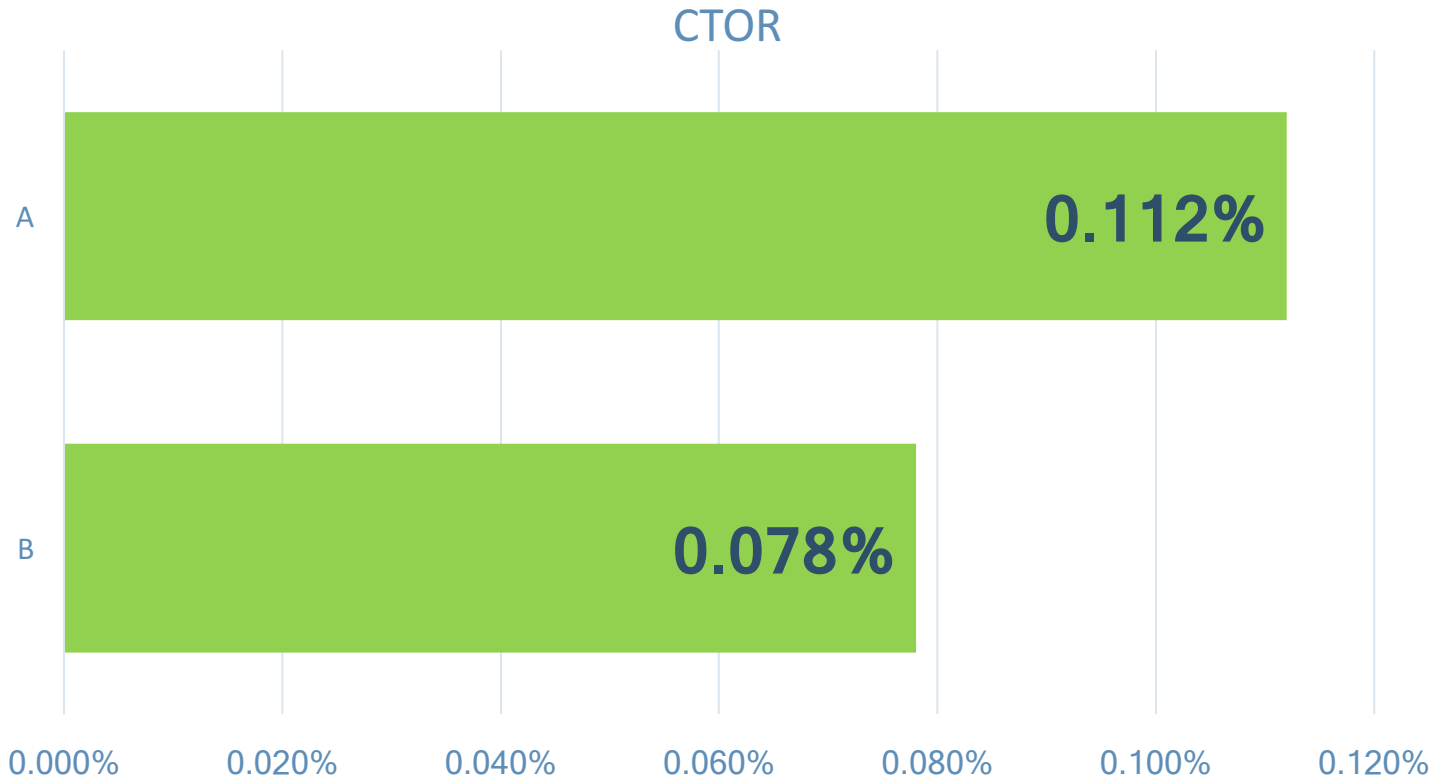
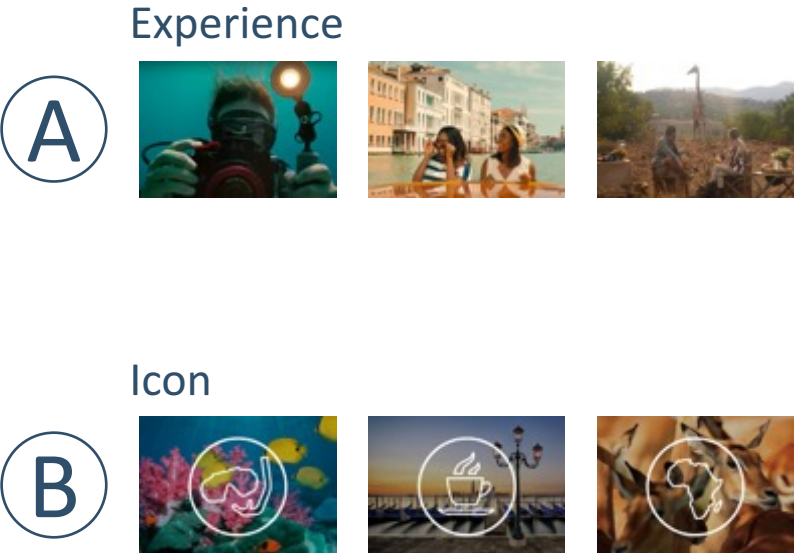
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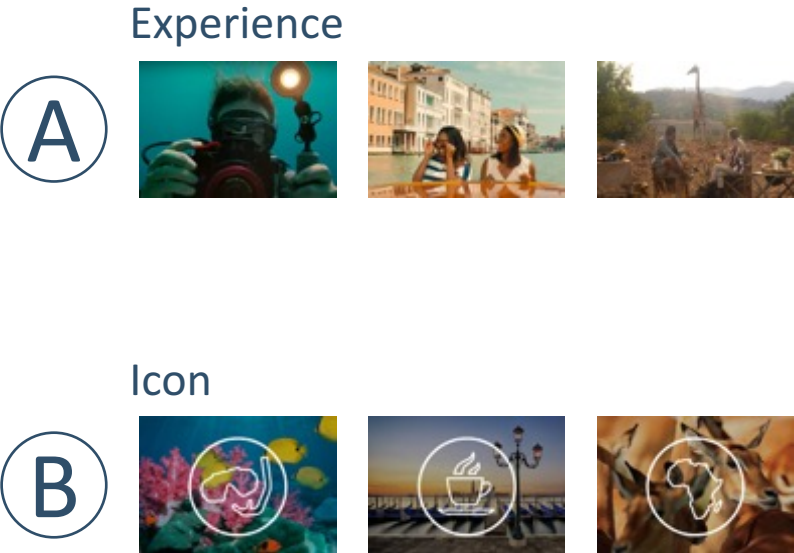
March Destinations – Optimization Results



