

# Words Matter

PERSONALIZES THE DIGITAL EXPERIENCE

البرنامج الوطني  
لتنمية تقنية المعلومات  
National Technology  
Development Program



**SDAIA**  
الهيئة السعودية للبيانات  
والذكاء الاصطناعي  
Saudi Data & AI Authority



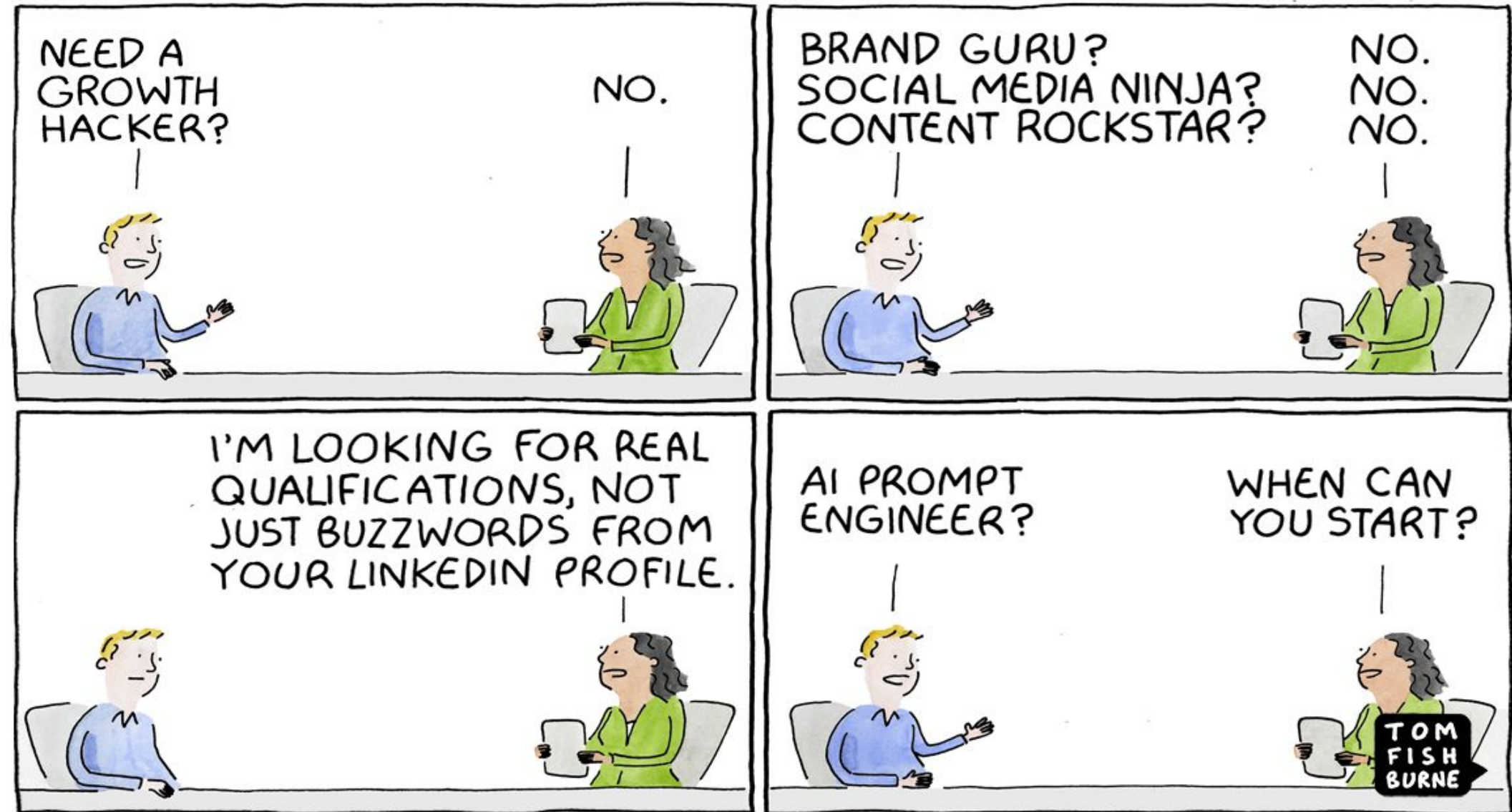
GAIA  
by Nextgrid

**N** new native  
group

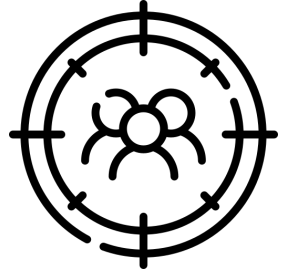
# 500\$ – 40000\$

is the monthly average SME spending on marketing

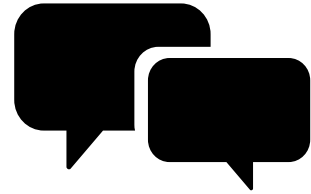
COULD BE A  
SUCCESS OR A FAILURE !!



