



The Mango Jelly debuts their Generative AI platform for simplifying Marketing Analytics and Automation at Web Summit 2023

Meet at Stand A425 at the Alpha Startup Zone to learn more about how to make marketing operations as simple as conversations

Web Summit, Lisbon – 13-16 November 2023 - The Mango Jelly, an innovative player simplifying Marketing Analytics and Automation using Generative AI, today announced that it will be exhibiting at Web Summit, Lisbon from 13-16 November 2023. This event brings together people and companies that are redefining the global tech industry.

For the first time at Web Summit, The Mango Jelly introduces a Collaborative AI Workspace and Copilot for marketing teams. Powered by Generative AI, it performs powerful real-time data analytics on products in the marketing stack such as Shopify, Google Analytics (GA4), Google Search Console, PostgreSQL, MySQL and Snowflake.

According to McKinsey, companies spend over \$1 trillion on marketing globally, every year. However, quantifying Marketing ROI and making data-driven decisions is challenging. Each marketing tool has its own dashboards, reports, and complex metrics, making it difficult to extract insights from fragmented data and identify critical insights timely, which leads to missed opportunities and lost revenue for the business.

The Mango Jelly's solution uses advanced Natural Language Processing (NLP) enabling marketers to talk to their data and extract powerful insights from high volumes of complex, siloed and fragmented information across multiple product integrations, in minutes instead of weeks. By simply using Natural Language, with no technical or data science expertise required, it is possible to monitor metrics, generate intelligent predictions, automate multi-step workflows and get timely alerts for issues and actions required. By using Generative AI, the company is improving speed, productivity and data utilisation for Marketing Analytics and Automation by 20x as compared to current methods.

At Web Summit, The Mango Jelly will be demonstrating their Generative AI solution for the following personas:

- For business owners and marketers at SMBs, they offer a cloud-based and user-friendly interface. You can ask questions about sales, engagement and many other metrics in plain english and get analysis from multiple data sources.
- For Enterprise users, they offer powerful, secure and customizable analytics executed on-premises across complex data sources.
- For marketing agencies, they provide the ability to manage analytics for multiple clients in an organized and scalable manner.



“We are excited to be exhibiting for the first time at Web Summit and for the opportunity to showcase our solutions,” said Divya Upadhyay, CEO, The Mango Jelly. “Based on experience working in B2B and B2C companies, The Mango Jelly team understood the pain points in marketing data analysis. And, we are pleased to present a future ready and versatile Generative AI platform that makes Marketing Analytics and Automation conversational for marketers.”

Visit The Mango Jelly on 14th November at Stand A425, at the Alpha Startup Zone to learn more about how to unlock hidden insights from your marketing stack to grow revenue and engagement.

About The Mango Jelly

The Mango Jelly is building a Collaborative AI Workspace and Copilot for marketing teams. We make Marketing Analytics and Automation as simple as conversations. Marketers can talk to their data and extract powerful insights from multiple product integrations, in minutes instead of weeks. This is done simply using Natural Language, with no technical or data science expertise required. Marketers can automatically monitor metrics, generate intelligent predictions, automate multi-step workflows and get timely alerts for issues and actions required. Using Generative AI, we are improving speed, productivity and data utilization for Marketing Analytics and Automation by 20x as compared to the current methods. For further information visit: themangojelly.com

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