Control	Image	Opens	Clicks	CTOR
	Total	315180	299	0.095%
	A	158215	177	0.112%
	B	156965	122	0.078%



March Destinations – Optimization Results



	Opens	Clicks	CTOR	Lift	Significance
Control	315180	299	0.095%		
Optimized	2900940	3,026	0.104%	10%	N/A





WYLEI

Testing & Optimizing Creative



Dissecting the Message

The image is a screenshot of the Marriott Rewards website. At the top, the user's name 'Raghu Rama Giri Pras Chemala Venkata' and status 'Platinum Premier' are displayed. The Marriott Rewards logo is in the center, and a 'FIND & RESERVE' button is on the right. Below this, a progress bar shows the user is 17 points away from Silver status (10 points), with Gold (50) and Platinum (75) further ahead. Account details include 'XXXXX6789', '1,531,555 Points', and '17 Nights'. A search bar for 'Marriott Rewards Member Rates' is present. The main banner features a skier in a red suit jumping over a smartphone, with the text 'chance to win Free travel for life'. Below the banner, the headline 'Win 3.75 Million Points' is shown, followed by a sub-headline: 'Get a chance to win every time you use the new Marriott® Mobile App for bookings, mobile requests and mobile check-in.' A blue 'HOW TO WIN' button is at the bottom.

