

Harness the power of GenAI with Bud's customer data platform, Drive

Uncover and act on limitless opportunities for growth with Drive.
Now, anyone can identify new, high-impact segments and establish
next best action to deliver immediate growth across the business.



Introducing Drive

AI-powered financial solutions

Bud's next-gen AI-powered solution for organizations looking to maximize value from their customers' financial data in real-time to achieve streamlined data analysis capable of improving deposit growth and effective cross-selling.

Unveiling the revolutionary power of Drive

Using Drive, organizations like yours can:

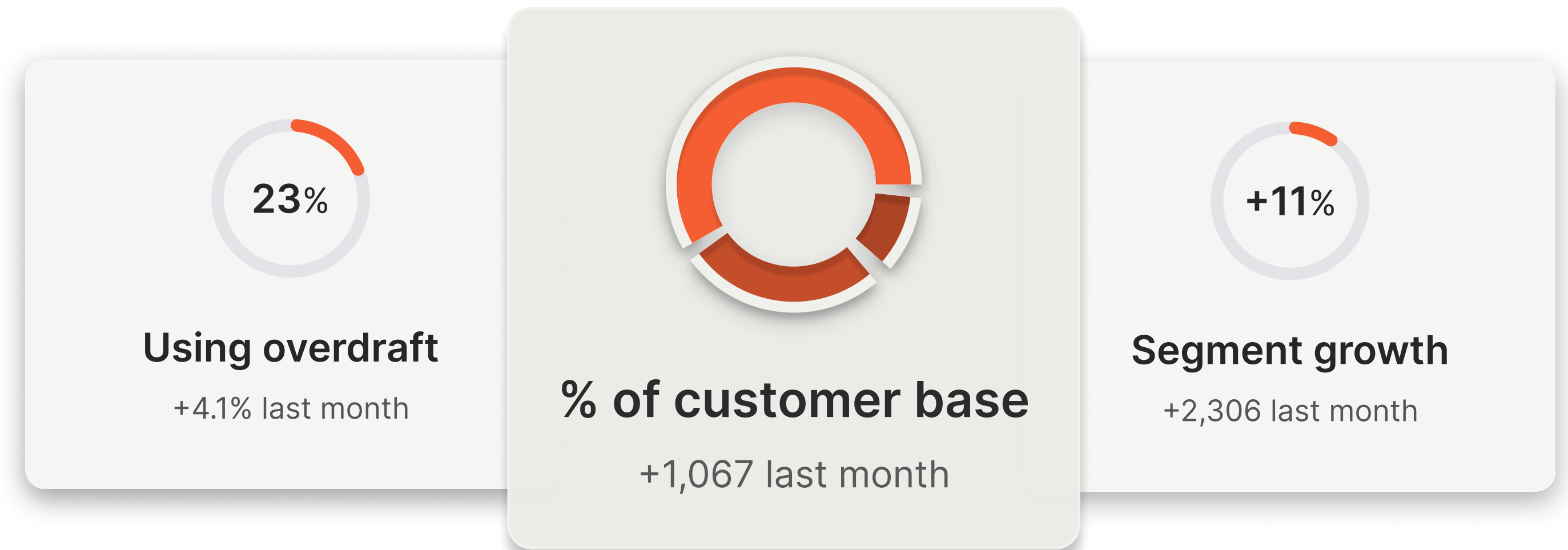
- ✓ Define data-driven and hyper-personalized segments for effective outreach and targeted messaging
- ✓ Enhance understanding around the competitive wallet share of customers to grow deposits and savings
- ✓ Successfully identify previously uncovered cross-sell and up-sell opportunities
- ✓ Maximize productivity across all departments with our GenAI-powered chatbot, Drive Copilot

Insights Engine

Built on transaction-based data sets and complete with multi-layered enrichment and pre-calculated key features (from housing expenses to spending habits), Drive's Insights Engine empowers your team(s) with a holistic 360 view of your customers' finances.