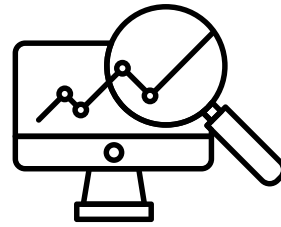
# PROBLEM



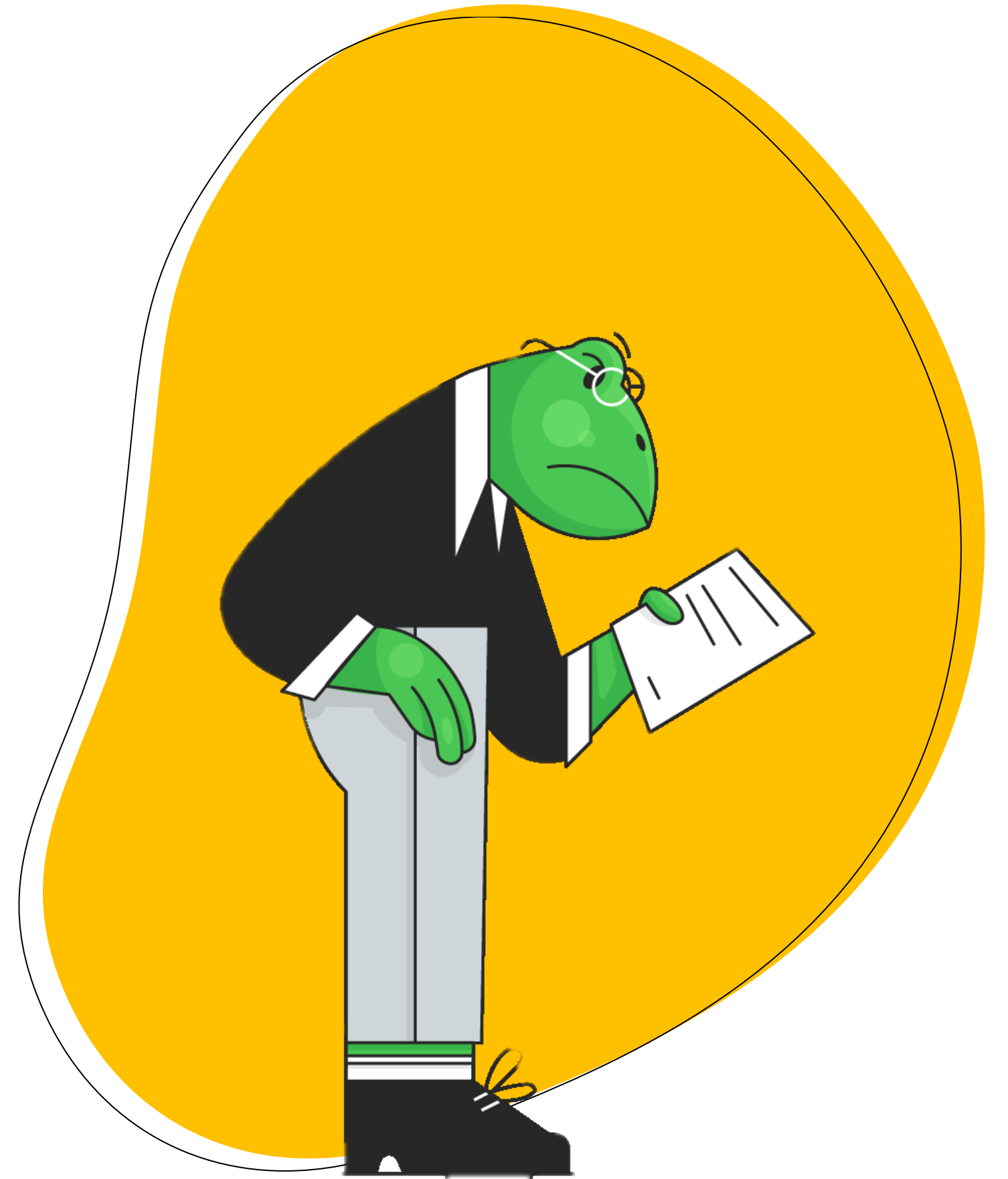
**Poor  
Targeting**



**Ineffective  
messaging**



**not enough  
monitoring**



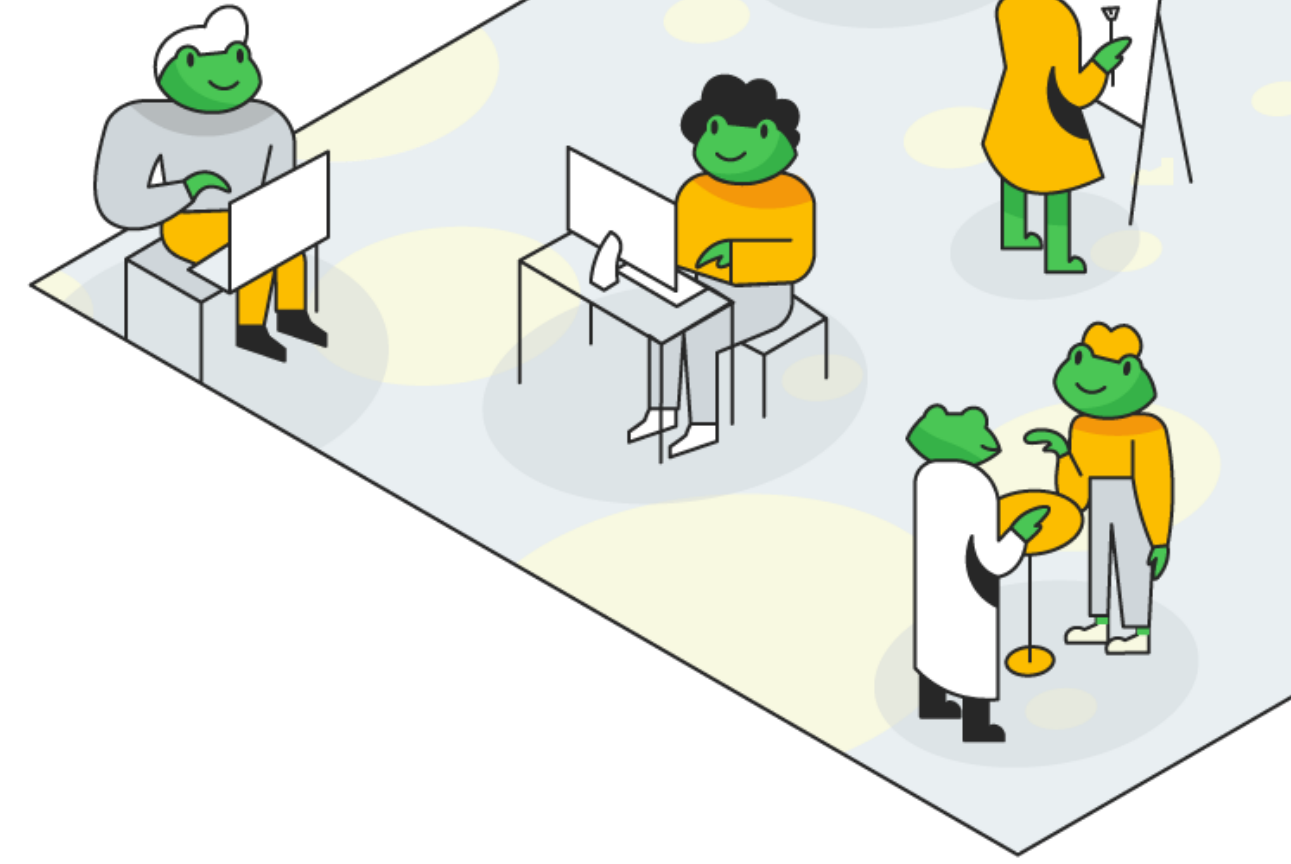
# SOLUTION



# PREDICTIVE CONTENT PERSONALIZATION

transforming how brands interact  
with customers

# SOLUTION



1

**Increased  
engagement  
rates**

2

**Accelerated  
buyer  
journey**

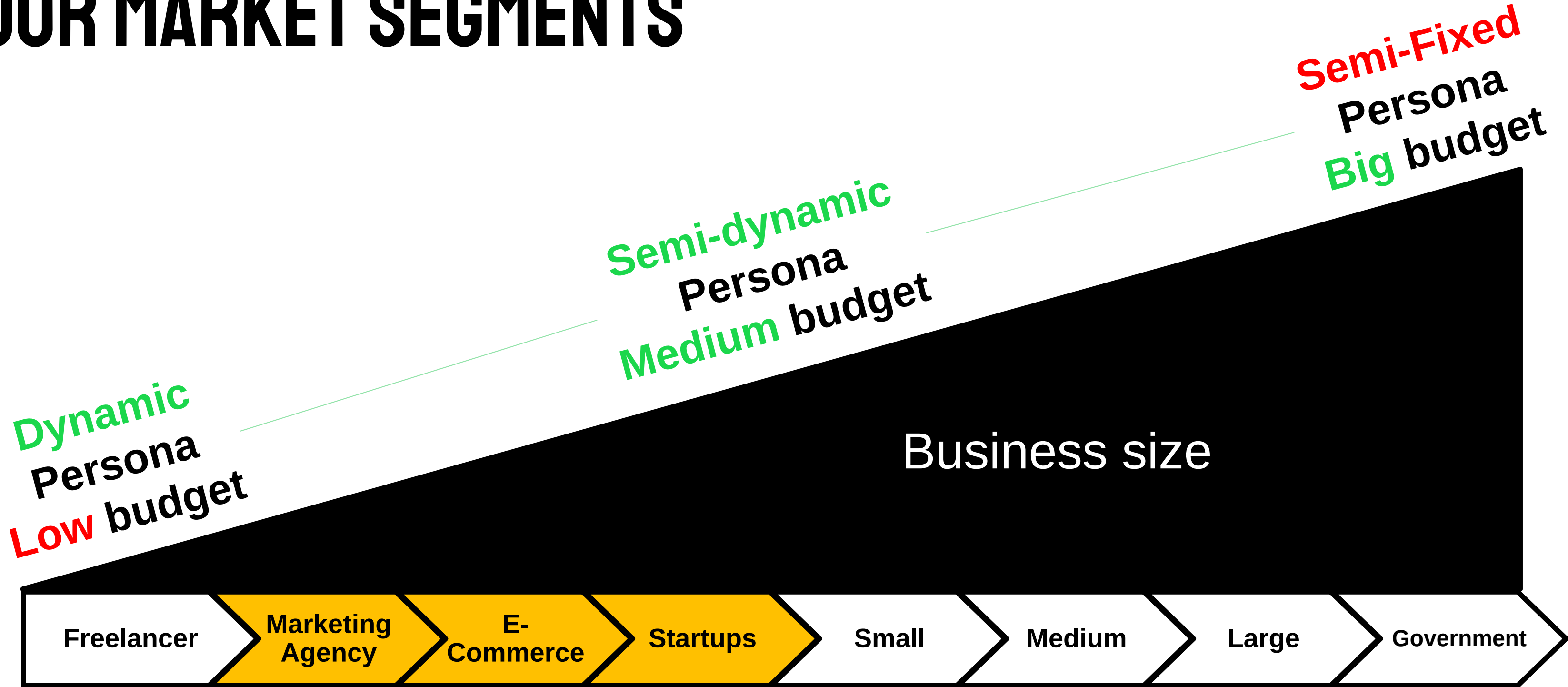
3

**Higher  
conversion  
rates**

4

**Greater  
customer  
loyalty and  
retention**

# OUR MARKET SEGMENTS



# PRODUCT

Software-as-a-Service  
(SaaS) Platform



Identify



Understand



Reach

# HOW?

Identify

Generate Customer  
Persona



**AHMAD** Age: 35  
Gender: male  
Status: married with 2 children

Riyadh, Saudi Arabia

Occupation: Marketing Manager at a large retail company

Education: Bachelor's degree in Marketing from King Saud University

Income: SAR 25,000 / \$ 6,666

**DATA BEATS EMOTIONS**

Personality: Ahmad is a results-driven professional who values efficiency and data-driven decision making. He is always looking for ways to improve his company's marketing strategies and increase ROI. He is a quick learner and adapts well to new technologies.

Persona Description: Ahmad is a busy professional with a lot of responsibilities at work and at home. He values his time and is always looking for ways to optimize his work and personal life. He wants to make the most out of his budget and efforts in terms of identifying target customers, assessing their needs and behaviours. He appreciates innovative solutions and is interested in using AI and data analysis to improve his company's marketing strategies.

Goals: Ahmad's main goal is to increase his company's sales and improve its market share by identifying and reaching the right customers at the right time. He is also interested in reducing the cost of customer acquisition and improving the efficiency of his company's marketing campaigns.

Challenges: Ahmad's main challenges include limited budget, lack of accurate data and limited resources to analyze and make sense of the data that his company does have. He also faces difficulties in obtaining buy-in from other departments for new technologies and data-driven marketing strategies.

Needs: Ahmad needs a solution that can provide him with accurate and actionable customer data to improve his company's marketing strategies. He also needs a platform that is easy to use, cost-effective, and can integrate with other tools and platforms that his company uses.

Buying behavior: Ahmad is someone who does his research before making a purchase. He compares different solutions and their features before making a decision. He's also interested in solutions that have a proven track record of success with other companies and that has a good reputation.

Preferred brands: Google Analytics, Tableau, Mixpanel, Adobe Analytics

Personal interests: Ahmad is an avid football fan, especially for the national team. He also enjoys reading and watching documentaries about innovation and business strategy.

Understand

Make sure what was  
generated is accurate  
(using other data  
sources)