Hero Headline

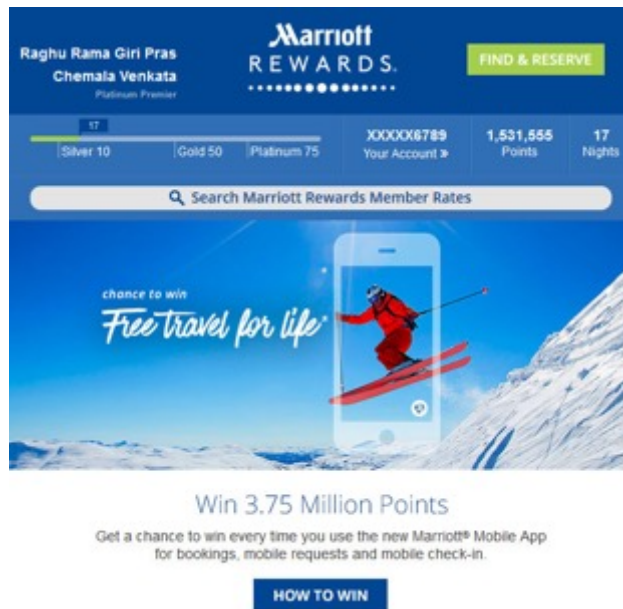
Hero Image

Secondary Headline

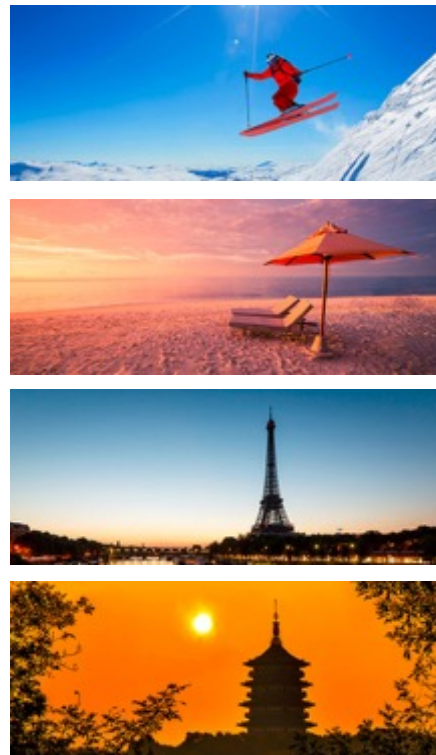
CTA Button

Dissecting the Message

Original Creative



Hero Image Options



Hero Headline Options

chance to win
*Free travel for life**

chance to win
*3.75 Million Points**

Secondary Headline Options

Win Free Travel For Life

Win 3.75 Million Points

CTA Button Options

HOW TO WIN

LEARN MORE

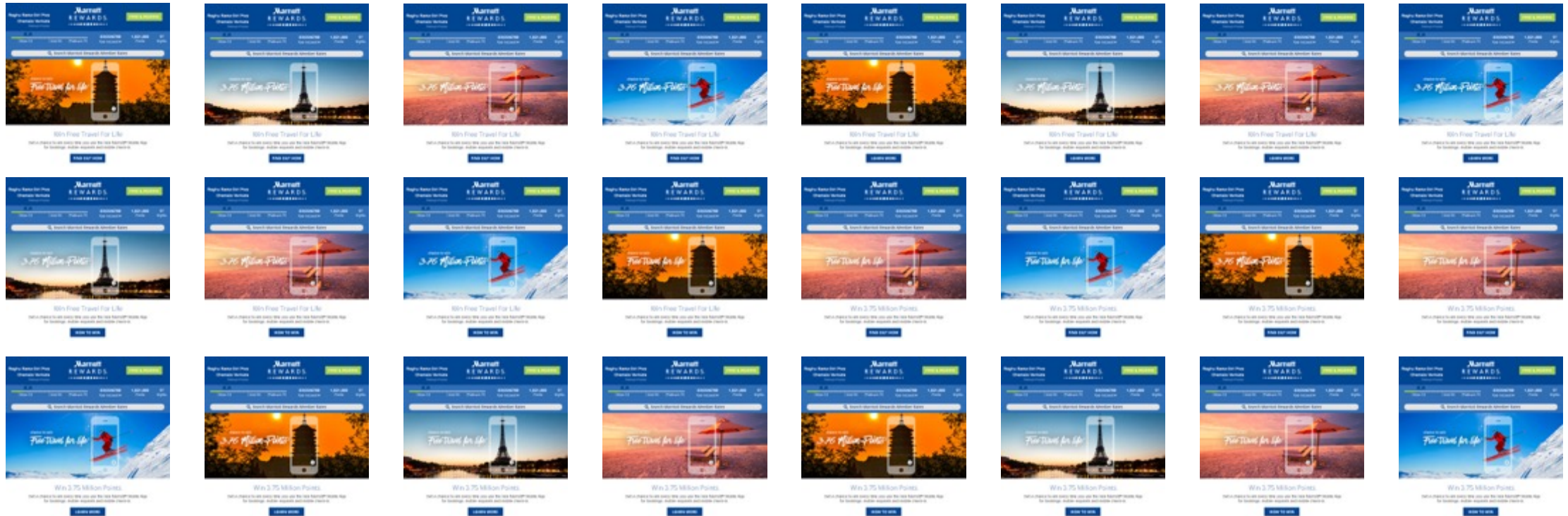
FIND OUT HOW



Assembling the Message

24 Total Options

That's a lot!



But it's not too much...



Understanding the Technology

Wylei's machine learning technology looks at each element individually...

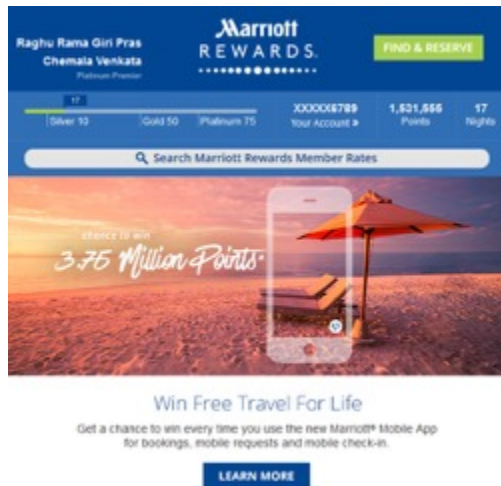


chance to win
*3.75 Million Points**

Win Free Travel For Life

LEARN MORE

