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RNS Reach

**Dotdigital Group plc**  
("Dotdigital" or the "Group")

**Dotdigital launches enhanced platform functionality**

*Next generation AI capability to support hyper-personalised digital marketing*

**Dotdigital Group plc** (AIM: DOTD), the leading 'SaaS' provider of omnichannel marketing automation technology is pleased to announce a series of enhancements to its Dotdigital Customer Experience and Data Platform (CXDP), including next generation AI and machine learning-driven capabilities.

These enhancements include the launch of an artificial intelligence-powered (GPT-3.5) campaign creation functionality. Generative AI provides marketers with recommendations and inspiration on how to improve campaign content and save time, all whilst maximising customer engagement.

Dotdigital has also introduced a new set of predictive analytics driven by machine learning, which analyse past purchasing behaviour from customers and produce actionable insights for marketers. This helps Dotdigital's customers to better understand the right action to take, and at the right time. Insights provided through the platform include when a customer is likely to complete their next order, which customers are at risk of leaving, and identifies those that are likely to spend the most over time.

**Steve Shaw, Chief Product & Technology Officer at Dotdigital, commented:**

*"Today's launch puts cutting-edge AI at the fingertips of marketers and represents a significant leap forward as it is seamlessly baked into their day-to-day campaign processes. This makes it infinitely more usable than AI implementations seen elsewhere and ultimately improves how effective our customers' digital marketing efforts are. Our models are powered by Microsoft Azure's OpenAI GPT-3.5 service which provides the security and enterprise promise of Azure, so our customers can be sure they are adopting AI responsibly."*

Product innovation forms a core element of Dotdigital's strategy. The Group continues to invest in R&D to ensure its platform stays ahead of ever-changing customer expectations and technological opportunities.

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