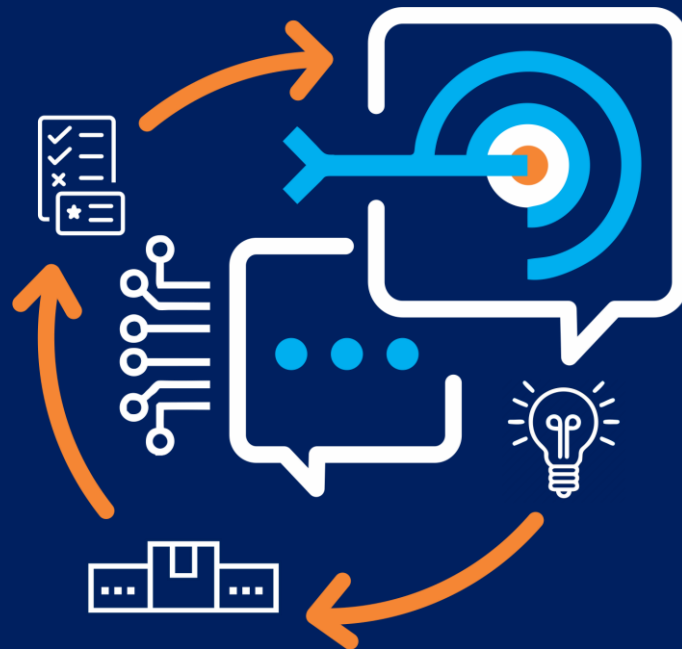talentica
DREAM · BUILD · DISRUPT

Achieving
Product-Market-Fit
the Lean Way

Case Study : AMPLIFY.AI

Background

CLIENT

Amplify.ai

INDUSTRY

Digital Marketing

HEADQUARTERS

Palo Alto, CA

FOUNDERS

Mahi de Silva, Manoj Malhotra

FOUNDED

2016

www.amplify.ai

An AI-powered platform with expertise in increasing customer engagement via messengers on Facebook and Instagram. It deploys feature-rich bots to ensure actionable outcomes using true-to-life and persistent conversations.

Amplify.ai is the founding duo's second startup. Previously, they collaborated with Talentica Software for their first startup, AdMarvel, to develop a mobile advertising platform. Its success inspired a fresh teaming up for building an MVP and then validating product-market-fit.

Challenges

Amplify.ai came to us with a vision of improving brand engagement with customers by leveraging social media channels. Turning their idea into an MVP quickly was not the only challenge.

Iterating to find the best product-market-fit

The initial product got attention from brands and they started demanding for different functionalities to make it useful. Hence iterating the initial product became crucial to find out the best product-market-fit.

BUILD

LEARN

MEASURE

Iteration - 1
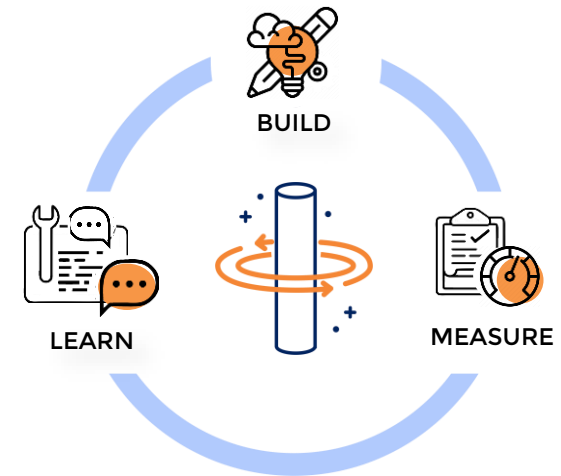
Solution

BUILDING A MESSENGER BOT
to increase brand engagement on social media channels

BUILD

Amplify.ai wanted to get its clients' customers engaged to their brand content on Facebook and Instagram.

So, together we built a messenger bot that allows page-owners to send updates to followers and engage more customers.

MEASURE

Brand owners realized that content sent via messenger bot increased their reach.

But the user engagement rate was not encouraging and it was difficult to measure ROI.

LEARN

From end user feedback, they realized that the content had to be personalized based on received data patterns or triggers from individual users.

Iteration - 2

Solution

PERSONALIZING CONTENT
on messenger bots using analytics-based notifications

BUILD

We built a solution using machine learning to identify the right triggers based on customer behavior and designed notifications around it.

MEASURE

Online retailers leveraged this new design to improve their customer influx and experience.

However, their brand presence on social media was getting affected by other obstacles.

LEARN

From the user feedback, they got to know that the user's decision to buy was getting affected by reviews and cross-promotion.

But responding manually to each comment/feedback was not a feasible option.

Iteration - 3

Solution

MODERATING CONTENT
on social media using Natural Language Processing (NLP)

BUILD

Amplify.ai found out that Natural Language Processing (NLP) could be used to moderate content.

We implemented algorithms to back the idea & our UI/UX experts developed a practical, user-friendly interface for it.

MEASURE

The end product sieved social media contents efficiently to prevent unwanted interference for brands.

Brand owners were happy with the accuracy rate that our automation introduced.

LEARN

Several brand owners reported that using this NLP, they could manage the brand sentiment and maintain brand equity.

With these features, Amplify.ai got enough paying customers to achieve product-market-fit.

> "
> With Talentica, we got an engineering team that could bring the agility and adaptability required for quick turnaround and the ability to work with a startup's ambiguity. Their startup-centric processes and technology breadth across skills like AI & Machine Learning, UX, and DevOps helped us achieve product-market fit.

Manoj Malhotra
CO-FOUNDER & CTO, AMPLIFY.AI

Results

Achieved
Product-Market-Fit

Pivoting was essential to validate the idea across different markets. It helped to make the initial product suitable for a larger customer base and acquire enough paying customers.

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Raised Funding
in Seed Round

After the initial success in achieving product-market-fit, they raised a seed round of funding.

Exited Through
Successful Acquisition

Triller acquired Amplify.ai as it saw potential in the product's versatility. Its ability to adapt quickly and the synergy with their existing products acted as decisive factors as well.

Let's Disrupt Together!

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