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DELIVERING REAL BUSINESS IMPACT WITH GENAI



CMOs Have the Data. So, Why Aren’t Conversion Rates Improving?

Let’s talk about a modern marketing paradox — and how to fix it.

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The KPI That Keeps CMOs Up at Night

According to McKinsey, conversion rate uplift is the most cited KPI for measuring AI success in marketing.

- **Stagnant or declining conversion rates**
- **Poor ROI on campaign spend**
- **High Customer Acquisition Costs (CAC)**

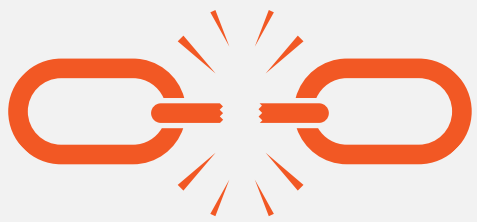
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The CRO Gap Isn’t About Data —It’s About Actionability



Data





Actions

*A PwC Pulse Survey found that **72% of CMOs struggle to translate insights into actionable, timely campaigns.***

The result? AI and analytics initiatives that look great on paper, but don’t move the needle.

“We have the dashboards. We don’t have the decisions. “

- CMO, Fortune 500 Brand

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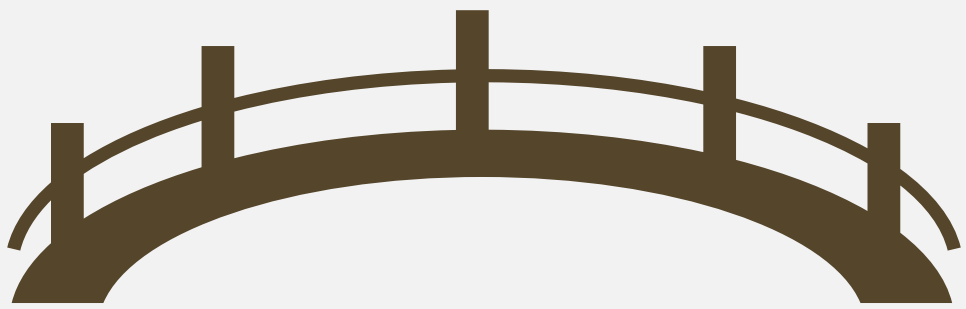
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Enter *SynaptyX* — AI with Measurable Impact

At ***SynaptyX***, we bridge the **Insight-to-Impact Gap** by aligning your AI and data efforts with the metrics that matter — like CRO.



Insight





Impact

Our secret?

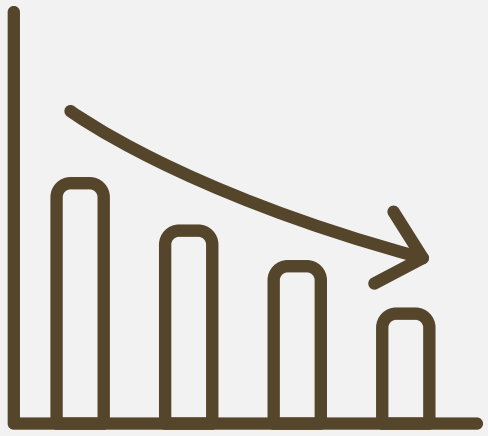
- A proprietary **Value Realisation Framework**
- Pre-built **AI accelerators** for dynamic segmentation, A/B testing, and predictive targeting
- **Outcome-based contracting** (we win when you do)

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Real Results, Fast

One Client's Digital Marketing team r**educed CAC and boosted efficiency — in just 3 months —** by using **SynaptyX** analytics solution to identify low-performing segments and reallocate spend



Reduced *CAC*

by 3%





Improved efficiency

by 10%

Backed by SynaptyX case data and McKinsey benchmarks

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What could this mean for your Brand ?

Let AI drive Real Business Impact



Conversion Rates - up

Turn visits into value.



Customer Acquisition Cost - Down

Smarter spending, better targeting.



AI Investments → Revenue Outcomes

Every model tied to metrics.

Let's turn data into decisions — and decisions into growth.

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Let’s Talk ROI, Not Hype

If you’re a CMO ready to close the AI value gap and finally see real CRO uplift from your data,

DM / Email Us

Contact us : corp@synaptyx.ai

