



# PegaWorld

JUNE 7-9 | LAS VEGAS

PEGAWORLD.COM



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# The Next Best Action Transformation

**Rapp's Clean Data + Smart Decisioning Strategy For Superior Conversions**



# Real People. No Bots!



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# The AI Gap: What If We Could?

## THE STATIC EMAIL REALITY

- Campaign designed every 6 weeks
- Every decision = manual configuration
- Each campaign siloed (lessons don't compound easily)
- We're efficient. But efficient  $\neq$  effective.



## The Choice We Made (And Why)

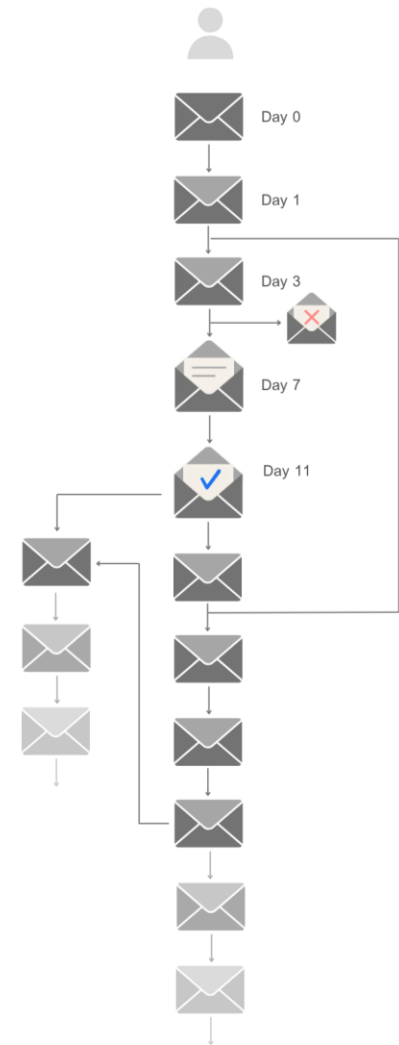
### WHAT IF WE COULD:

- Customers signal what they need (not us guessing)
- Data guides decisions (not sitting in reports)
- We strategize, not configure
- The question changed everything.

# Our Starting Point

## Using Yesterday's Playbook In Today's Market.

- Campaigns run on predictable cycles
- Segmentation locks in the message
- Optimization happens after launch
- Teams function E2E similarly



# Enter NBA

## The Vision



Real-time decisioning



Adaptive learning engine



Creative-level feedback



Continuous optimizations

# Letting The System Explore

## The Treatment Pool



Diverse creative variants



No premature bias



AI identifies hidden winners

# RESULTS:

## +37% Conversion Uplift

This Isn't Incremental—it's  
Transformational Impact.



# Future State: From Campaigns To Conversations

- Modular creative assembly
- Journey-aware sequencing
- Personalization does not stop at the subject line – it goes all the way to the offer