Reach

Generate marketing  
materials that speaks  
best to your customers

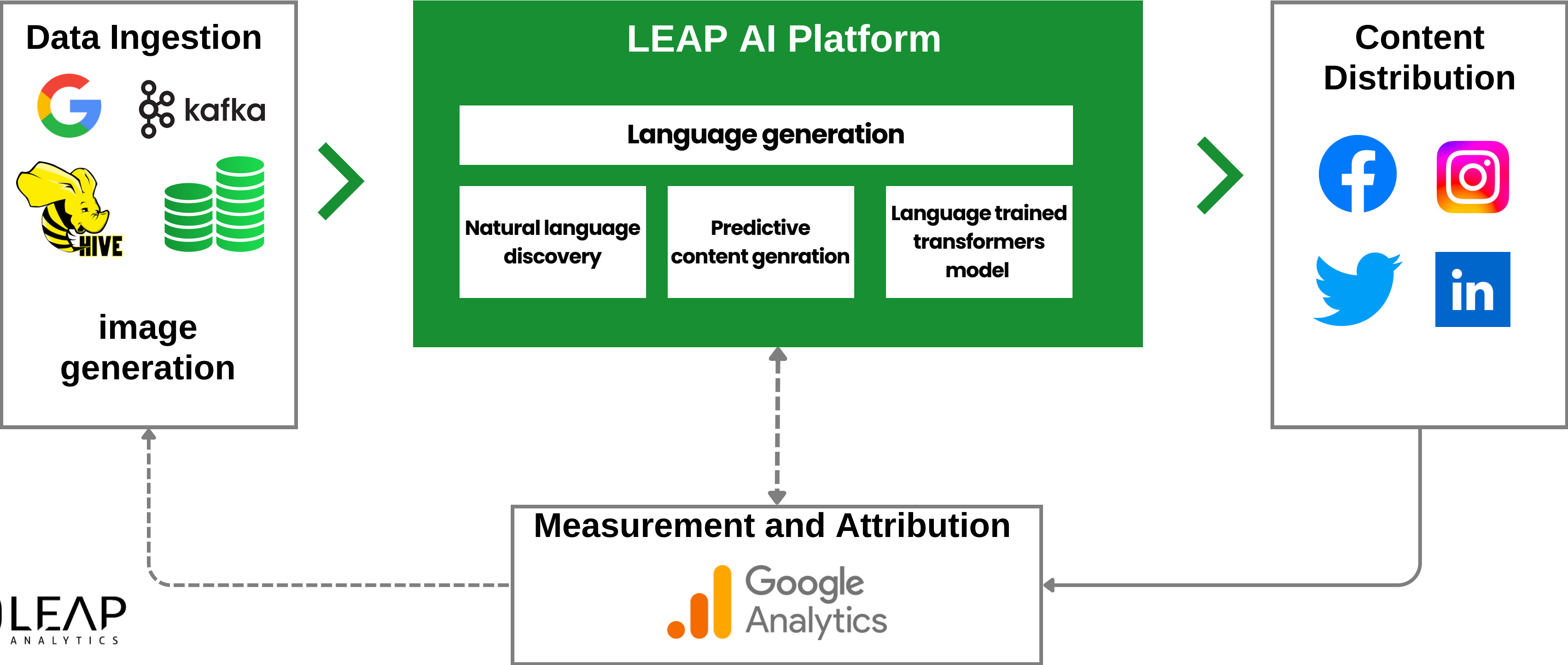


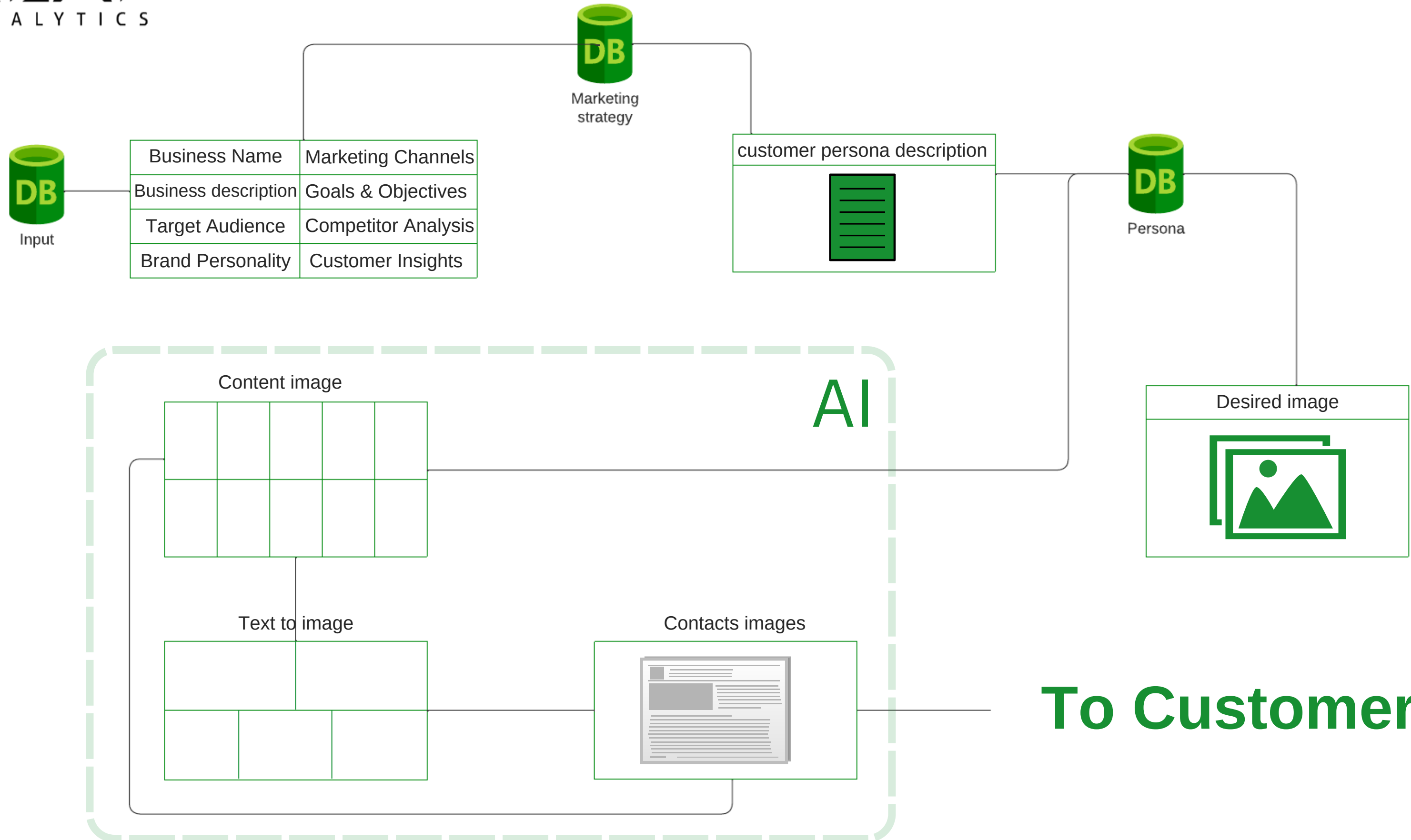
The collage features several marketing materials:

- Logo Slogan Here**: A banner for a creative marketing agency with a 70% OFF discount.
- Delicious Food Menu**: A promotional poster for a restaurant offering 50% OFF on today's best deals.
- SPECIAL COLLECTION**: A banner for sports shoes with a 30% OFF discount.
- SHAPE YOUR BODY PERFECT**: A fitness poster offering 30% OFF and encouraging users to "Join Us Today!".



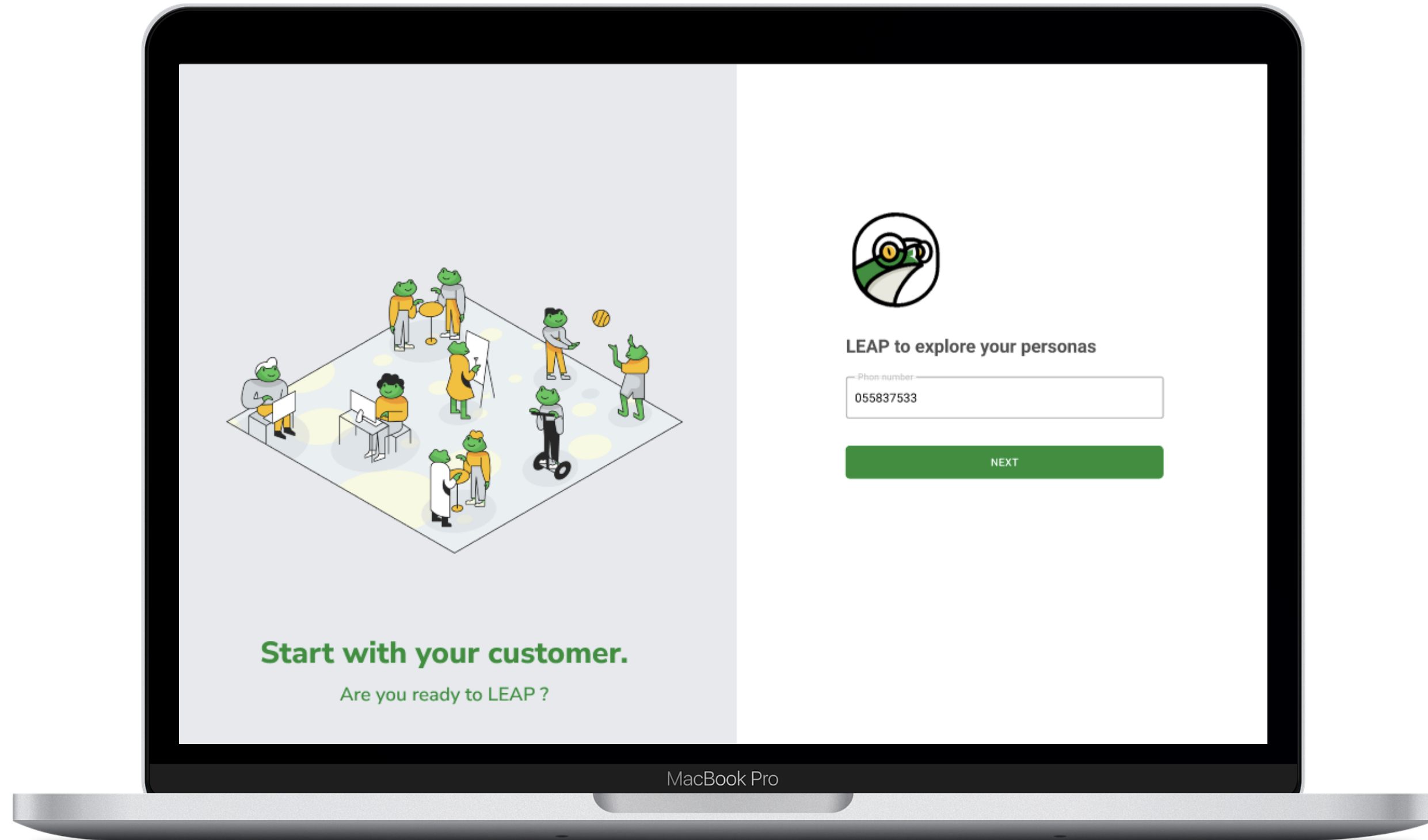
# HOW?





