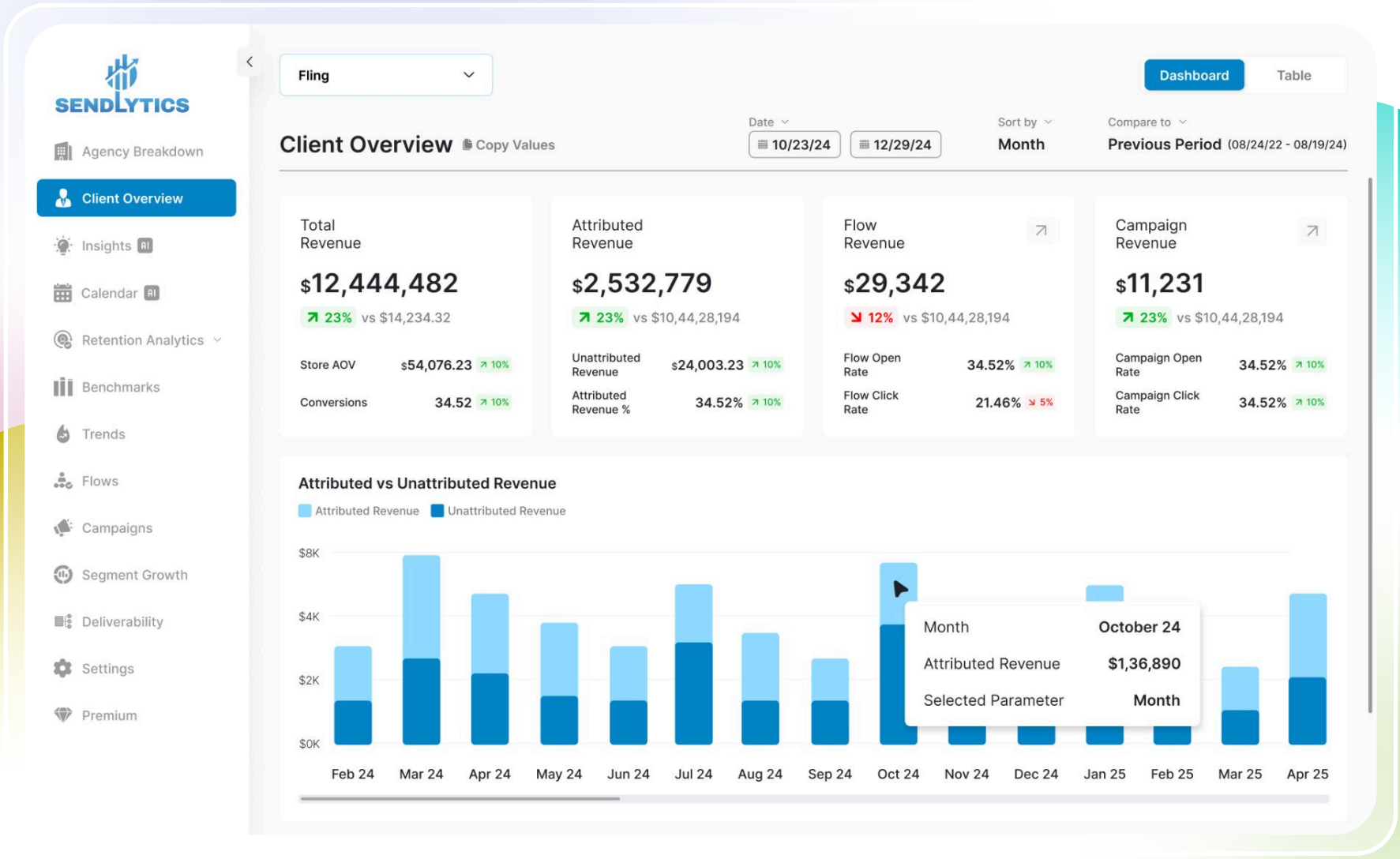


Transforming Marketing Intelligence with Agentic AI for SENDLYTICS

SENDLYTICS is a marketing intelligence platform that helps e-commerce, D2C, retail, and subscription-based businesses maximize customer engagement and revenue growth. Designed for marketing agencies and multi-brand teams, it consolidates campaign data, analyzes performance, and provides actionable insights. SENDLYTICS’s mission is to empower teams to move from guesswork to data-driven execution, ensuring every marketing dollar is spent with precision.

