

APRIL 2023

HIVESKILL

MAXIMIZING MARKETING IMPACT THROUGH
EMOTIONALLY INTELLIGENT ARTIFICIAL
INTELLIGENCE



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Manager



ABOUT HIVESKILL

HiveSkill is an AI company that provides marketing and sales teams with access to world-class AI tools and services using consumer data and social knowledge to understand user sentiment and deliver targeted messaging and personalization. HiveSkill uses AI and machine learning technology to model and understand each customer, integrating public knowledge and internal data to drive performance. By using the power of AI computations, HiveSkill reduces the inefficient annoyance, noise and cost of classic marketing while delivering a higher quality marketing message and experience to a listening customer. HiveSkill is building the foundations for the modern customer relationship, a model where every customer is represented by an AI model to optimize the long-term relationship with a specific company and brand.

HiveSkill's competitive advantage lies in its ability to provide a white-glove unified marketing and sales experience. HiveSkill has worked with multiple early-stage customers to develop and operate successful marketing campaigns using AI. Leveraging a 2+ year partnership with OpenAI, HiveSkill has developed prompt engineering, advanced training models, data partnerships, and data capabilities that allow it to ride the wave of growth in AI. HiveSkill's AI is uniquely trained to understand the customer's emotional attachment and leverage it for more accurate profiling and stronger direct engagement, reducing the cost of marketing while enhancing the quality of the customer experience. HiveSkill technology enables clients to invest in and construct a long-term customer relationship model that drives client engagement.

Overall, HiveSkill's AI technology provides an advantage in the increasingly competitive marketing space. Its personalized approach and ability to understand customer sentiment puts it ahead of the curve. HiveSkill is poised for success, with a solid foundation of technology, partnerships, and experience.

THE TEAM

Michael Fanning - Founder

Lori Kinney - Manager

Will Kellet - Technology

Kristina Beacom - Operations Manager



NEWLY ENGAGED HIVE USERS Q4 VS Q1:

Q4 2022: 91,895

Q1 2023: **165,357**

INCREASED OPEN RATE BY **5%**

DECREASED BOUNCE RATE BY **16%**

DELIVERY RATE: **97.15%**

HIVE RENTION RATE: **99.57%**

ACCOMPLISHED PROJECT GOALS IN 2023 SO FAR:

- Onboarded 2 new customers
- Held an AI webinar with 2,115 registrants
- A/B test best subject lines which increased open rates
- Added modeling to AI that can remember past interactions
- Updated Pitch Deck
- Updated Business Plan
- Increased emailing capacity
- Sent out multiple proposals to potential new clients