...and not content as a whole



- If **Headline A** is driving lift within a discovered segment, that headline is served—regardless of how the other elements are performing.
- As soon as we are statistically confident that **Headline A** is performing best within that segment, other elements are then tested—defining more precise segments and driving additional lift.

The Bottom Line

- By looking at each element individually, we can find winning elements earlier and drive lift quicker.



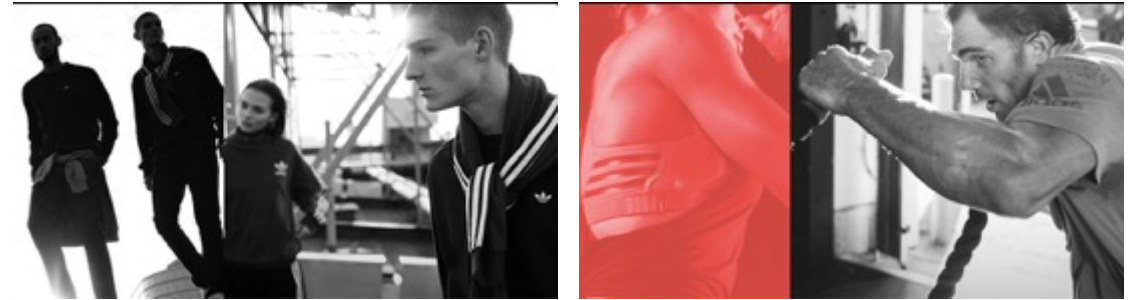
Dynamic Content Creation – Real Results

ORIGINAL CLIENT SUPPLIED CREATIVE



SAVE 25% OFF
WINTER OUTERWEAR, ACCESSORIES & MORE

Background Images



Hero CTAs



Headlines

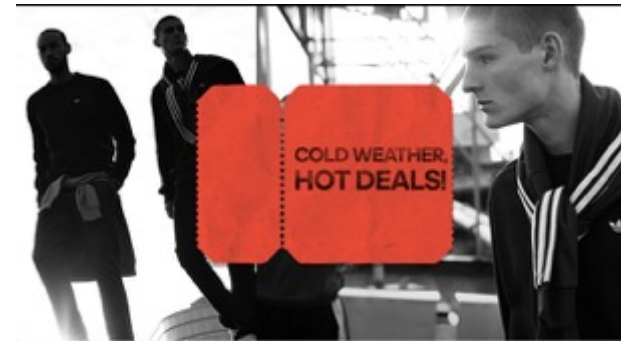
SAVE 25% OFF
WINTER OUTERWEAR, ACCESSORIES & MORE

