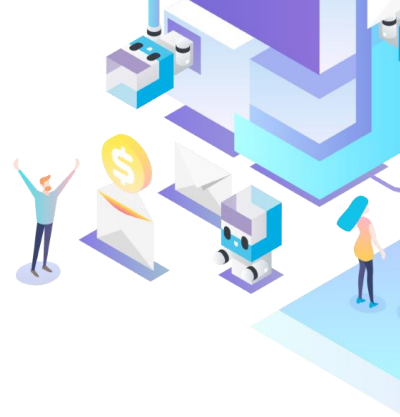


guidonAI 
powered by boodleAI



Why guidonAI?

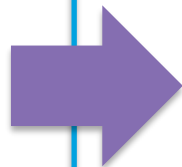
Companies want



to acquire,
retain, and
grow
customers



new and
increased
sales



Our Solution

guidonAI helps B2C
companies find the
best customers in
any lead list using
predictive analytics
and AI.

what guidonAI provides



CUSTOM GUIDONS

Bespoke predictive models created from your customer data enriched with billions of third party data points using AI.

Examples

- Predict likely customers
- Predict high value customers
- Predict recurring customers



INSTANT GUIDONS

Generic predictive models created from third party data using data science.

Examples

- Wealth Score
- Spending Capacity
- Affinity for Causes
- Preference for Direct Mail



LEAD LIST INSIGHTS

Descriptive analytics about your lead lists enriched with third party data.

Examples

- Geography
- Generation
- Veteran Status
- Spending Propensity

How guidonAI works

1

WHAT CUSTOMERS DO UPLOAD THEIR DATA

Customers select 250+ records from their existing databases, drawn from the audience they want to target (a training dataset) and a list of internal or external records they want to prioritize or segment (a target dataset).

They then upload the first name, last name, and email address OR physical address OR phone number of each record.

	A	B	C	D
1	first	last	email	
2	Jessica	Medina	woe@fast.at	
3	Edith	Dawson	woe@nami.kk.ny	
4	Joan	Wagner	df@fastest.co	
5	Ellen	Swanson	joh@fast.co	
6	Halle	Bradley	sun@fun.gl	
7	Philip	Leonard	saime@fast.at	
8	Elizabeth	Graham	po@franklin.jp	
9	Ray	Harrison	woe@shane.co	
10	Bernice	Rodriguez	haz@franklin.org	
11	Joan	Pratt	ruku@flm.ki	
12	Phyllis	Tucker	um@f.gn	
13	Jack	Pence	rup@flm.us	
14	Herbert	Hall	ch@agm@well.gn	
15	Jerome	Peters	pen@fth.co	
16	Derek	Crawford	sa@w@tag.mh	
17	Julie	Rode	co@fth.co	
18	Nathaniel	French	mit@th.co	
19	Cheryl	Hudson	zoe@fth.co	
20	Alex	Ottiga	je@fth.co	
21	Roxie	Jones	ob@w@roned.it	
22	Joel	McKee	co@fth.co	
23	Sam	Bass	at@fth.co	
24	Jerry	Diaz	mo@fth.co	
25	Dan	Page	vo@fth.co	
26	David	Waters	ho@fth.co	

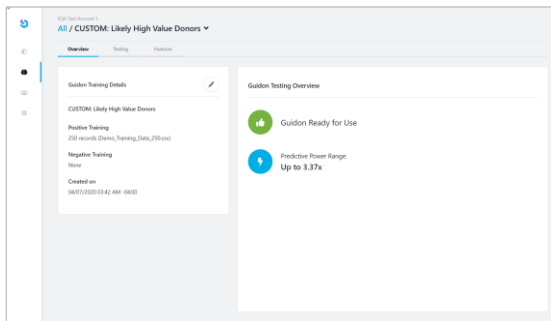
	A	B	C	D
1	first	last	email	
2	Olivia	Carter	mico@fronda.co	
3	Jerome	Pence	te@w@bromen.co	
4	Sally	Garcia	h@fth.co	
5	Bernice	Sanders	h@w@fth.co	
6	Edward	Miller	pen@fth.co	
7	Jerome	Barber	jak@fth.co	
8	Julia	Newman	jak@fth.co	
9	Lula	Morton	mo@fth.co	
10	Lula	Cobb	co@fth.co	
11	Carther	Sims	sw@fth.co	
12	Elleanor	Turner	af@fth.co	
13	Olga	Reichertz	co@fth.co	
14	Beatrice	Griffith	h@fth.co	
15	Wendy	Fowler	ag@fth.co	
16	Nora	Michael	je@fth.co	
17	Thomas	Figuerola	ho@fth.co	
18	Cyle	Sanders	h@fth.co	
19	Ursell	Cox	co@fth.co	
20	Gerard	Stephens	mo@fth.co	
21	Stake	Munoz	co@fth.co	
22	Julius	Armstrong	co@fth.co	
23	Philip	Boyd	je@fth.co	
24	Marguerite	Shelton	zoe@fth.co	
25	Joe	Franklin	zoe@fth.co	
26	Rebecca	Franklin	zoe@fth.co	