# Can We Trust Our Data?

We Challenged What NBA Is Learning

# Signal Distortion - The **\$71B** Truth

40%

Get Data & Security  
In Order

20%

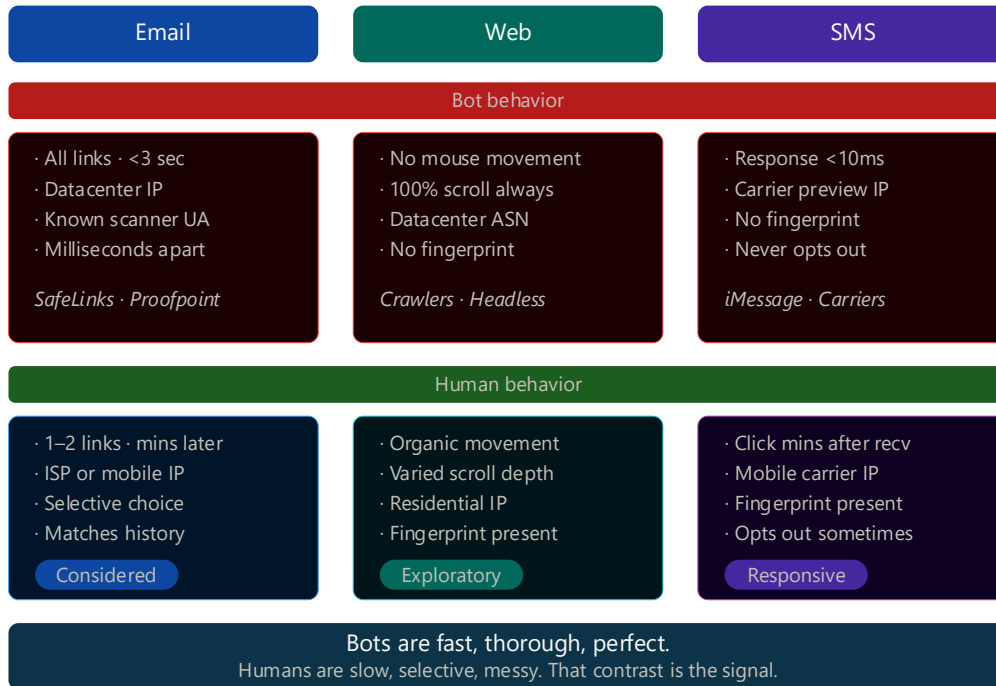
Build & Deploy  
AI Models

40%

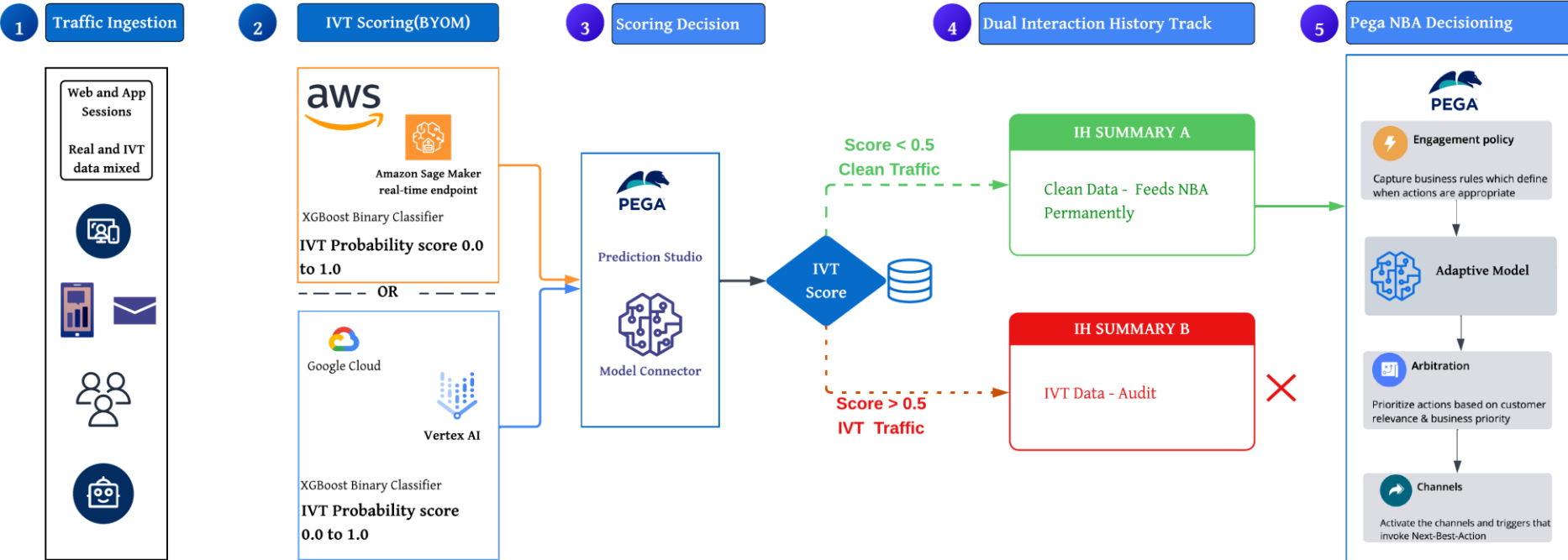
Evaluate & Monitor

# Meet the Traffic Your AI Thinks Is Human

Small Change.  
30% Cleaner.  
Entirely  
Different AI



# Future State: Pure Signal. Pure Intelligence



# Where NBA Goes Next

**RIGHT MESSAGE** - decided by NBA model, not a calendar

**RIGHT MOMENT** – triggered by behavior, not a schedule

**RIGHT CHANNEL** – chosen by the model, not the team

**RIGHT SEQUENCE** – learned over time, not pre-built

# What We Learned So You Don't Have To

- Static treatments are a solved problem in Pega
- You cannot personalize your way out of corrupted signals
- Stop feeding your AI a blended reality. Give it the truth
- Start with what you can measure





# Q&A Let's Talk



Open Discussion





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