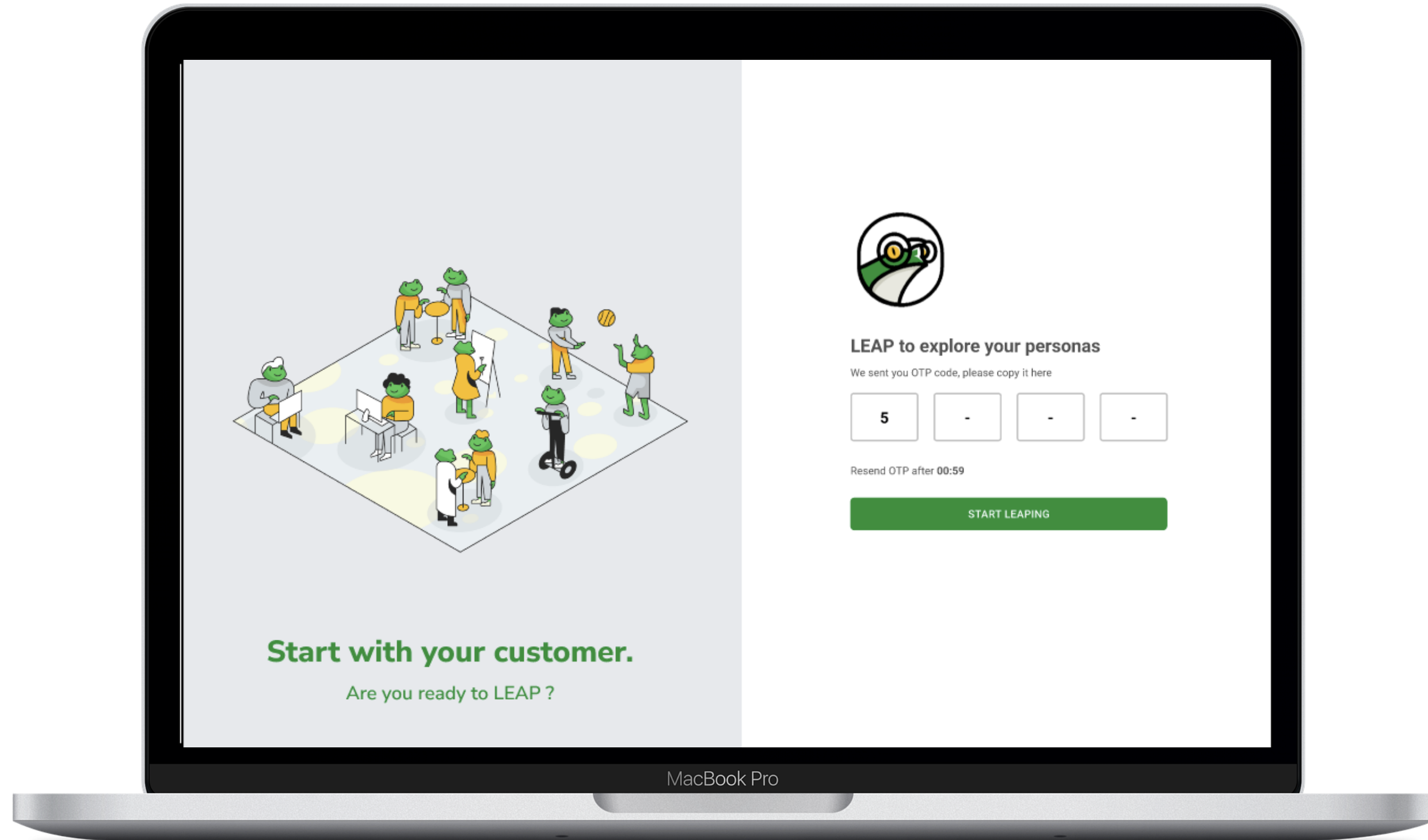
# OUR JOURNEY

Login with your  
phone number



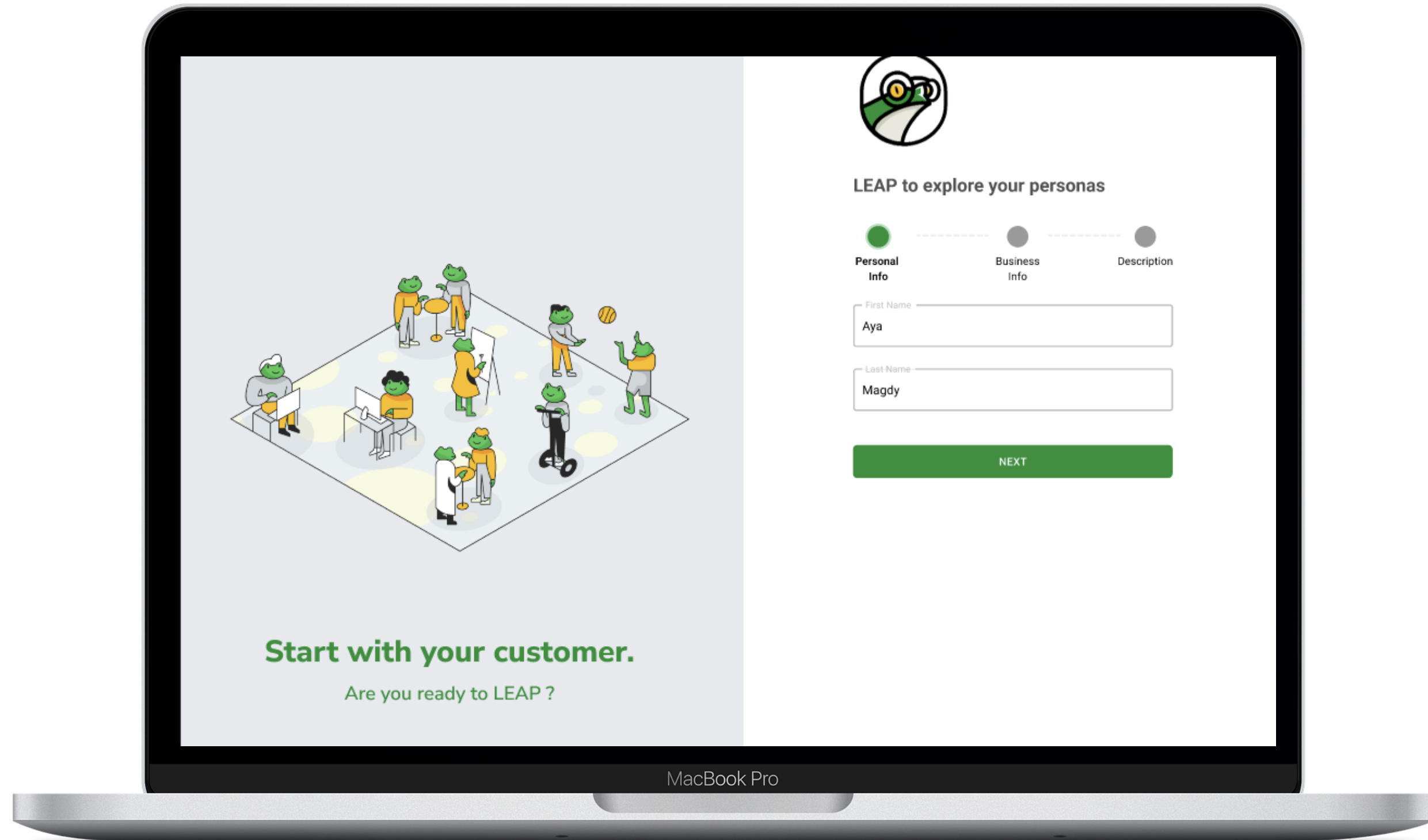
# OUR JOURNEY

Enter your  
OTP code



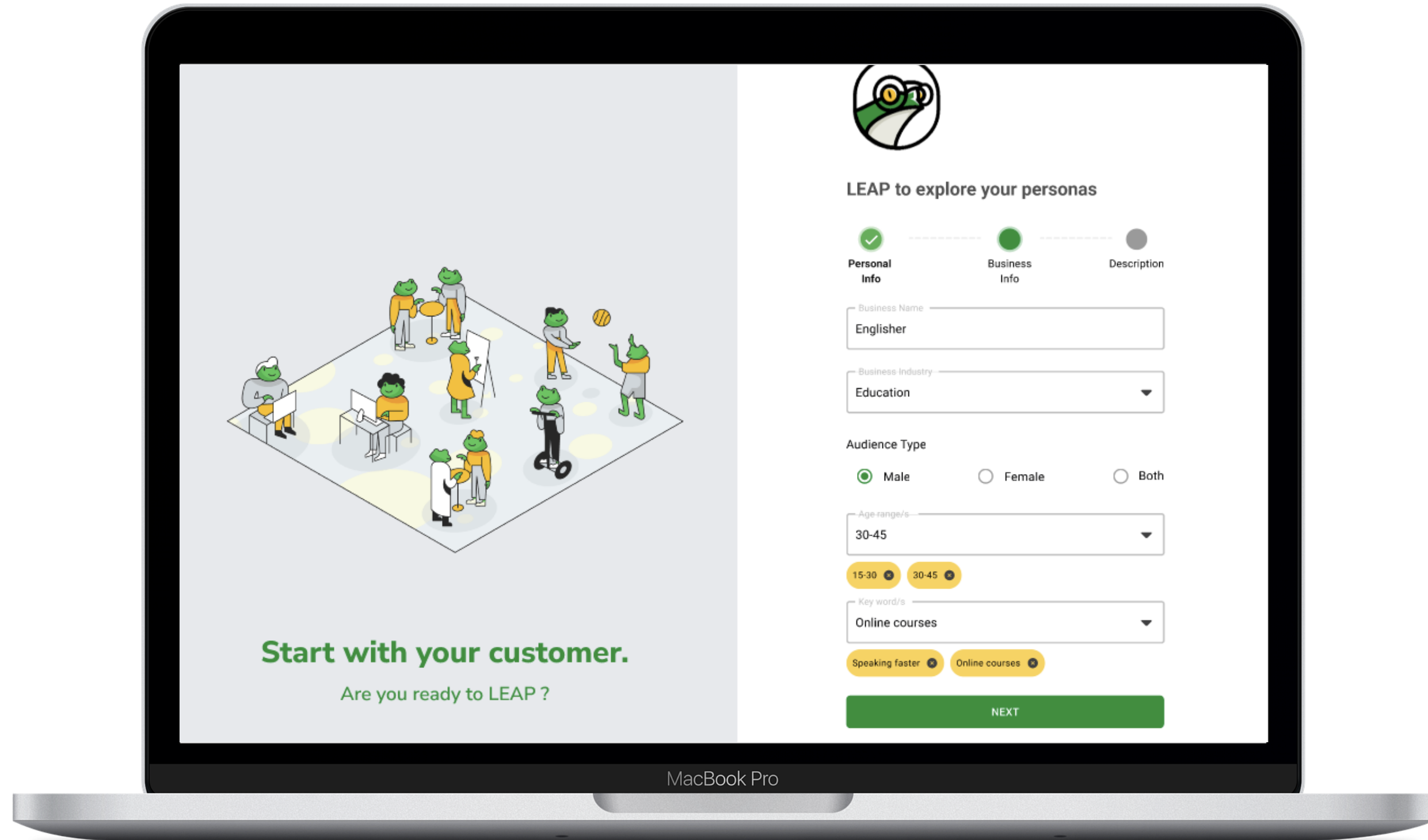
# OUR JOURNEY

Fill-in your first  
and last name



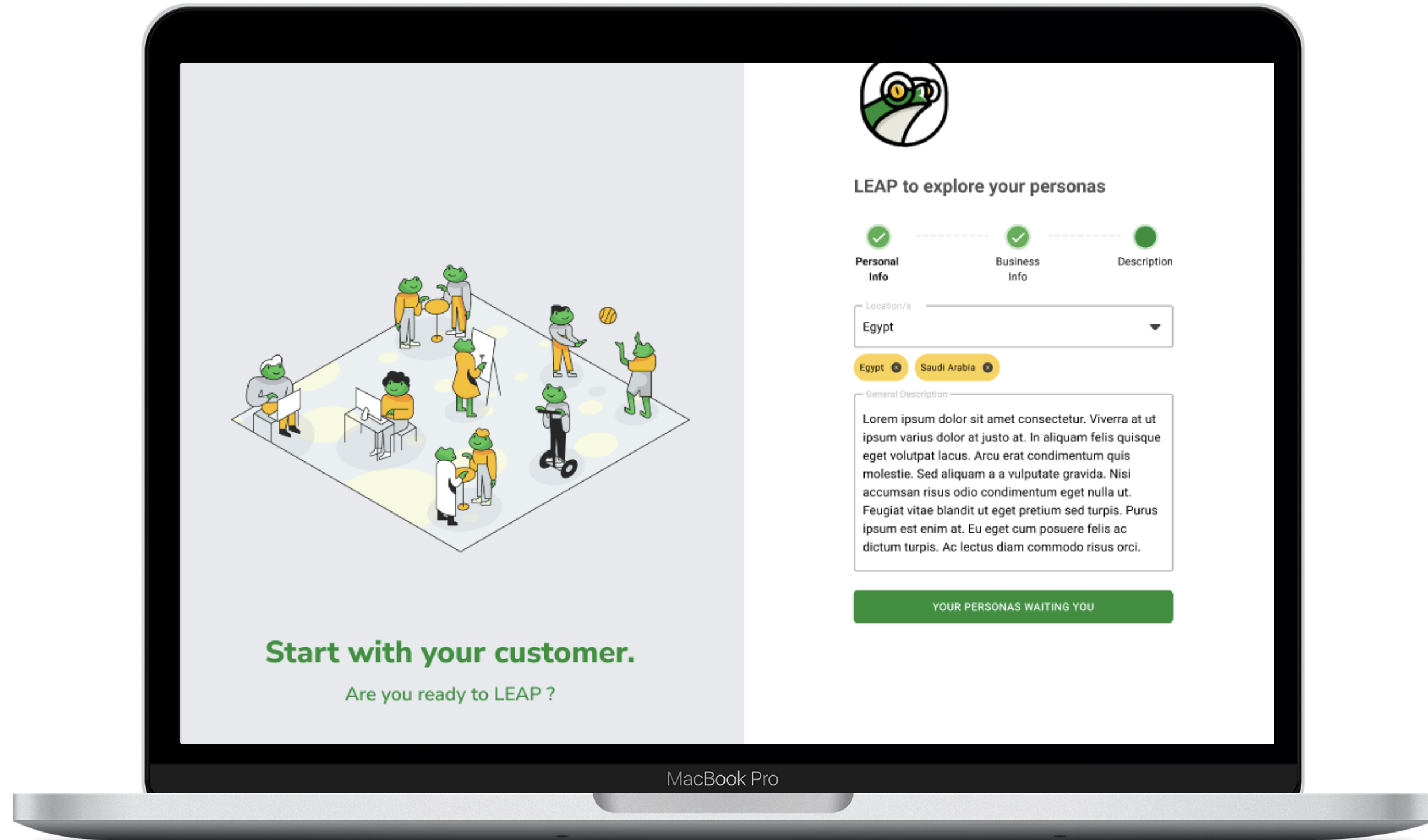
# OUR JOURNEY

Add your  
business info



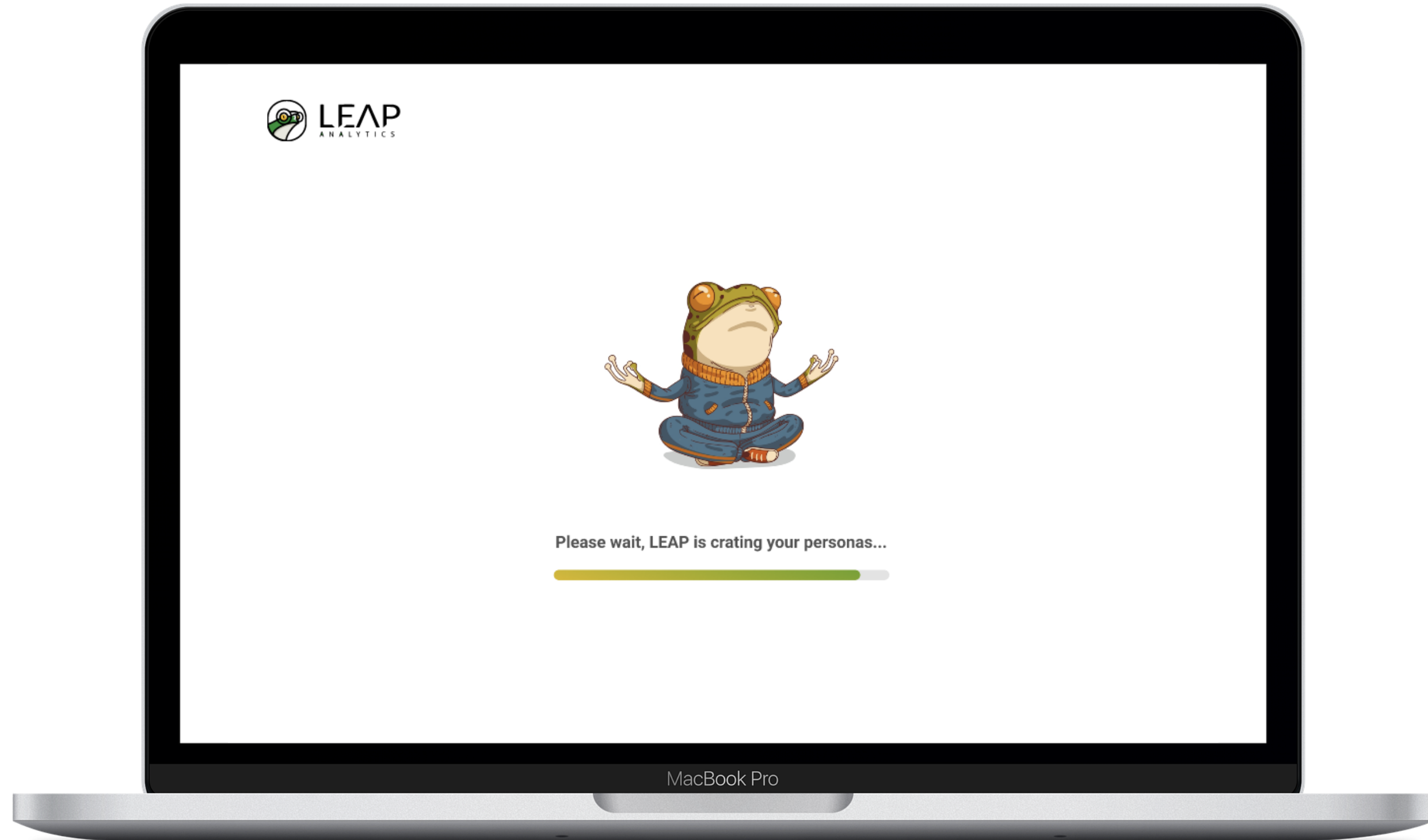
