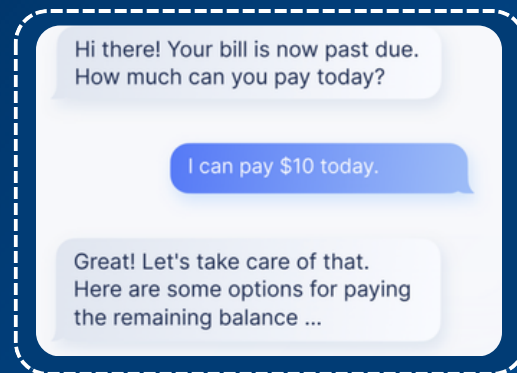


# The Odds Are Against Your Message

The **multi-armed bandit** approach tests, learns, and adapts faster than A/B testing ever could.



## 20X

return on investment for enterprises using KredosAI

## 8–10%

reduction in suspend rates

## 10%+

improvement in DSO from faster payment pull-forward

**Your customers make 35,000 decisions a day: what to eat, what to wear, what to say. Businesses send them 4,000 to 10,000 messages daily trying to get noticed. The odds aren't in your favor.**

### « Understanding the Multi-Armed Bandit

The multi-armed bandit is a decision theory problem. When resources are limited, you need to test enough options to find what works, then act on the winner without wasting more time or budget finding out.

Applied to customer outreach, it means adjusting strategy in real time based on how customers actually respond, not months later. The result: better odds that your message gets the action you want, whether that's a new signup, a renewed subscription, or a paid bill.

Most companies still learn this through traditional A/B testing on legacy systems, which can take months to show results. The question is how to learn what resonates at scale, faster.

### « KredosAI's Platform

The platform combines human-centric AI with strategies grounded in more than 50 years of behavioral economics research to run the multi-armed bandit approach. It uses machine learning to run multivariate reinforcement learning algorithms, so companies get results fast.

It learns from actual customer behavior in real time, testing multiple strategies at once instead of one at a time.

Results show up in weeks, not the months or years legacy systems take. Once a strategy proves out, it deploys across your full customer base immediately.

### « Focus on Results, Not Click-Throughs or Open Rates

Just because a customer opens your email or reads your text doesn't mean they'll act on it. Nearly one-third of Americans report experiencing decision fatigue, which makes them worse at deciding, not better. The multi-armed bandit approach helps cut through that, but only if it's running at scale.

### « Advantages of an AI Powered MAB Approach

Cutting through the noise means fighting digital fatigue too. KredosAI's AI-powered approach sends the right message based on behavioral economics, learns from customer behavior in real time, and finds the best strategy for each customer.

That means you can:

- Test more factors at once
- Stop outreach strategies that aren't working sooner
- Understand why some outreach strategies beat others
- Gather statistically significant data to make better decisions

