

About Wylei

Wylei Inc., a pioneer in predictive AI cloud-based machine learning and marketing automation, enables the creation and dynamic assembly on open of real-time, personalized content to engage over 50 percent more buyers per marketing campaign. Wylei is an official Facebook Marketing Partner, Instagram Partner, and Salesforce Partner. Wylei's AI (artificial intelligence) technology drives true personalization at scale efficiently eliminating the need for A/B testing and utilizing Wylei's new AI Testing platform. Working with high profile consumer and technology brands, the patented SaaS self-serve Wylei Predictive Content™ platform delivers real-time digital content that is assembled and displayed based on first party data, context, user behavior and preferences in record time. Working across all channels and any device, including email, video, display, web, social, Facebook, Instagram, and Salesforce, Wylei's technology is utilized by leading brands, marketers and digital agencies such as Epsilon, YLM, Marriott, Adidas, Dell, FTD, Wunderman, Fairy Tales Hair Care, and other Fortune 500 companies. Co-founded by Harvard, MIT, Stanford and Carnegie Mellon experts and CEO Meg Columbia-Walsh, Wylei's Predictive Content™ maintains secure, highly scalable, robust cloud based infrastructure built in the Amazon Web Services stack. The company's headquarters is in Jersey City, NJ. For more information, visit www.wylei.com.

At a Glance

- Founded in 2013
- Headquarters in Jersey City, NJ with offices in Lancaster, PA
- 20 customers
- Growing employee base
- VC Funded

Target Markets

- Hospitality/Travel
- Retail
- Consumer Packaged Goods
- Financial services
- Automotive
- Pharmaceuticals

Marquee Customers

- Epsilon
- Marriott
- Adidas
- Dell
- AT&T

Leadership Team

- Meg Columbia-Walsh, CEO
- Molly Ford, SVP of Sales
- Ken Kozaczka, SVP of Engineering
- Guy Dubrovski, VP of AI
- Leona Thomas, VP of Operations
- Melissa Solomon, VP of Client Services

Media Contact

Rachel Winger
rachel@wylei.com

Predictive Content™ Platform

Automatically delivers real-time digital content that assembles and displays based on context, user behavior and preferences. Technology is cloud-based artificial intelligence used for marketing automation and includes:

- Predictive Email
- Predictive Video
- Predictive Web Content
- Predictive Advertising
- Predictive Mobile Content