Empowering you to

- Access pre-built, high-impact objectives with relevant segments and triggers to use instantly
- Define segments intuitively using all your data for a completely holistic view
- Identify and set triggers to generate real-time actions when conditions are met



For ultimate success

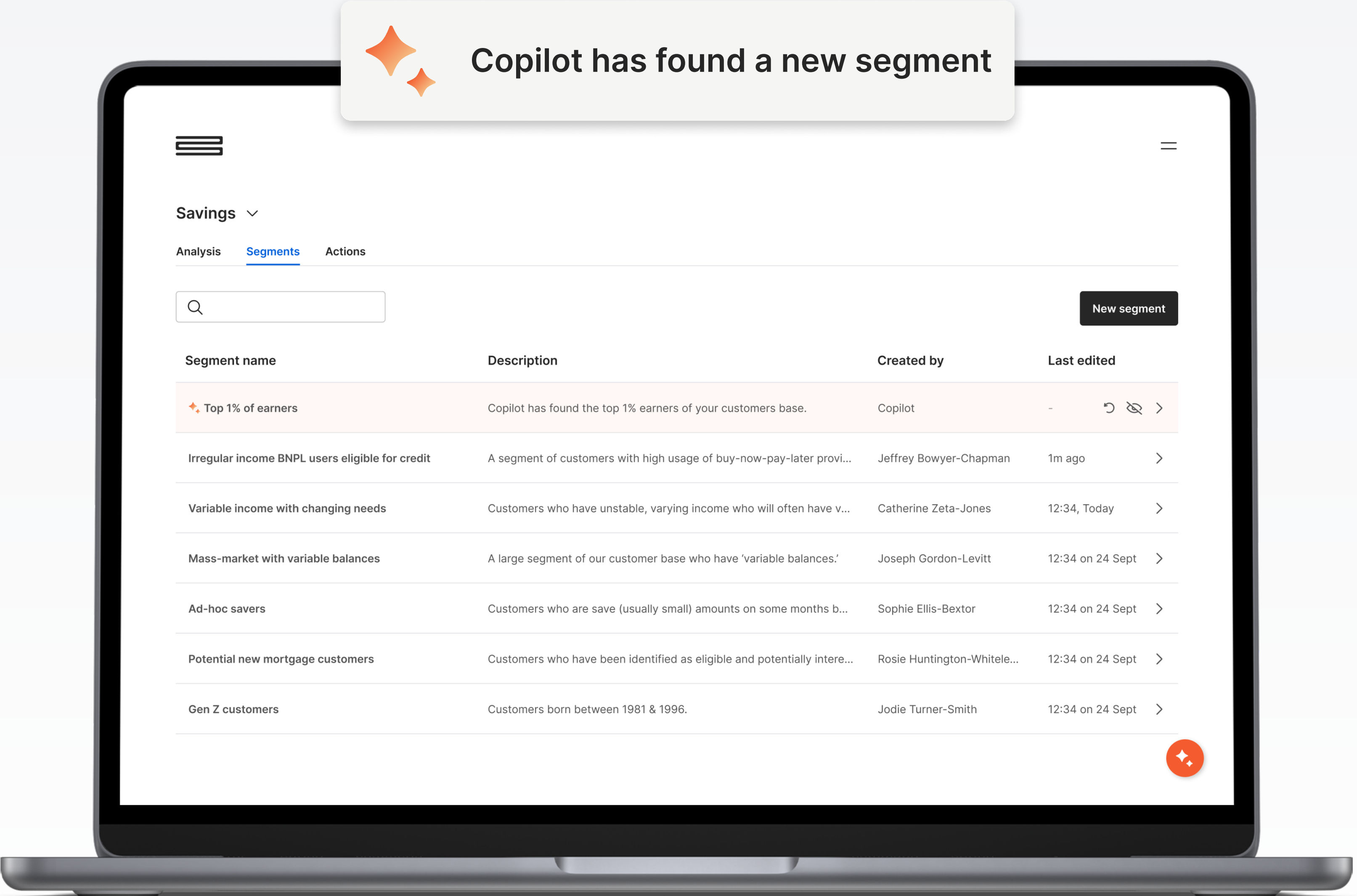
- Automatically achieving hyper-personalization with minimal effort
- Revealing untapped revenue potential with AI-powered pattern finder
- Optimizing campaigns with data-driven insights from the Drive platform

Insights analytics

Deepening every aspect of the Insights Engine.

