SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

GenAI in Sales & Marketing

7 Enterprise Use Cases Driving Real Value

Powered by SynaptyX

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The GenAI Reality Check

What's Broken ?

- Prompt playgrounds
- Pilot fatigue
- Zero CRM integration

What Works !

Business-integrated use cases with measurable impact.

Most teams are playing with GenAI.
Few are seeing scalable ROI.

Enterprise Use Cases

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Hyper-Personalised Outreach

Tailored emails, call scripts, LinkedIn DMs

↑ **38%** open rates
Faster SDR cycles

1



Dynamic Sales Battlecards

Competitor insights, win tips, pricing guidance

⏱️ Time ↓ **40%**
Win rates ↑ **12%**

2



Content Intelligence

Auto-generate SEO blogs, whitepapers, sheets

3x velocity
60% cost savings

3

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Enterprise Use Cases



Deal Analytics & Forecasting

AI mines sales data, sentiment, rep activity

Forecast accuracy ↑ **25%**

4



Insights Copilot

Ask natural questions about brand, sales, market

Exec-speed decisions | Wider team access

5

Enterprise Use Cases

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Engagement Optimiser

Analyse emails, chats, calls to improve timing & tone

Retention ↑
CSAT ↑ | LTV ↑

6



Campaign Generator by Persona

Generate ads, copy, CTAs, assets from briefs

Campaign time ↓
50% ABM ↑

7

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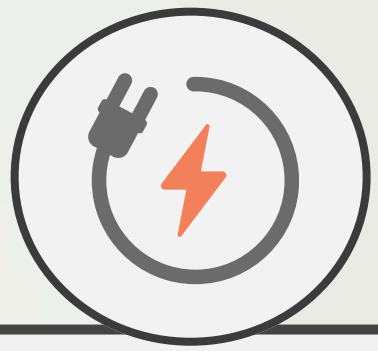
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The SynaptyX Difference

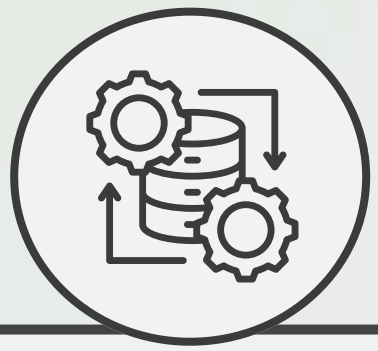
We deliver business value - not just AI toys.



Identify high-ROI use cases



Plug-and-play accelerators



Integrated delivery with your stack

GenAI = Your new growth engine.

Let's build it right.

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🔍 Ready to unlock your GenAI potential in Sales & Marketing?

Join our 1-week Discovery Sprint

- Prioritise use cases
- Assess tech readiness
- Build a pilot roadmap





Book a Sprint

Contact us : corp@synaptyx.ai