# OUR JOURNEY

**Add a brief  
description of what  
your business idea is**



# OUR JOURNEY

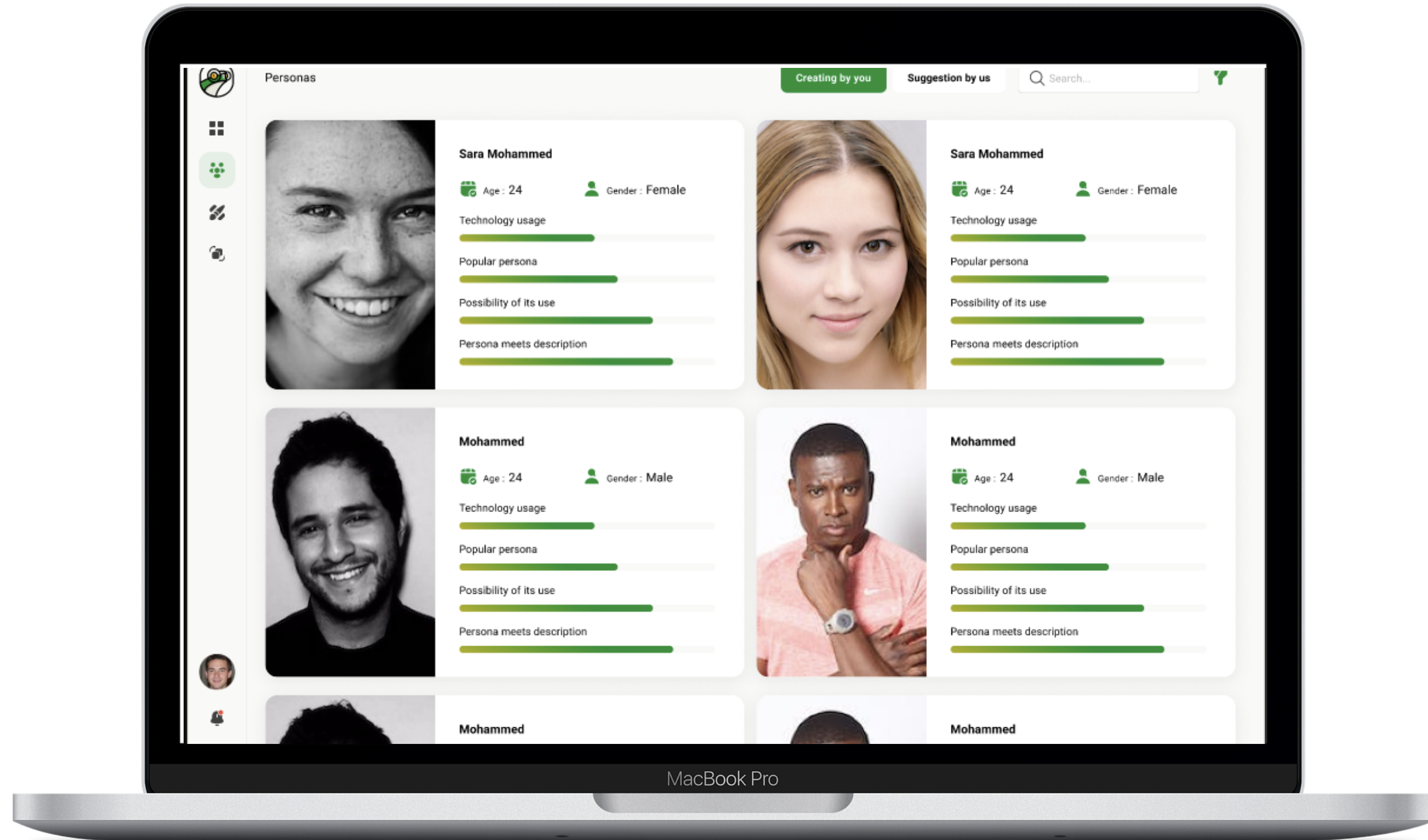
Your persona is  
being generated





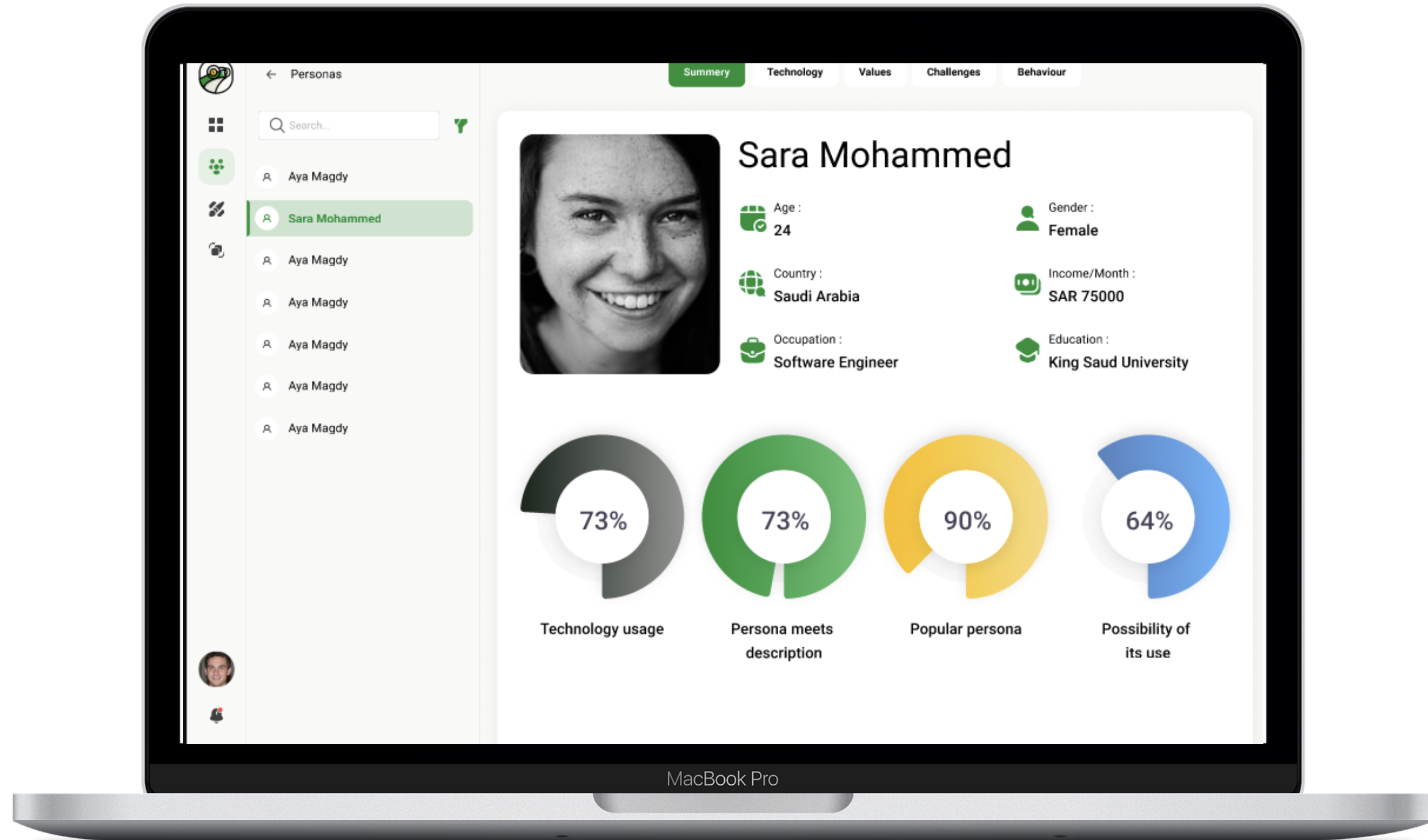
# OUR JOURNEY

You can access  
all generated  
personas



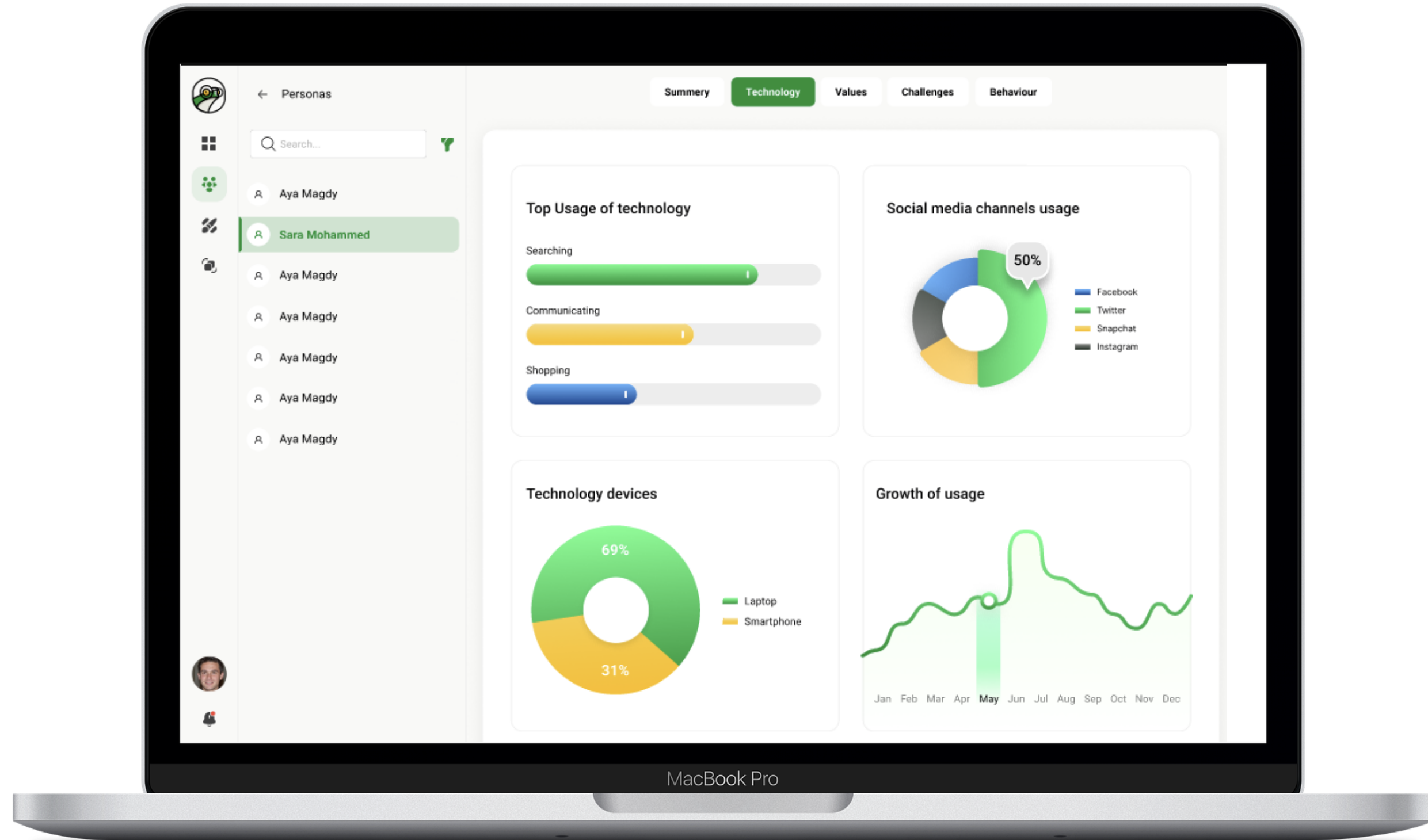
# OUR JOURNEY

View more  
details



# OUR JOURNEY

Make data-backed decisions