Deepening every aspect of the Insights Engine, Drive's Insights Analytics feature leverages a dedicated set of AI models to automatically analyze underlying data to ensure all segments and triggers remain relevant and instantly unlock previously uncovered segments.

And in your absence, it'll even keep monitoring your business objectives to surface new and hidden data patterns that can be converted into new business opportunities.



The screenshot displays the Drive Insights Analytics interface. A prominent notification banner at the top reads "Copilot has found a new segment" with a starburst icon. The interface shows a navigation menu on the left with "Savings" selected. Below this, there are tabs for "Analysis", "Segments" (which is active), and "Actions". A search bar is present, and a "New segment" button is in the top right corner. The main content area is a table of segments:

Segment name	Description	Created by	Last edited
✦ Top 1% of earners	Copilot has found the top 1% earners of your customers base.	Copilot	-
Irregular income BNPL users eligible for credit	A segment of customers with high usage of buy-now-pay-later provi...	Jeffrey Bowyer-Chapman	1m ago
Variable income with changing needs	Customers who have unstable, varying income who will often have v...	Catherine Zeta-Jones	12:34, Today
Mass-market with variable balances	A large segment of our customer base who have 'variable balances.'	Joseph Gordon-Levitt	12:34 on 24 Sept
Ad-hoc savers	Customers who are save (usually small) amounts on some months b...	Sophie Ellis-Bextor	12:34 on 24 Sept
Potential new mortgage customers	Customers who have been identified as eligible and potentially intere...	Rosie Huntington-Whitele...	12:34 on 24 Sept
Gen Z customers	Customers born between 1981 & 1996.	Jodie Turner-Smith	12:34 on 24 Sept

A red starburst icon is visible in the bottom right corner of the interface.

Empowering you to

- ✓ Harness AI to quickly recommend customer segments and triggers tailored to your goals
- ✓ Save time by accelerating the speed of data exploration with accessible, easy-to-use data
- ✓ Unlock real-time prompts for improving your customer segmentation to increase relevancy and optimize targeting
- ✓ Rapidly perform on-demand analytics to uncover hidden similar audiences
- ✓ Triggers will instantly output customer segments to linked customer marketing platforms for maximum flexibility

For ultimate success

- ✓ Maximizing the value of existing data through AI-surfaced insights to better understand customers
- ✓ Grasping competitive wallet share to boost deposits and savings while actively pinpointing actionable insights in real-time to assess performance
- ✓ Maximizing revenue with automatically identified highly-targeted segments, triggers and actions



Drive Copilot

A generative AI chatbot

A generative AI chatbot, Drive Copilot, not only democratizes access to data across all departments through natural conversation, but also understands how different teams intend to use it.

Drive Copilot guides users through the steps required to run a high-impact campaign. It can even automatically translate business objectives into specific segments and instantly deploy them without the need for specialized expertise.

Copilot [Get support ?](#)

Give detail for better responses
Copilot works best when given more context.

Today

Create a segment for savers that rent Sent - Now

Here's what we have so far:

- Characteristics: Renter, Saver
- Products: No mortgage
- Salary: Over \$90,000
- Goal: House deposit
- Goal date: up to July 2024

Ask anything or type 'help' for support →

Copilot is still learning so may display information that is inaccurate.

Savings ▾

Analysis **Segments** Actions

[← Back](#)

Irregular income BNPL users eligible for credit ⋮

A segment of customers with high usage of buy-now-pay-later providers that ha score.

Currency: USD Date: Last 6 months Income: >\$30,000 Has savings prod

Demographics

29.4
Average age
+0.3 years last month

57:43
Gender
+2.8% male last month

Income & employment

Income Essentials


Empowering you to

- ✓ Explore all available data and visualize it through dashboards
- ✓ Build sophisticated segments and triggers instantly
- ✓ Transform business questions into data and objectives through conversation
- ✓ Get next-best-actions based on model reasoning and best practices

For ultimate success

- ✓ Democratizing data access and empowering employees to uncover hidden opportunities
- ✓ Creating new opportunities in minutes with chat-led orchestration
- ✓ Continuously improving strategies with bespoke AI-generated ideas
- ✓ Enabling all teams to benefit from effortless data exploration without the need for data analyst expertise

Copilot [Get support](#) ?