2

WHAT guidonAI DOES BUILD, TEST, APPLY GUIDON

guidonAI matches each record to databases of 220M adult Americans, which contain over 500 data points about each person, then builds a predictive model (a **guidon**) from the training dataset.

guidonAI tests the guidon to verify its predictive power, then uses the guidon to score, prioritize, and segment the target dataset.

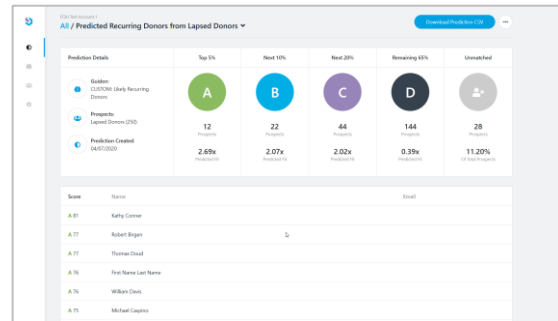


3

WHAT CUSTOMERS RECEIVE ACTIONABLE INSIGHTS

The scored, prioritized, and segmented dataset is delivered to the customer via online SaaS platform, managed service, or API.

The result: significant lifts in conversion, engagement, and retention rates.



The guidonAI difference:

customer lead scoring to predict who is the best fit ... using name and email address

guidonAI builds predictive models using the company's own data and machine learning algorithms. Most other look-alike models are created manually or using generic company trend data.

guidonAI helps busy sales and marketing staff save time. Our turnkey platform only requires staff to upload two datasets. guidonAI does the rest.

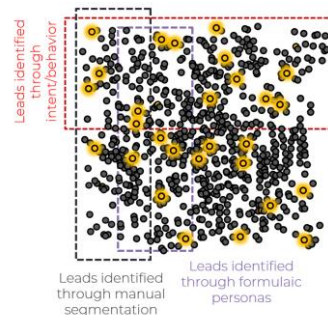
guidonAI can match identities using just name + email or name + mailing address. Most other lead prioritization or lead scoring tools don't offer identity resolution. Or if they do, they require a physical mailing address.

We will never sell or share your data and will delete it upon request. We offer as much or more privacy and security safeguards as other analytics SaaS platforms.

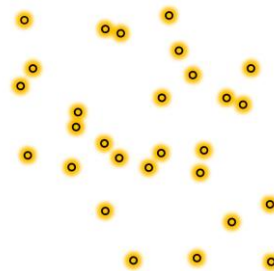
guidonAI uses over 550 third party data fields to build predictive models. Many other analytics tools focus on one dimension: behavior. Our AI engine looks at over 500 data fields to predict customer affinity.

We offer a 100% money back guarantee. If you are unhappy with guidonAI for any reason at any time, we will refund your entire annual license fee.

without guidonAI:
spend too much time and money
on leads that are not a fit
(black dots)



with guidonAI:
focus your time and money
on leads that are a fit
(gold dots)



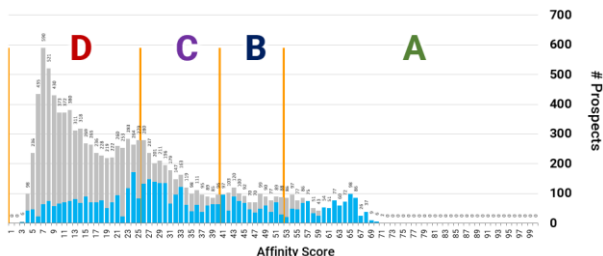
what guidonAI can do

PREDICTIVE LEAD SCORING

Using a single guidon, guidonAI can score any list of current leads or customers for fit.