COLD WEATHER, HOT DEALS!
WINTER OUTERWEAR, ACCESSORIES & MORE

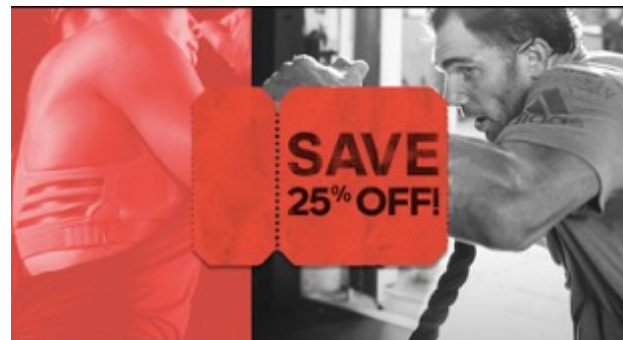
Dynamic Content Creation – Real Results



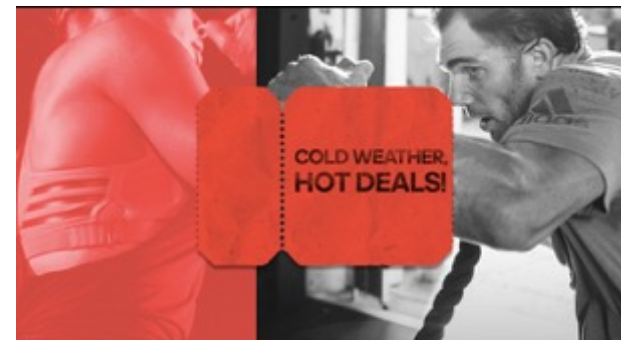
COLD WEATHER, HOT DEALS!
WINTER OUTERWEAR, ACCESSORIES & MORE



SAVE 25% OFF
WINTER OUTERWEAR, ACCESSORIES & MORE



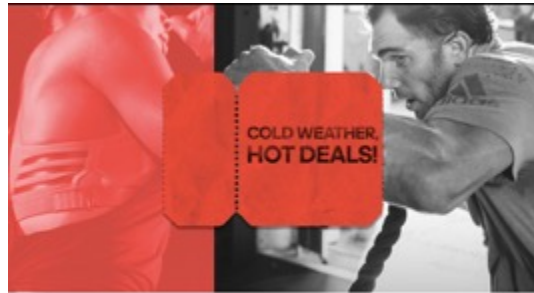
COLD WEATHER, HOT DEALS!
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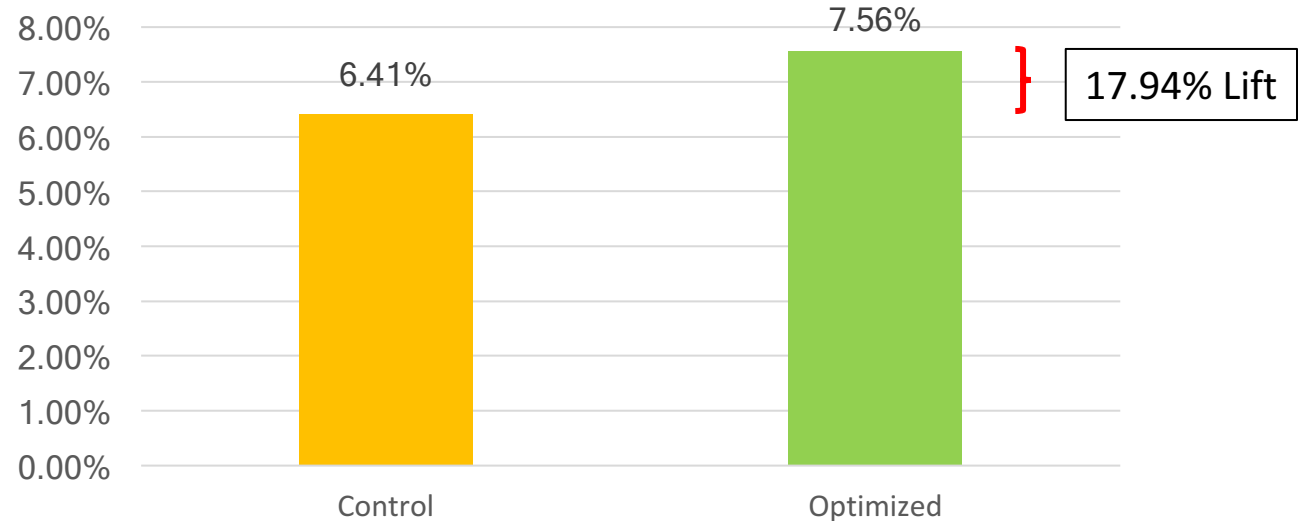
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Dynamic Content Creation – Real Results