 **Give detail for better responses**
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Today

Show me the fastest growing savings segment
Sent - Now

Here's what we have so far:

- Characteristics: Renter, Saver
- Products: No mortgage
- Salary: Over £80,000
- Goal: House deposit
- Goal date: up to July 2024

Ask anything or type 'help' for support 

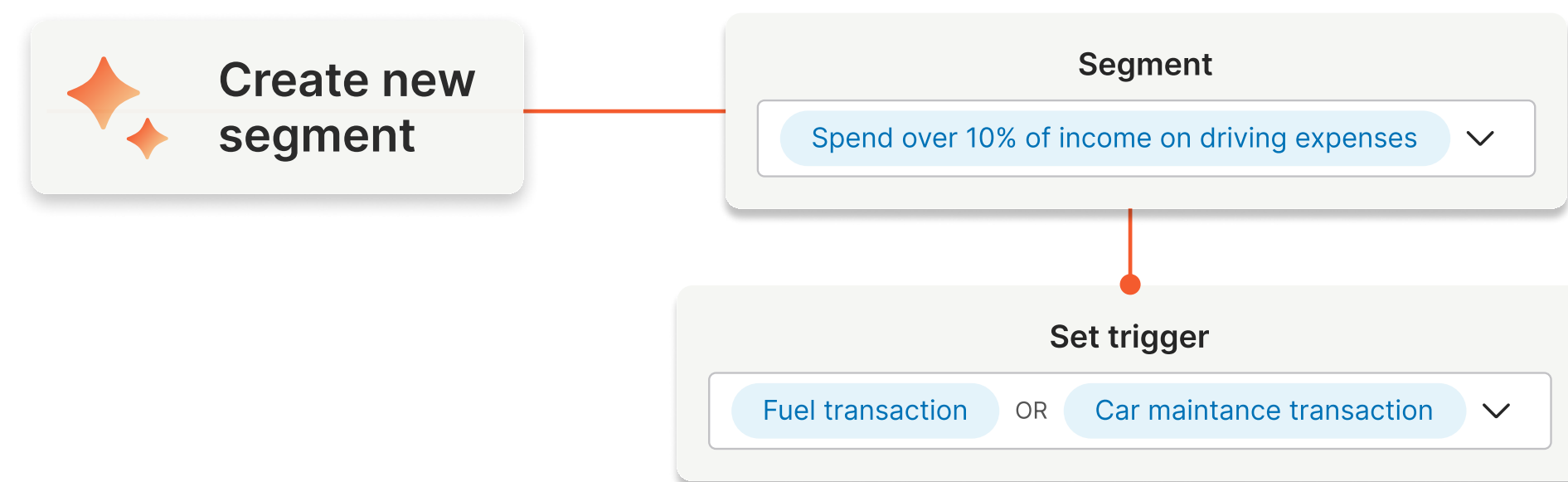
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Action Hub

Allowing you to control the way actions (the outcomes of your segment triggers) interact with other systems, Action Hub empowers all staff to deliver top-quality output in a way that works for your organization and improves with every iteration.

Action Hub is also able to orchestrate actions to take outside of Drive, ensuring everything is even more seamless and efficient than before.



Empowering you to

- Choose optimal integration without technical effort or customization
- Define audience and content details for any output
- Build templates to standardize communication

For ultimate success

- Automating workflows to activate real-time insights across channels
- Tracking performance based on real customer transactions
- Seamlessly embedding insights – no complex integration required
- Letting the platform handle complexity so you can focus on outcomes

Seamless integration with your existing systems

Simplifying financial decisions

Because we pride ourselves on simplifying financial decisions, even integrating Drive is easy. It's a 'no code' solution for optimum time to value.

We can generate flat files, use webhooks or provide APIs compatible with your current workflows and most popular CRM platforms.

Bud.ai

Interested in learning
more about Drive?

Get started today!

bud 

Drive