Examples

- Predict likely customers
- Predict high value customers
- Predict recurring customers



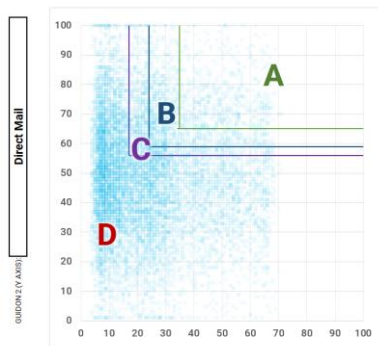
First	Last	Email	Lead Fit Score
Maria	Johnson	bonsirpiz@rag.bq	77
Walter	Beck	ovgevo@sinmaivus	77
Duane	Howell	de@niup.bi	76
Mark	Lowe	te@fofo.cy	76
Micheal	Willis	nup@wojte.pl	75
Leonard	Miles	at@natso.ao	75
Cecilia	McCoy	utmet@fufil.co.uk	74
Cornelia	Todd	bobeb@vo.lk	74
Theodore	Williamson	zh@bousd	73
Nelle	Terry	roanaeg@quhne.ve	72

PREDICTIVE LEAD MAPPING

guidonAI can score any list of current leads or customers for fit against two guidons simultaneously.

Examples

- Predict likely customers AND leads likely to respond to direct mail
- Predict high value customers AND leads likely to attend an event
- Predict recurring customers AND high value customers



GUIDON 1 (X AXIS) Convert from Trial to Paid

First	Last	Email	Lead Fit Score	Direct Mail Fit
Micheal	Willis	nup@wojte.pl	87	55
Leonard	Miles	at@natso.ao	86	42
Cecilia	McCoy	utmet@fufil.co.uk	85	64
Cornelia	Todd	bobeb@vo.lk	84	42
Theodore	Williamson	zh@bousd	82	43

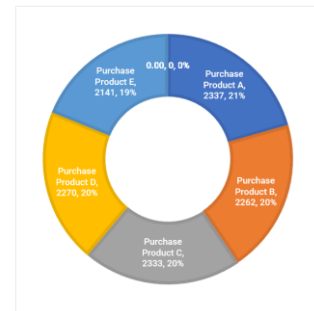
PREDICTIVE LEAD SEGMENTATION

guidonAI can sort any list of current leads or customers against multiple guidons.

Examples

- Predict best salesperson to assign
- Predict best outreach (email, direct mail, or phone)
- Predict best time to approach lead

1	Purchase Product A
Share	20.6% # Prospects 2337
2	Purchase Product B
Share	19.9% # Prospects 2262
3	Purchase Product C
Share	20.6% # Prospects 2334
4	Purchase Product D
Share	20.0% # Prospects 2270
5	Purchase Product E
Share	18.9% # Prospects 2141



Best Fit for A

Leonard Miles (86)
Cornelia Todd (45)
Theodore Williamson (89)
Vincent Lawson (78)
Theresa Estrada (73)
Katharine Coleman (91)

Best Fit for B

Cecilia McCoy (64)
Earl Holloway (38)
Cody Kelly (39)
Elizabeth Quinn (90)

Best Fit for C

Micheal Willis (78)
Eunice Wilkins (89)
Lucille Hubbard (90)
Alvin Casey (93)
Ryan Graves (92)

who uses guidonAI

In the 9 months since product launch:

60

Paying Customers

\$110K

Smallest company customer (annual revenue)

\$4.2M

Average customer size (annual revenue)

\$300M

Largest company customer (annual revenue)

\$105,000

Largest annual license sold to date

what people say about guidonAI

“guidonAI does a really good job of simplifying predictive outcomes.”

- Dan Streetman, CEO, TIBCO

“It really focuses our marketing. We spend way too much money on marketing that isn’t effective anymore. From what I expect to generate from guidonAI, it’ll return \$10 for every \$1 invested.” -David Smydo, CEO, Sokolin

“I love the technology.”

- Doug MacPherson, HMEA

“It’s highly unlikely that small businesses like ours will be able to hire individuals that are able to develop models, analyze data, create insights, and run calculated experiments. Yet, we all want to mine our data to develop segments that are more likely to engage with our programs, products, and services. This is where boodleAI fits into the equation.”

-Dan Brostek, Director of Digital Experience, Team RWB

guidonAI pricing

	# Custom Guidons	# Records	Pricing for Annual License	Pricing for +10K records
Starter	3	50,000	\$9,450	\$2,000
Growth	8	100,000	\$18,900	\$1,750
Professional	25	300,000	\$49,500	\$1,500
Enterprise	Unlimited	Varies	Varies	-

100% Money Back Satisfaction Guarantee

Access to Customer Support Team