



allGood

Umair Akeel & Ahmed Dattoo

Founders



Ahmed Dattoo

Serial entrepreneur (Zenprise, Mesmer)

Former CMO

6 Patents

BA, MA, MBA Stanford



Umair Akeel

Twilio, Eloqua, Oracle

Distinguished Engineer/ Architect

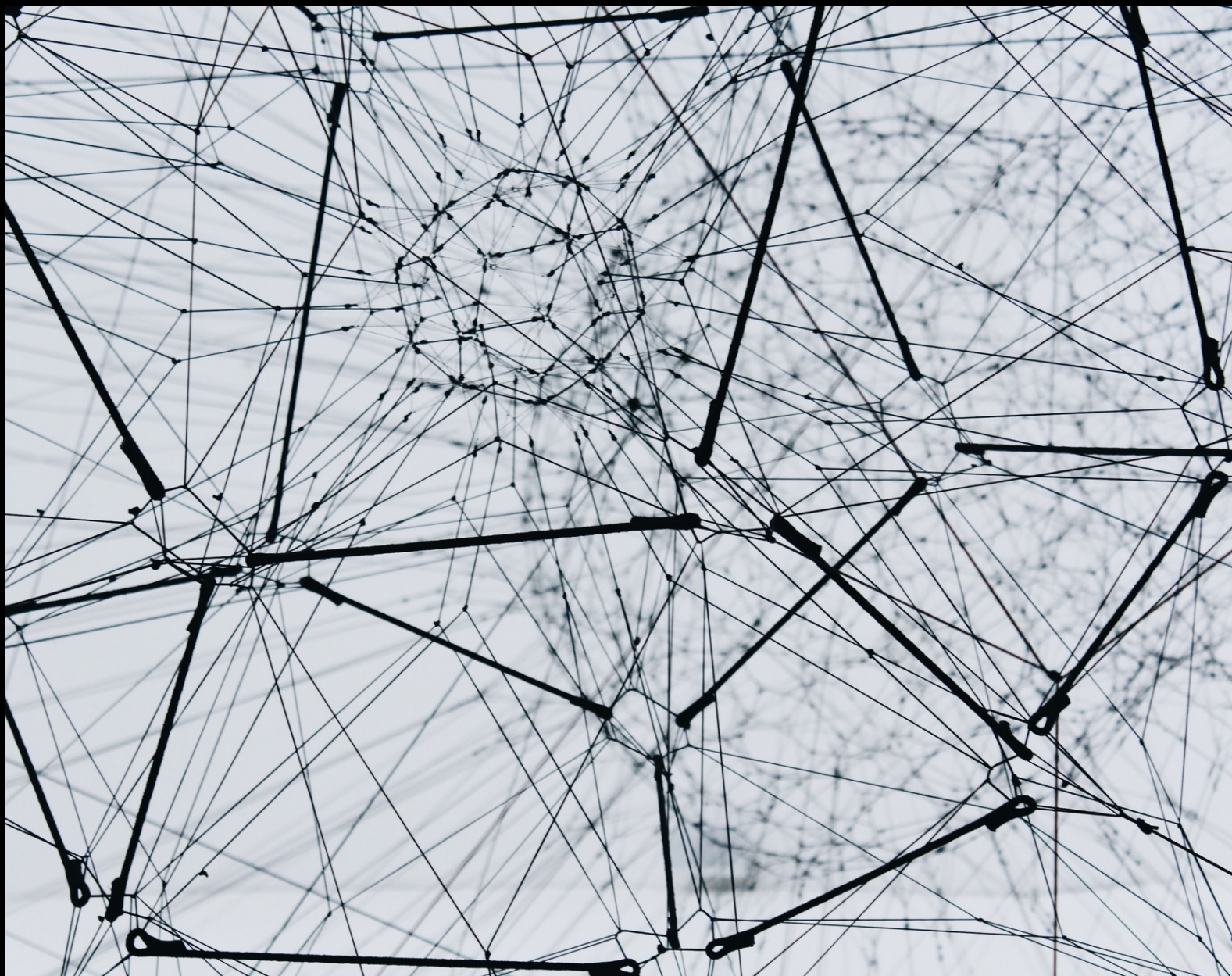
8+ patents

BA Ohio Wesleyan University

Our Story

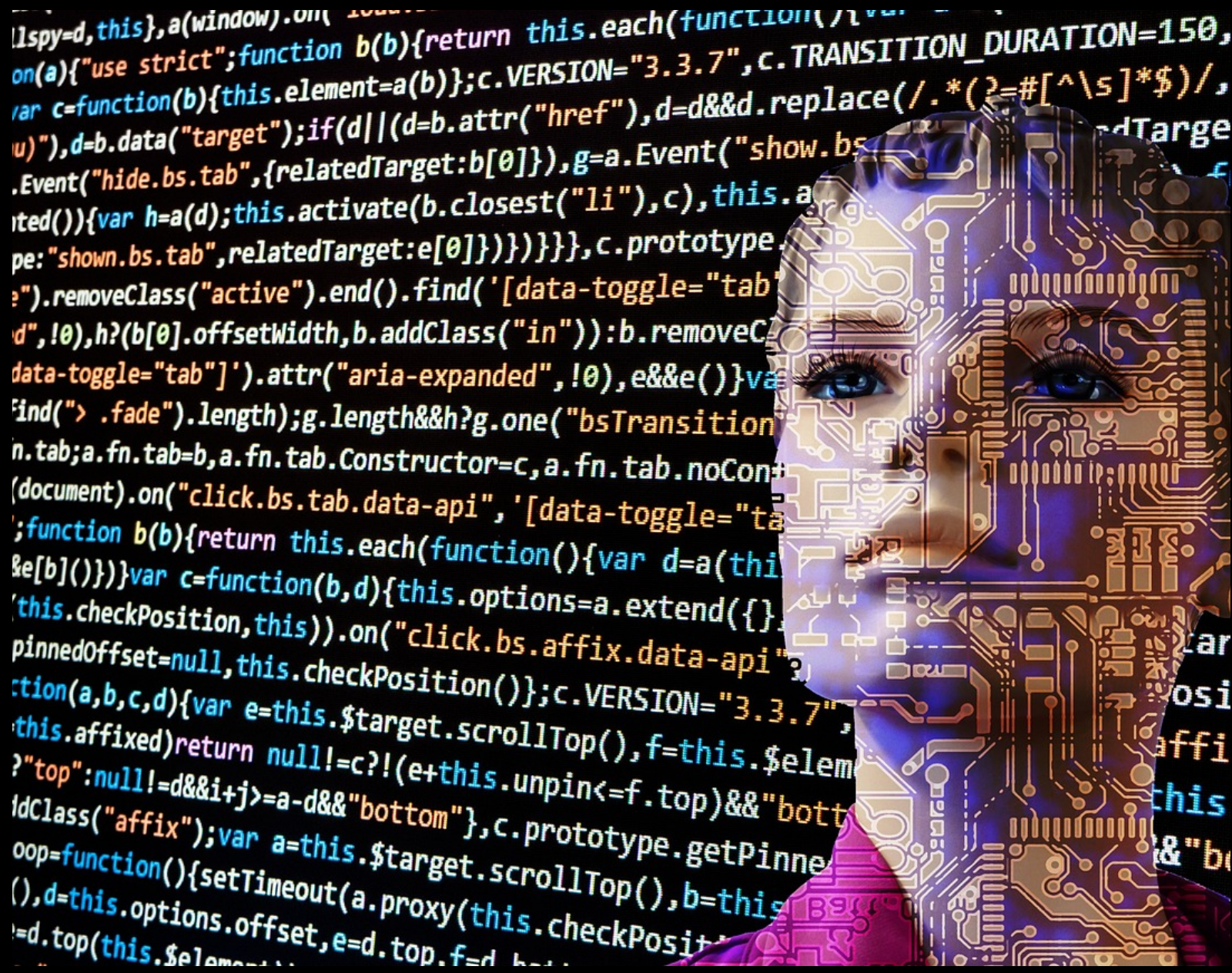


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Cloud DWs are the future

WHY NOW



LLMs:
Treat data as
unstructured

OUR INSIGHT

CMO Interviews

Consistent themes from series A to Decacorn companies



Efficiency

Increase conversions from existing leads



Precision

Target users based on product behavior



Skills

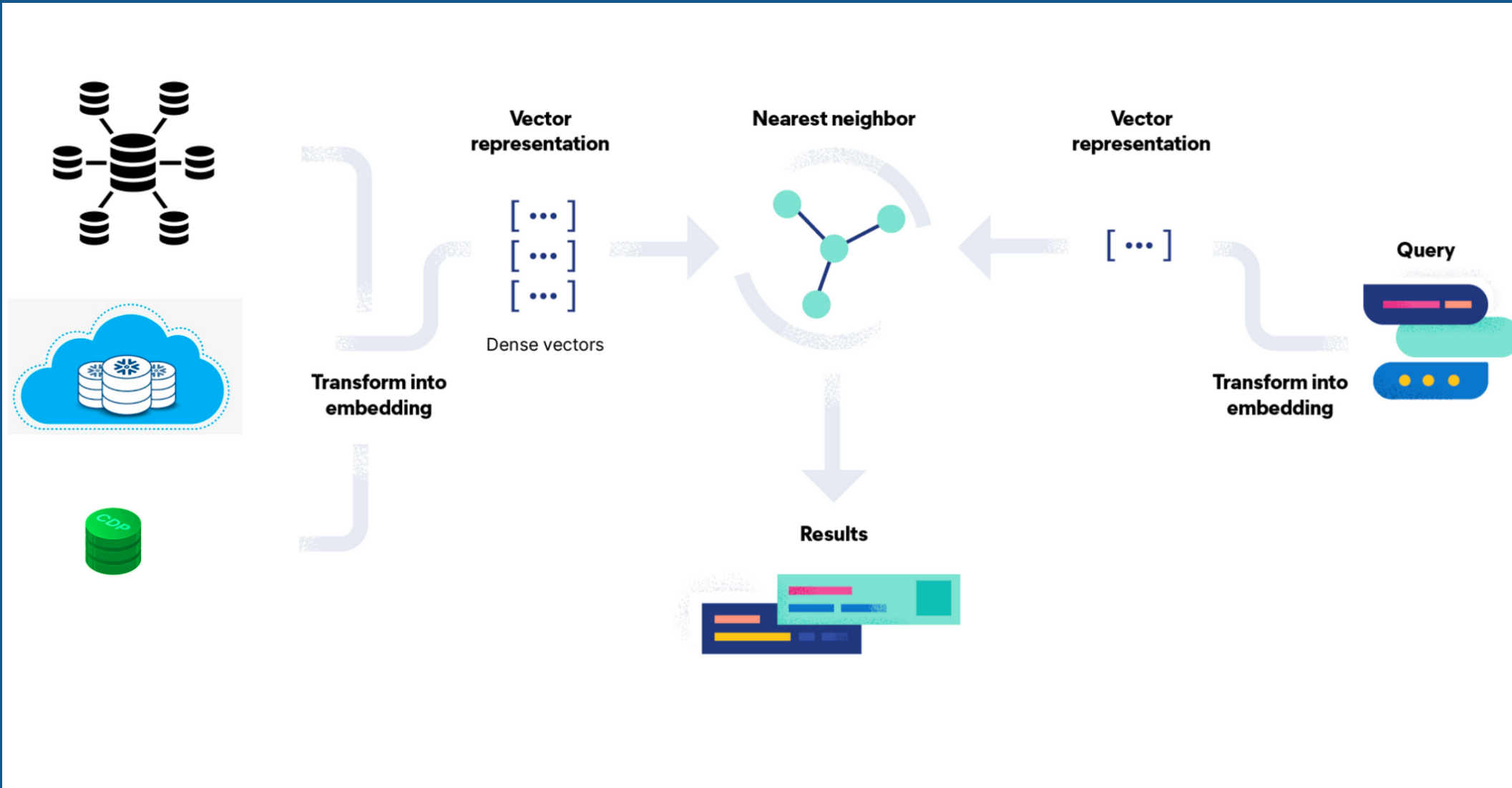
Get access to technical resources

Today

Marketo/ Hubspot hard to use. Not built for large data.