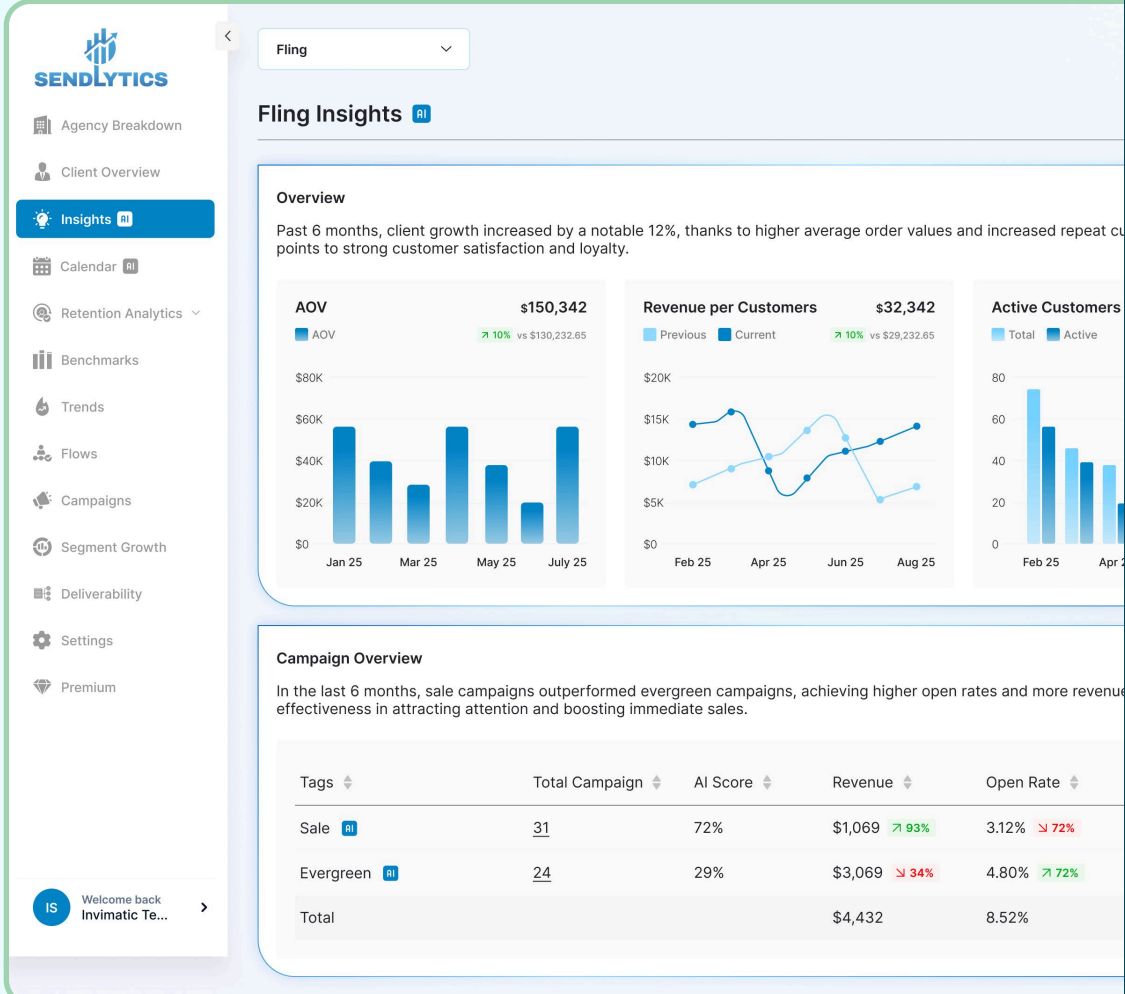


Challenges

SENDLYTICS’s clients operated in an increasingly fragmented data landscape, with crucial customer and campaign data scattered across Klaviyo and Shopify. The manual processes of tagging audiences, segmenting customers, and analyzing engagement were time-consuming and error-prone. Delayed insights meant that marketing teams could not act quickly on shifting customer behavior, often missing key moments for conversion. Moreover, limited visibility into attribution and engagement patterns made it harder to justify campaign spend and optimize ROI.

Solution Offered

Invimatic implemented an AI-powered intelligence layer that seamlessly integrated with SENDLYTICS’s existing platform.



Our Approach

- Applied **AI-based classification** to process engagement metrics, purchase history, and RFM (Recency, Frequency, Monetary) scoring, enabling automated audience tagging and segmentation at scale.
- Consolidated campaign, flow, and deliverability metrics into **real-time dashboards** that provided complete visibility across marketing activities.
- Used **Agentic AI-driven anomaly detection** to instantly surface unusual engagement patterns, helping teams proactively adjust campaigns.
- Delivered **natural language query capabilities**, enabling marketers to request insights without relying on technical teams.

Results



Audience segments now update automatically on a **daily basis**, removing the need for repetitive manual work.



Marketing teams gained **instant access to unified, reliable insights** instead of waiting for manual reports.

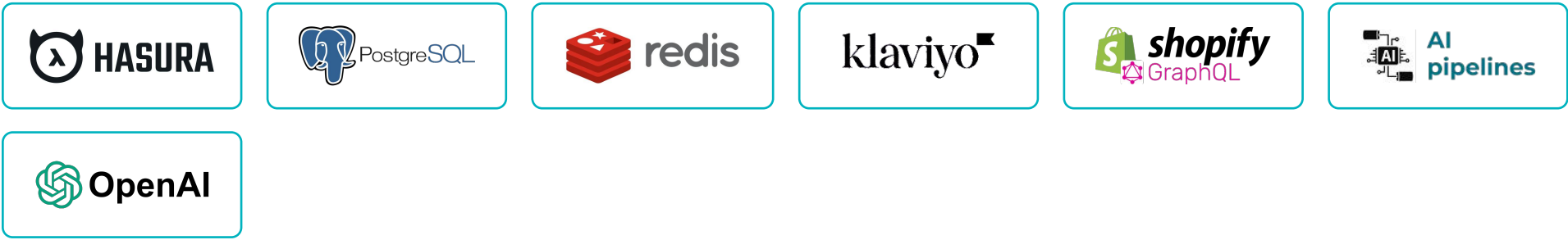


Reduced the analysis-to-action cycle from several days to **mere minutes**, empowering teams to respond to customer trends in real time.



Increased **ROI** through more **precise audience targeting** and better allocation of marketing resources.

Technical Stack



Key Takeaway

By integrating AI Classification, real-time AI Insights, and natural language accessibility, SENDLYTICS transformed a fragmented marketing data ecosystem into a cohesive, action-ready environment. The result is faster decision-making, higher agility, and a scalable competitive advantage in a fast-moving market.