# OUR JOURNEY

Generate Marketing  
Materials  
*(Detailed Reports)*



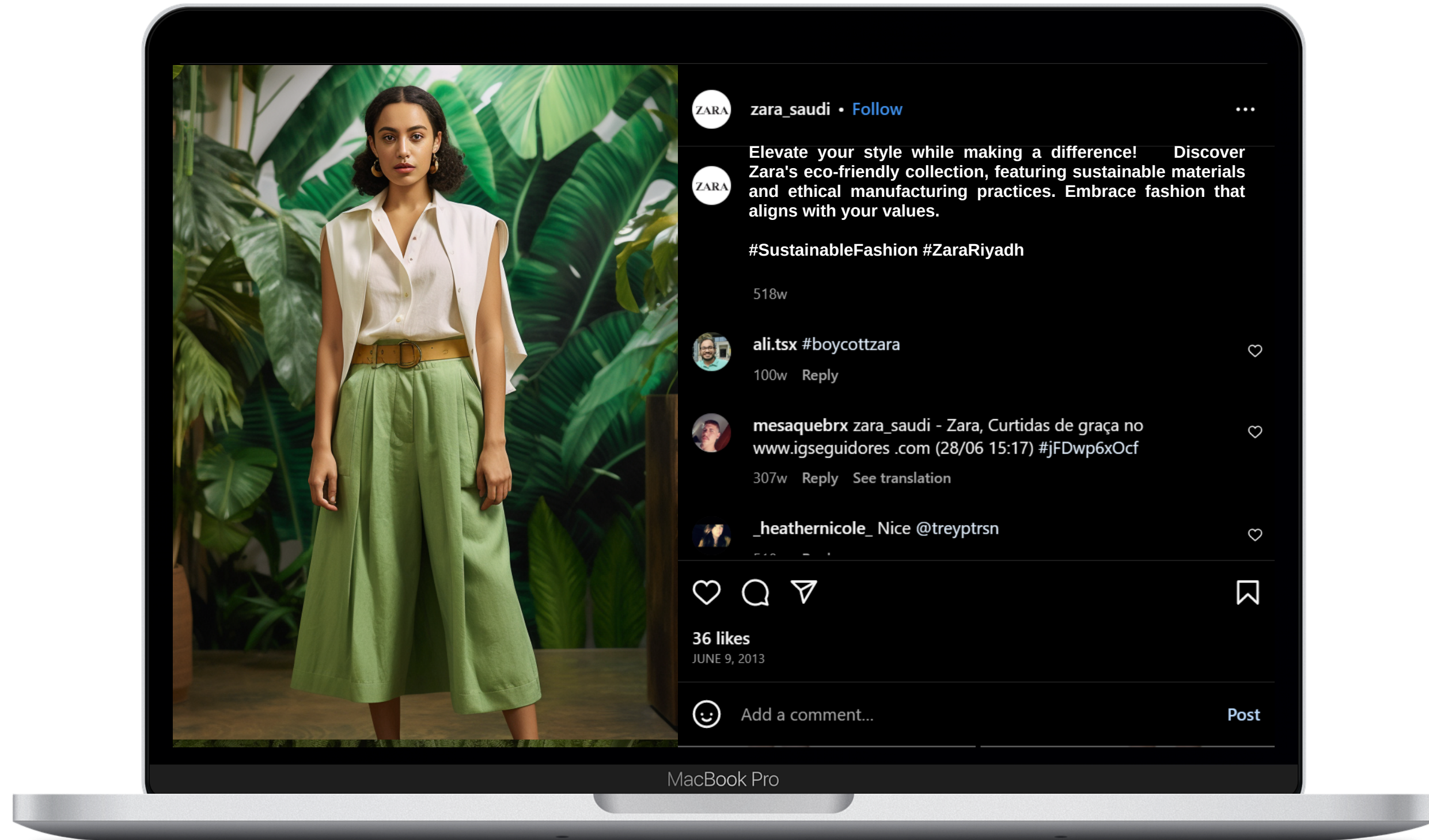
# OUR JOURNEY

# ZARA

## Generate Marketing Materials (Social Media Posts)

Elevate your style while making a difference!  
Discover Zara's **eco-friendly** collection,  
featuring **sustainable** materials and ethical  
manufacturing practices. Embrace fashion that  
aligns with your **values**.