The screenshot displays the Adobe Marketo Engage interface. The top navigation bar includes 'Adobe Marketo Engage', 'My Marketo', 'Marketing Activities', 'Design Studio', 'Database', 'Analytics', and 'Admin'. The user 'ironhorsedev' is logged in. The main content area is titled 'allGood Test' and shows a 'Smart List' configuration. The left sidebar lists 'Marketing Activities' with a search bar and a tree view containing folders like 'Archived', 'Data Management', 'Demo', 'Jack Campaign Test', 'Lead Lifecycle', 'Learning', 'Learning - Kelli Dillon', 'Lisa's Demo', 'Mariska Testing', 'Operations', and 'Program Templates'. The central workspace shows four triggers: 'Opens Email', 'Visits Web Page', 'Lead is Converted', and 'Lead is Created'. Each trigger has a dropdown menu for the field and a text input for the value. For example, 'Opens Email' is set to 'Email: is' with the value '(22) 3-Panel Content Email; BCR_Demo_Intel_BigDataExpo; BP-L...'. The right sidebar shows a search bar and a list of triggers, including 'Email', 'Salesforce', 'Sales Apps', 'Social', and various engagement program actions like 'Added to Engagement Program', 'Added to List', 'Added to TDH 2021 Attendance', etc.

How it works



How it works

The screenshot displays a chat interface for 'allGood - Cohort Builder'. The interface includes a header with the product name, a hamburger menu, and a settings icon. The chat history shows the following interactions:

- AI Assistant (allGood):** "Do you need help building a cohort?"
- AI Assistant (allGood):** "First, lets start by understanding your business objective. What are you hoping to achieve?"
Buttons: More Opps, More Onboardings, More Trial Wins
- User:** "I want more users to complete their product onboarding"
- AI Assistant (allGood):** "Ok, can you share 3 users who completed their product onboarding?"
- User:** "ahmed@allgoodhq.com, umair@allgoodhq.com, steve@apple.com"
- AI Assistant (allGood):** "Here's what's common in their buyer journeys:"
 - 1. Looking at Support for various topics**
Looking at Support documents related to Errors, Billing, Pricing and Authorization
 - 2. Product usage for Insurance and Email Spam**
Product API for Insurance and Email Spam related to API usage
 - 3. Webinar activity for API Services**
Webinar activity related to API Services targeting IT Managers and CTOs in the Software Development, Technology, Financial
- Buttons: Build lookalike audience, Show me the data
- AI Assistant (allGood):** "Ok, there are 1,537 leads on a similar buyer journey. Would you like me to send this list to Marketo?"

The bottom of the interface features a text input field with a plus icon on the left and a send arrow on the right.



