

IntelliFi™

Powered by  Faraday

Strategy-Infused Marketing Powered by AI and Data Science

The IntelliFi platform can help fuel growth using actionable AI. Machine learning can help you match consumers with the right product and content at the right time, and predict buying probabilities beyond human capacity.

Optimize your marketing efforts and timing based on engagement probabilities, and better understand the likelihood for each individual to respond to various channels using proven algorithms.

IntelliFi™ Analytics

- ✓ Member Analytics & Reporting
- ✓ Member Profiling
- ✓ Journey Mapping
- ✓ Life Stage Alignment
- ✓ Market Area Analysis
- ✓ Branch Location Analysis
- ✓ Penetration Analysis
- ✓ Predictive Audience Targeting
- ✓ Lead Generation Models
- ✓ Lead Conversion Models
- ✓ Member Engagement
- ✓ Member Retention
- ✓ Advanced member clustering and profiling
- ✓ Member Persona Development
- ✓ AI-Powered Analysis of Prospects & Members



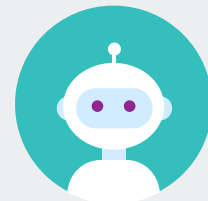
IntelliFi™ Insights

Member Analytics
& Reporting



IntelliFi™ Grow

Predictive
Audience Targeting



IntelliFi™ Personas

AI-Driven
Consumer Profiling

Where strategic marketing + data collide