Build AI-Powered Customer Experiences

that Engage, Retain and Convert

Merlin·AI

Merlin AI helps product and marketing teams discover insights, generate assets, and deliver experiences with agentic decisioning, all within their existing workflow, boosting productivity and revenue.

Build
Generative Agents for Production at Scale

Decision
Agentic Decisioning for Real-Time Relevance

Predict
Predictive Intelligence for Proactive Engagement

Predictive Segments
Predict key customer moves: purchase, churn, affinity, & more

Dormancy
Conversion
Uninstall

Decisioning Agent
True 1:1 experience at scale with AI decisioning

Guardrails
Send Limit, Cost Cap

Content
Special offer

Goal
Optimize ROI

Channel

Merlin·AI

Intelligent Path Optimizer
Let AI find the best path to user conversion

Segment Assist
Discover audiences with ease and speed

Customers who abandaned cart
7 days active users
Inactive On Campaign

Flow Assist
Create and iterate journey flows
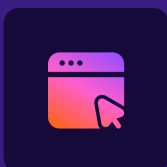

90%
Faster Campaign Go-Live Time

UPTO
38%
uplift in CTR's
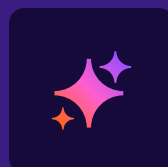
3.5X
more Variants with Merlin AI

→ What Differentiates **Merlin AI** from other AI tools?

Contextual Depth
Merlin AI deeply understands your business context and learns from past campaigns to deliver accurate, immediately deployable results.

Workflow Integration
Merlin AI agents are embedded into your campaign creation workflows, eliminating the need for data export and tool switching.
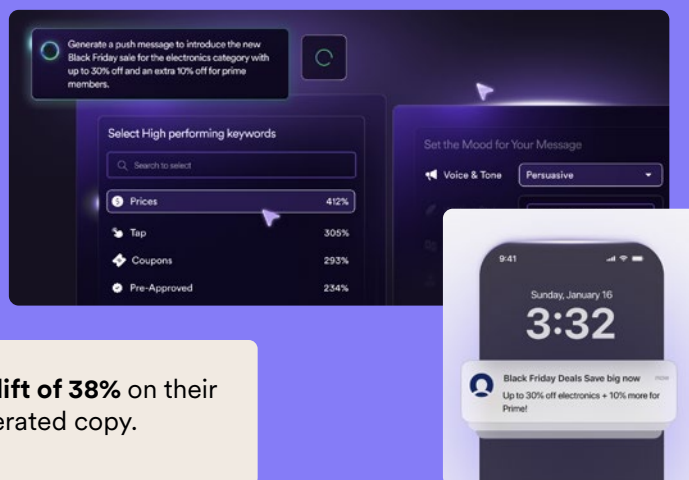
→ Build Faster with **Generative Agents**

Copywriter

Build conversion optimized copy for everything from subject lines, banners to messages

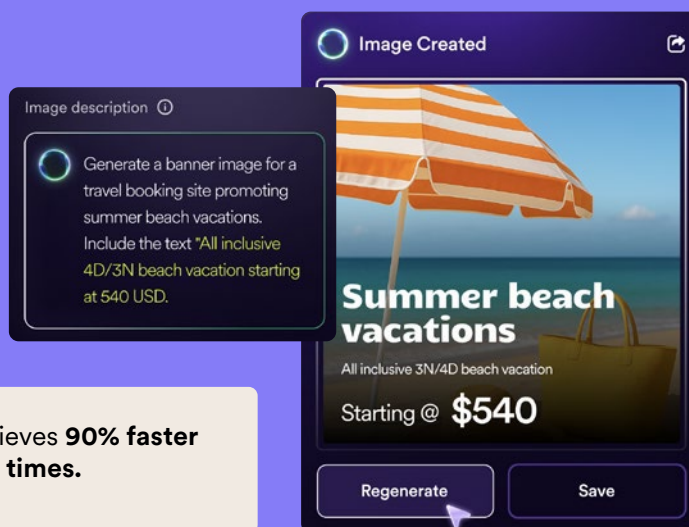**glance** Glance saw an **uplift of 38%** on their CTRs with AI generated copy.

