MMA
Marketing + Media Alliance

strong metrics
Every Impression Smarter

AI Use Cases

Presented by strongmetrics

A Rushfoil Ventures Company

Use Case 2

Conversation Intelligence

From chat noise to negotiation intelligence

AI-assisted conversation intelligence that captures every advertiser and publisher group chat, detects critical conversations as they happen, alerts the team instantly, and builds the negotiation context to reply in our own voice.

The Challenge

Commercial conversations with advertisers and publishers run across dozens of Telegram, Slack, and Teams groups. Critical moments- negotiations, escalations, payout disputes - stay buried in thousands of routine messages: context lives in people's heads, responses come late, and high-value threads slip past the team unnoticed.



Capture

One bot in every advertiser & publisher group; each message, edit, and delete lands in one normalized DB.



Understand

The analysis brain reads every thread for intent, sentiment, topics, and live deal context.



Alert

Critical conversations- negotiations, escalations, churn risk - ping the team the moment they start.



Respond

Builds negotiation context and drafts on-brand replies, ready to review - or to carry the conversation.

How AI was applied

A multi-platform bot (Bots-Employee-X) sits inside every group and feeds an analysis brain that runs one continuous pass.

100%

of group messages captured - edits & deletes included

3 in 1

Telegram, Slack & Teams unified into one conversation pipeline

Real - time

critical-conversation alerts with negotiation-ready reply drafts

AI turns scattered group chats into proactive deal intelligence-
every critical conversation surfaced the moment it starts, with the context and the reply already in hand.