CONTROL



SAVE 25% OFF
WINTER OUTERWEAR, ACCESSORIES & MORE



OPTIMIZED



COLD WEATHER, HOT DEALS!
WINTER OUTERWEAR, ACCESSORIES & MORE



SAVE 25% OFF
WINTER OUTERWEAR, ACCESSORIES & MORE



COLD WEATHER, HOT DEALS!
WINTER OUTERWEAR, ACCESSORIES & MORE



SAVE 25% OFF
WINTER OUTERWEAR, ACCESSORIES & MORE

Segment	Opens	Clicks	CTOR	Lift	Significance
Control	6,436	412	6.41%		
Optimized	61,742	4,668	7.56%	17.94%	99.7%





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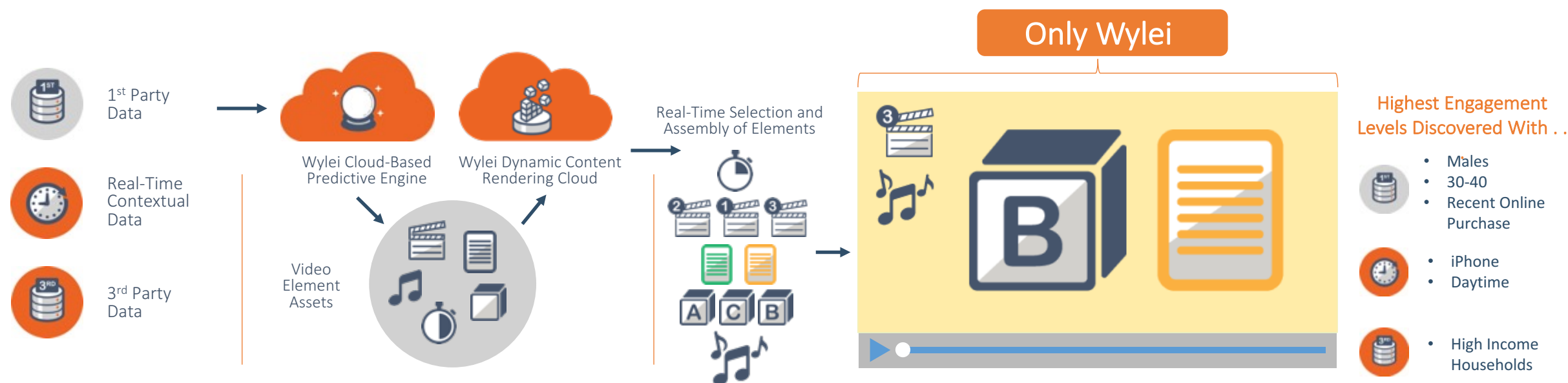
Predictive and Interactive Video