Designer

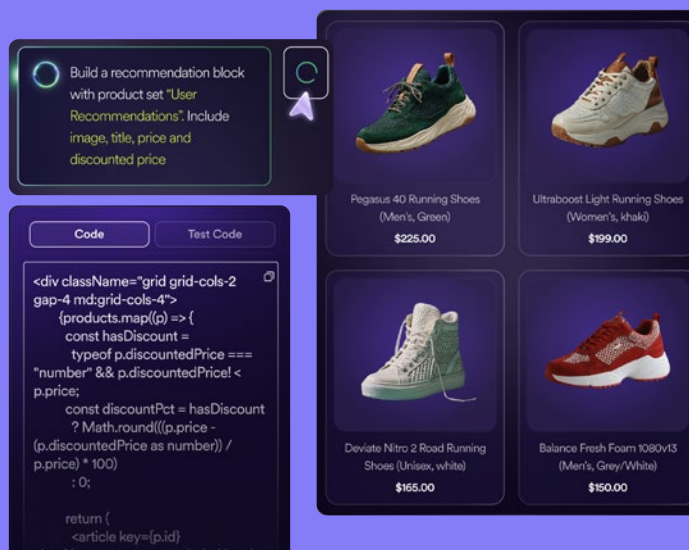Generate on-point product images, banners and campaign creatives.

Thomas Cook Thomas Cook achieves **90% faster campaign go-live times.**

Jinja Assist

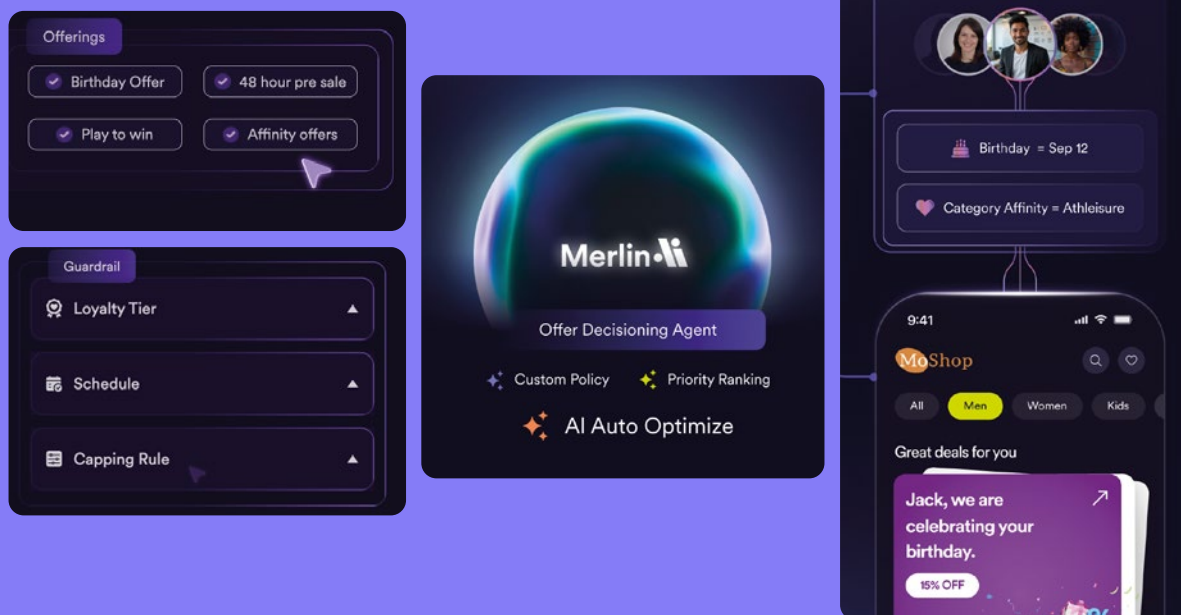Add dynamic, personalized content with AI generated Jinja code blocks.

Offer Decisioning

Deliver 1:1 offers to your customers on Web, App and beyond with AI Decisioning.

Campaign Decisioning

Use goal-based Decisioning Agents to deliver the relevant campaign, with the right value proposition, creative, channel, frequency and timing for every customer.
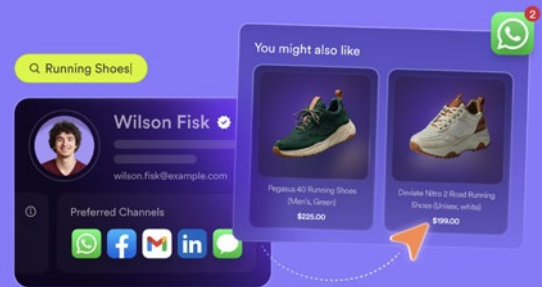
Predictive Segments

Predict any customer behavior including conversion, renewals, churn, uninstalls and more, enabling, proactive, timely intervention.

Product

Recommendations
Recommend relevant products to your customers on any channel.

Next Best Action

Communicate on the most preferred channel at the best time for each customer, to maximize engagement.

Intelligent Path Optimizer

Use multi-armed bandit experiments to determine the best journey path including the channels and timing for each customer.

Get Started with **Merlin AI** today

moengage