1% of Revenue

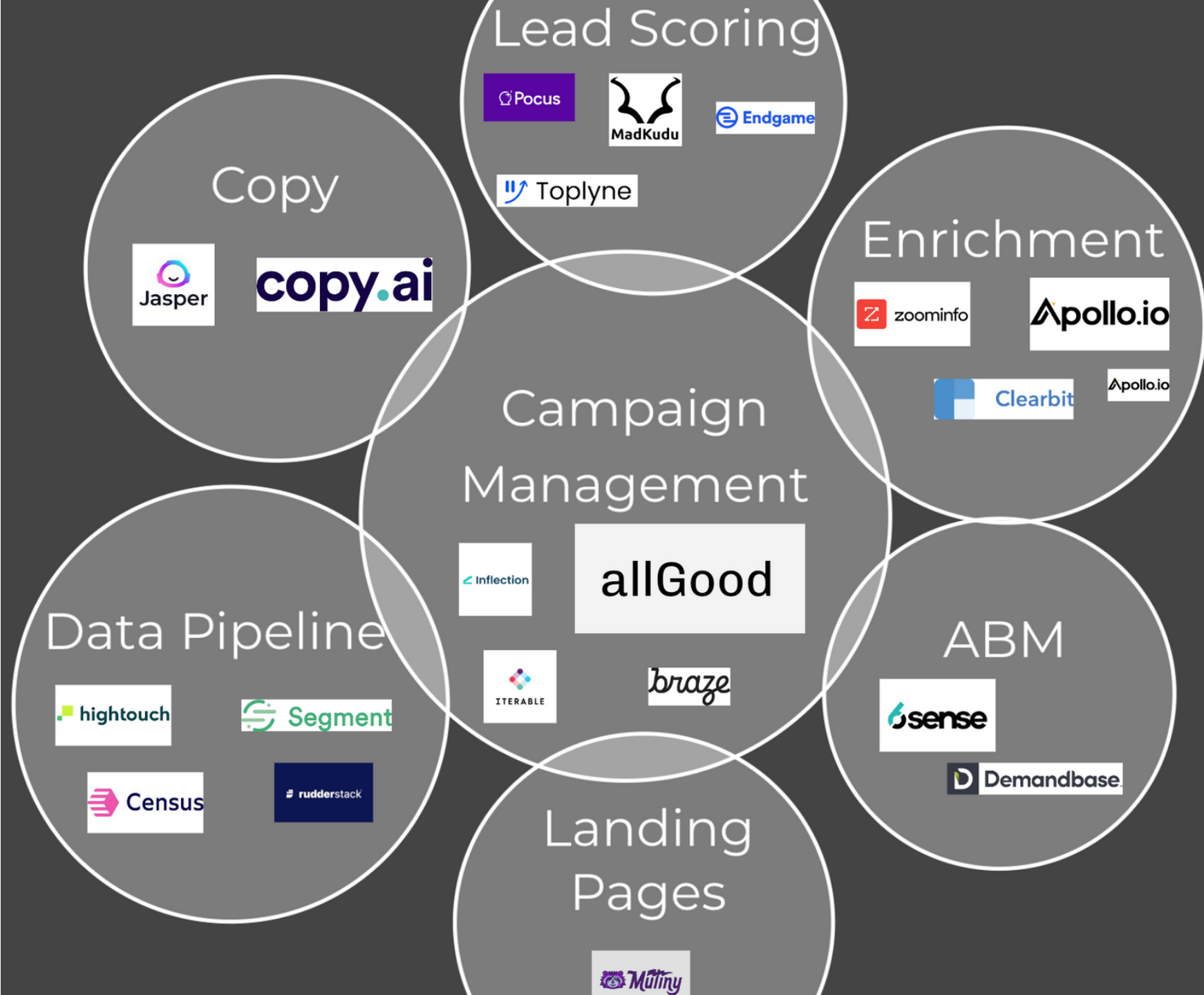
Amount companies spend on campaigns and campaign management. #1 marketing spend

Source: Gartner

Competitive Landscape

Campaign Management

allGood- B2B focus, AI-driven



Fundraising

Raise

\$3 Million

Staffing

**5 engineers +
2 co-founders**

Runway

24 mo

Goal

**2 dozen highly engaged
customers**

Appendix

2022

Gartner CMO Priorities

Marketing data/ analytics

26%

CMOs Say Top 3 Capabilities Gap

Skills Needed

61%

CMOs Say Teams Lack Skills