Real-Time Predictive Video

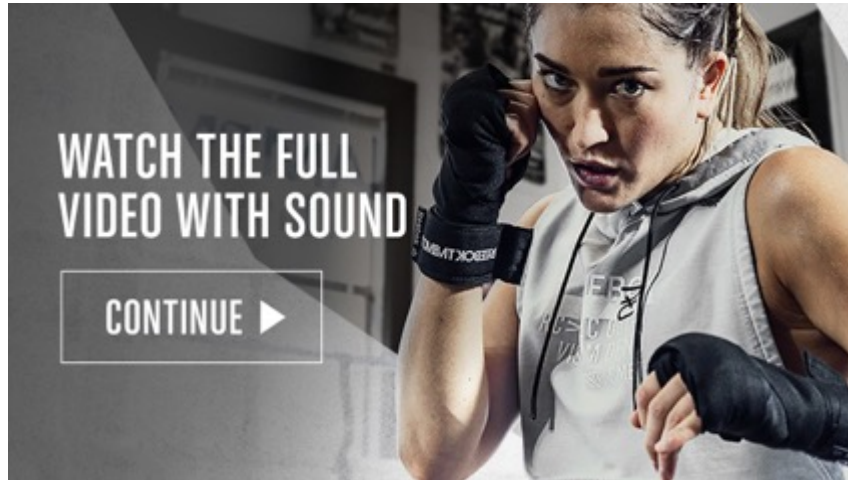
Self-assembling, real-time video — Powered by machine learning.

- As consumers engage with a video, Wylei's machine learning predictive engine discovers and reacts to subtle behavioral trends.
- Using 1st party, contextual and 3rd party data, video elements like content, sequence, length and audio are dynamically selected and assembled in real time, showcasing the options with the highest conversion rates for each individual.

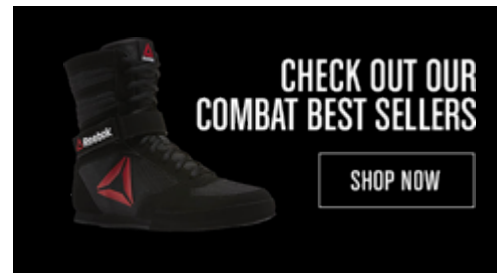


- The video continues to adapt and optimize as new patterns and trends are discovered.

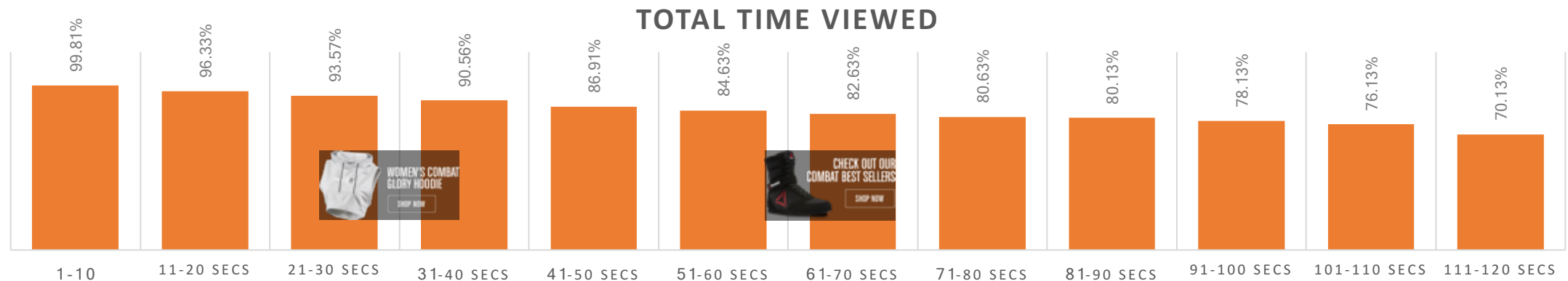
Video – Interactive Results



Overlay: Women's Combat Glory Hoodie
Play-in Time: 24s
View Duration: 10s
Click-To-Play-Rate: 18.8%



Overlay: Combat Best Sellers
Play-in Time: 60s
View Duration: 10s
Click-To-Play-Rate: 4.95%