#SustainableFashion #ZaraRiyadh"



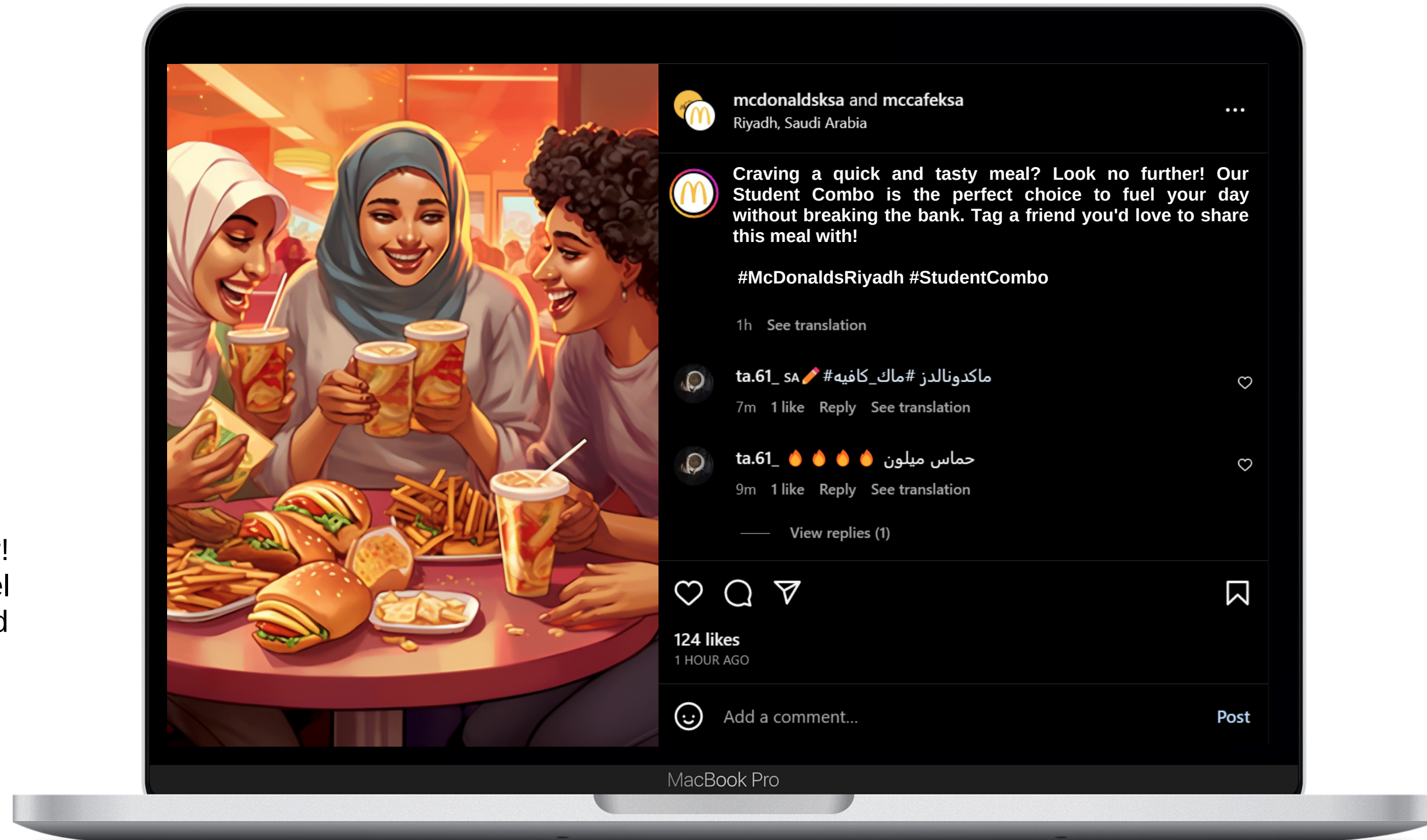
# OUR JOURNEY



**Generate Marketing  
Materials  
(Social Media Posts)**

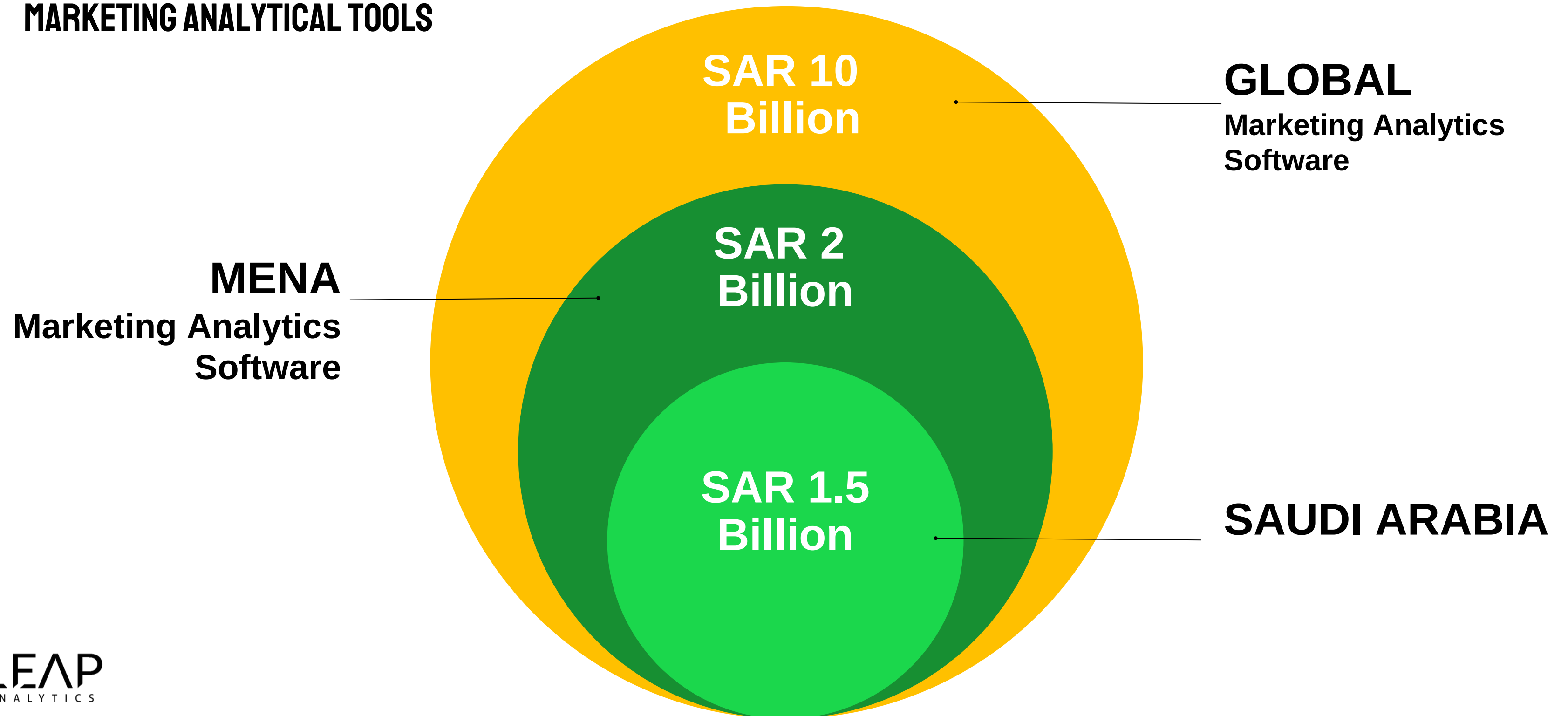
Craving a quick and tasty meal? Look no further! Our **Student Combo** is the perfect choice to fuel your day without breaking the bank. **Tag** a friend you'd love to share this meal with!

