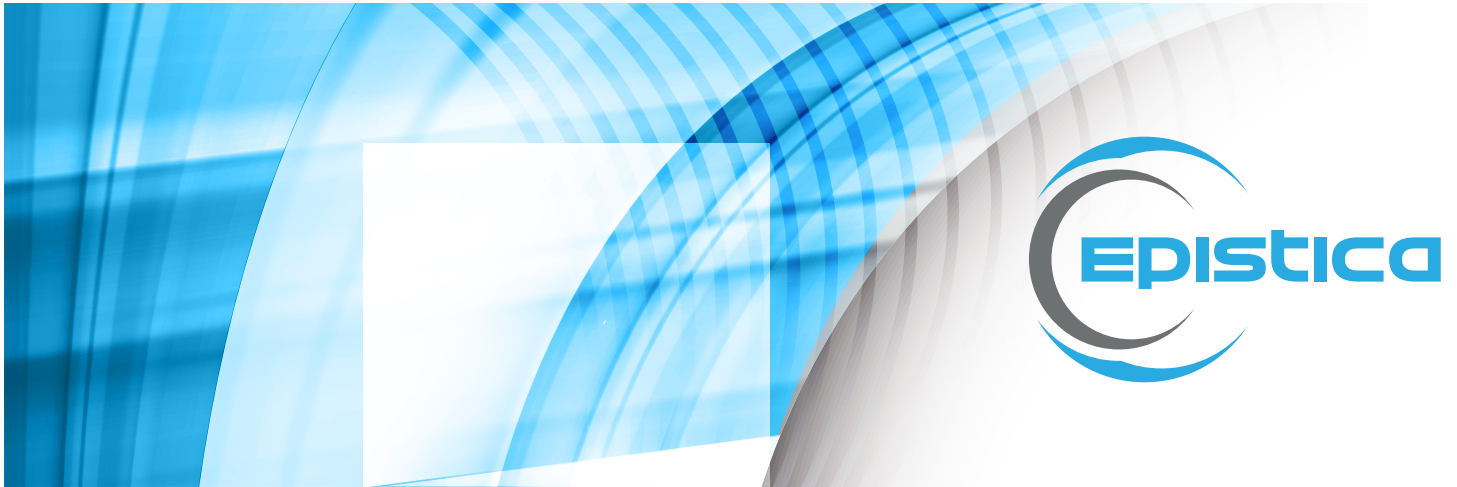


To: billw@spencershoes.com
From: belindas@epistica.com
Date: July 12, 2020
Subject: **Following up on my voicemail**



Hi Bill,

This is a quick follow up to the voicemail I just left you about using AI Prediction-as-a-Service for www.spencershoes.com.

Do you want to borrow a page from the www.adidas.com playbook by using machine learning to predict buyer behavior? The number-two sports brand in the world recently boosted its inventory management efficiency by 47% by using our service.

Want to learn how they did it? Just hit reply and I'll send you a copy of the case study.

If you prefer to talk, schedule a [complimentary consultation](#) on a day that works for you.

All the best for now,

Belinda Sandaya
VP Sales
Epistica
belindas@epistica.com
458-784-9874

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To: billw@spencershoes.com
From: belindas@epistica.com
Date: July 19, 2020
Subject: Using AI to reduce customer churn



Hi Bill,

As someone who operates an online store, you likely wonder how you can increase your sales by predicting what customers will buy (or at least improve your odds of guessing correctly).

So, I thought you'd be interested in taking a look at our data-intake platform, which uses embedded predictive and learning-capable algorithmic fields to predict and display what your customers want to buy before they have to search for it.

Want to discover if Epistica is a good fit for Spencer Shoes? Feel free to schedule a [complimentary consultation](#) with me on a day that works for you.

All the best for now,

Belinda Sandaya
VP Sales
Epistica
belindas@epistica.com
458-784-9874

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To: billw@spencershoes.com
From: belindas@epistica.com
Date: July 26, 2020
Subject: Unilever boosted CTR by 30%. Will you?



Hi Bill,

Unilever recently boosted its CTR by 30% by using AI to predict their online customers' buying behavior.

Want to learn how they did it? Simply hit reply and I'll send you the case study. By the way, Unilever hired Epistica because they needed an AI Prediction-as-a-Service Platform to predict buyer behavior and then deliver personalized messages that increased engagement.

Want to discover if our solution is a good fit for Spencer Shoes? Schedule a [complimentary consultation](#) with me.

All the best for now,

Belinda Sandaya
VP Sales
Epistica
belindas@epistica.com
458-784-9874

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