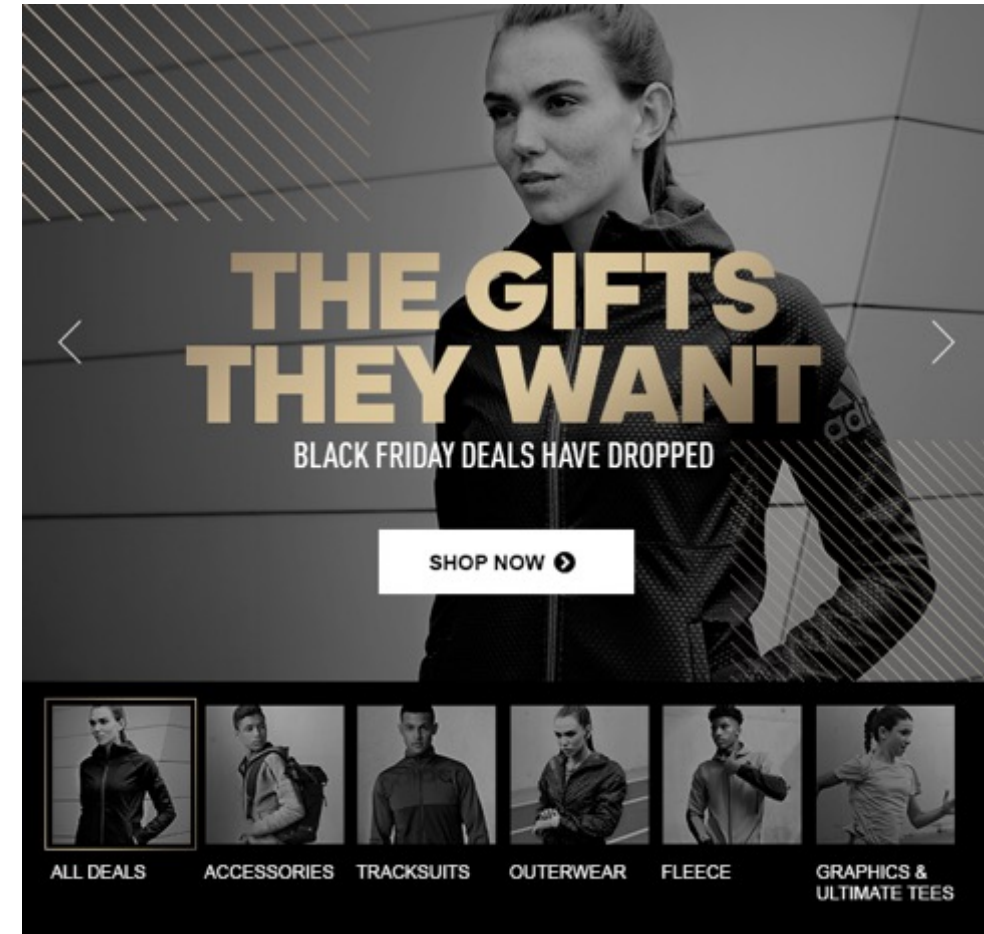
New and Exciting!!!



Interactive Carousels - Results

15.5% Overall CTOR (148% Increase in Clicks)

- Carousel Views Only:
 - 448,072 Opens (out of 763,938 | 58% of Subscribers)
 - 47,745 Unique secondary thumbnail views – approximately 9,500 views/thumbnail (images 2-5)
 - 19,698 Unique clicks on secondary hero images.
- What Does This Mean?
 - By adding interactive elements to mobile emails, subscribers tend to keep the email open longer, have the ability to see more content without scrolling and click through at a higher rate than the static image alone.



Interactive Carousels – Use Case



Entertainment



Lifestyle

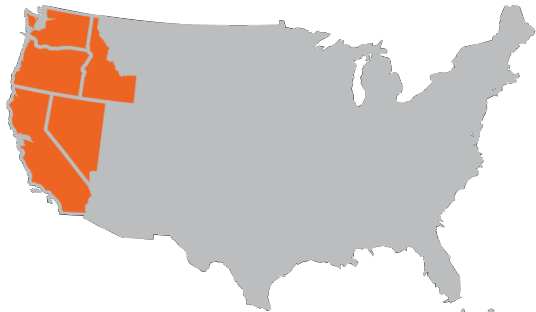


Sports



Culinary

Interactive Carousels – Use Case



Entertainment



Lifestyle



Sports



Culinary

Interactive Quiz





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Thank You!

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