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**FOR IMMEDIATE RELEASE**

## **Listrak Unveils AI Assistant, Revolutionizing Text Message Marketing**

**May 30, 2023** – Listrak, the retail industry's leading customer engagement platform, announces the launch of [AI Assistant](#), powered by OpenAI. This innovative tool is set to revolutionize text message marketing and provide marketers with unparalleled efficiency and creativity in their campaigns.

AI Assistant is designed to simplify the process of composing personalized SMS and MMS messages. With the power of Generative AI technology, businesses can now generate highly targeted and engaging content in a matter of seconds. The AI Assistant's capabilities are set to save valuable time for marketers while sparking creative inspiration for text message creation.

"We are excited to introduce the Listrak AI Assistant to our clients," said Ross Kramer, Listrak CEO. "This powerful tool will significantly enhance their text message marketing efforts and allow them to deliver personalized content that resonates with their audience on a whole new level."

The AI Assistant is seamlessly integrated into Listrak's SMS editor. When composing a text message, users can simply click a button to unlock the AI Assistant's capabilities. By pasting a link into the editor, the AI Assistant intelligently reads and understands the content on the linked page to generate context-specific message recommendations.

Additionally, users have the option to include an image in their messages. If enabled, the AI Assistant will search to pull a featured product image from the linked page and automatically convert the message to an MMS format.

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To further customize messaging, users can select a tone of voice from the available options or add their own unique prompts to guide the AI Assistant's recommendations. This flexibility ensures that businesses can maintain their brand voice and deliver personalized messages that resonate with their target audience.

"The Listrak AI Assistant is a game changer for marketers," adds Kramer. "Not only does it provide an efficient solution for content generation, but it also empowers businesses to explore new creative territories and experiment with different messaging strategies."

As Listrak remains committed to innovation, the company is actively exploring opportunities to expand the AI Assistant's capabilities across its platform. Retail marketers can look forward to future releases that integrate this powerful tool into other aspects of their digital marketing campaigns.

For more information about Listrak's AI Assistant and its suite of digital marketing solutions, visit [www.listrak.com](http://www.listrak.com).

### **About Listrak**

Listrak delivers results for more than 1,000 retailers and brands by providing best-in-class email, text message marketing, identity resolution marketing and push notifications through seamless cross-channel orchestration. Listrak's data-first approach delivers 1:1 personalization at scale so messages can be sent at precisely the right time across the right combination of channels and devices to maximize customer engagement, revenue, and lifetime value.

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