#McDonaldsRiyadh #StudentCombo

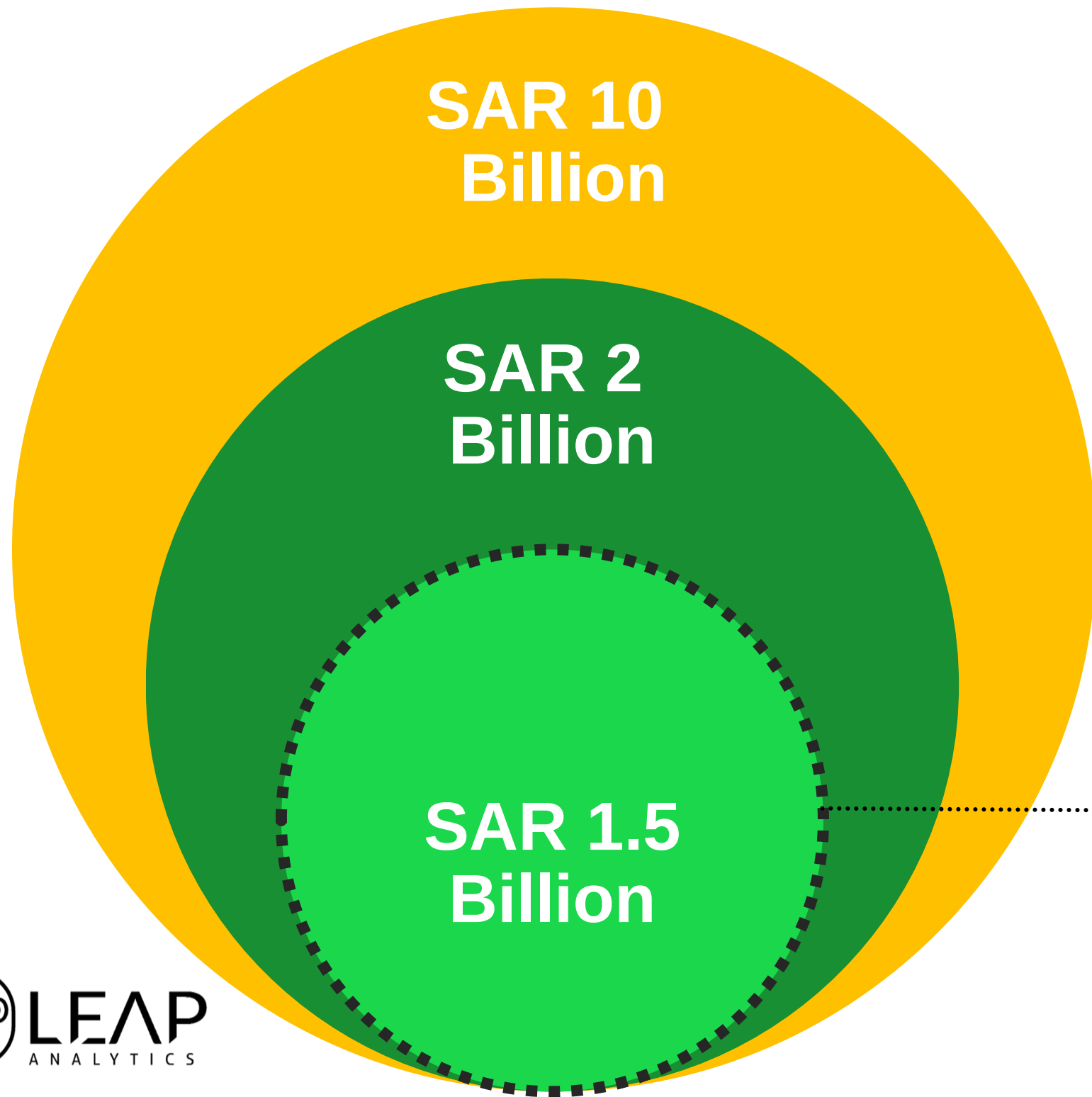


# MARKET SIZE

## MARKETING ANALYTICAL TOOLS



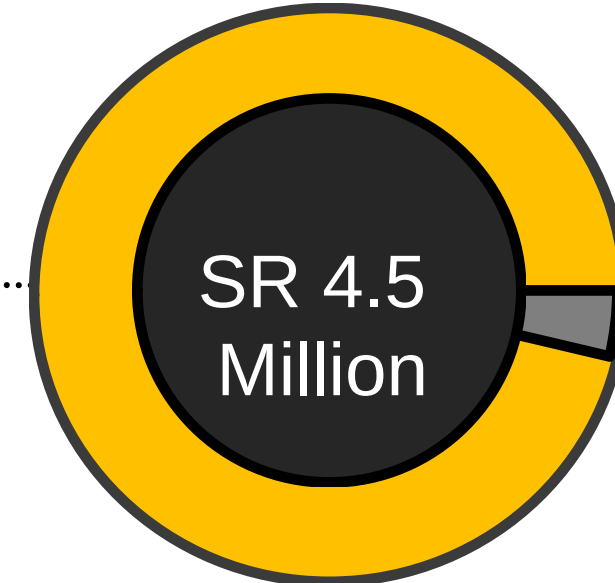
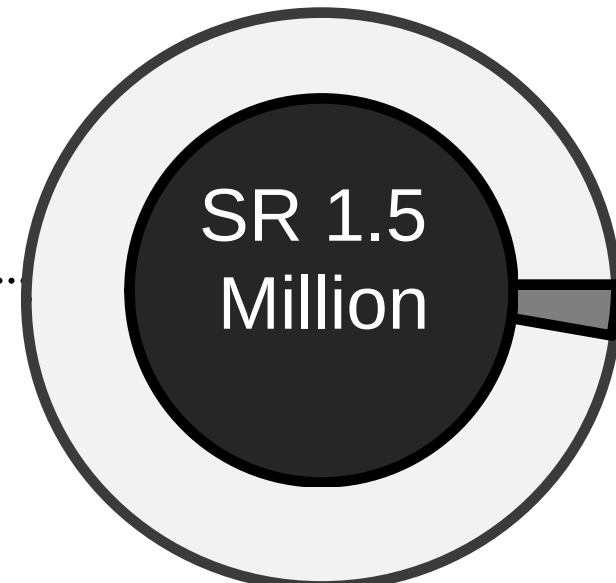
# POTENTIAL OUTCOME



**Worst**  
0.1%

**Realistic**  
0.3%

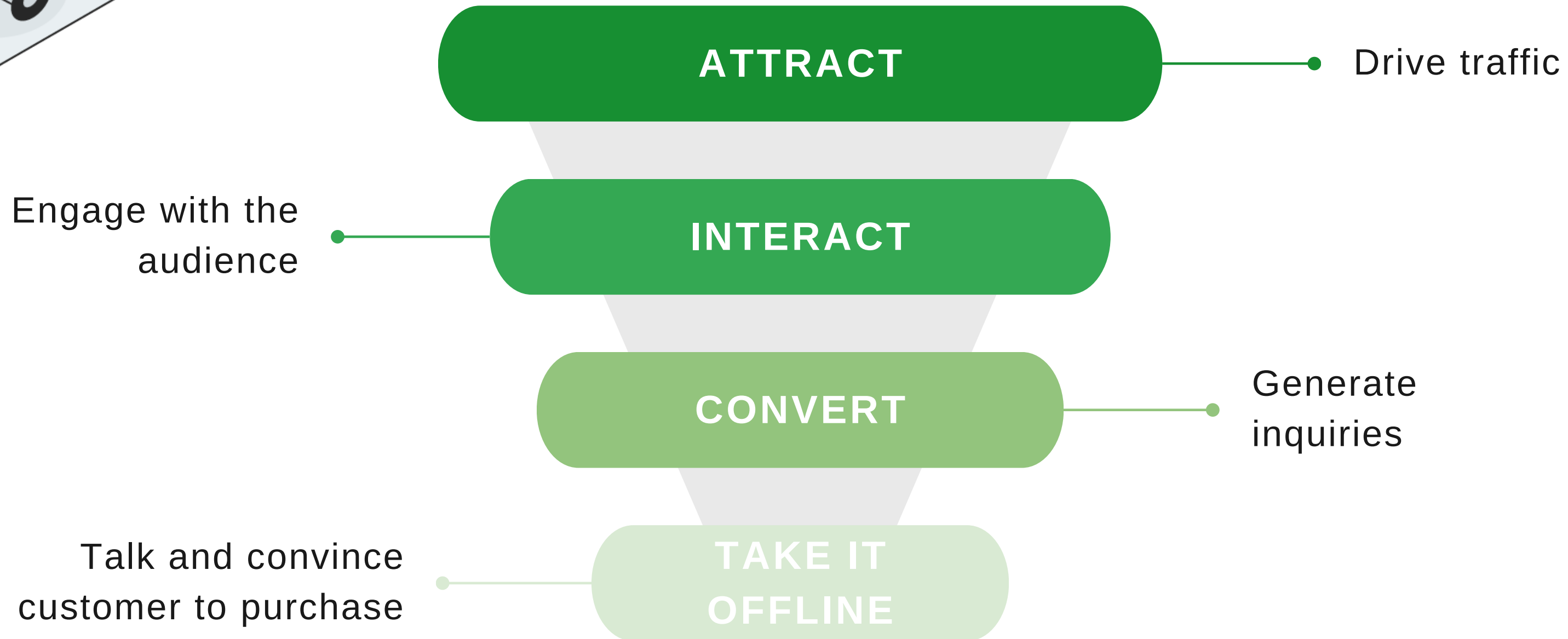
**Best**  
0.5%







# SALES FUNNEL



# SIMPLE PRICING

Features	Basic Plan	Pro Plan	Enterprise Plan
Customer persona generation	✓	✓	✓
Marketing materials customization	✓	✓	✓
Reporting and analytics	✓	✓	✓
A/B message testing	✗	✓	✓
Multi-channel campaign management (email, social media, SMS)	✗	✓	✓
API access for data integration with other systems	✗	✗	✓
Dedicated account manager	✗	✗	✓
<b>Pricing</b>	<b>Contact sales</b>	<b>Contact sales</b>	<b>Contact sales</b>

# TRACTION

1ST HALF 2023

+6000

Website Visitors

+1000

Persona Generated



# OUR FABILUS TEAM



**Mohannad M. AlZahrani**  
Founder & CEO



**Rayan Al-Masaad**  
CTO



**Ahmed Al-Abdulkarim**  
Business pioneer



**Shatha Al-Yousif**  
Data Scientist



**Marwa Mohammed**  
UI/UX Designer

# LOOK BEFORE YOU LEAP

**GET IN TOUCH.**

Contact@leap-sa.com

Leap-sa.com

