

Real-Time Segment Streaming with Audience Manager

Omnichannel customer experiences become a reality when your segments exist wherever and whenever you need them.



Leverage the Power of Real-Time Segmentation and Decisioning

The true value of algorithmic segmentation is often hidden in a black box, making it inaccessible to marketers and the wider marketing process. **Audience Manager** changes that by putting the power of AI in the hands of the marketer.

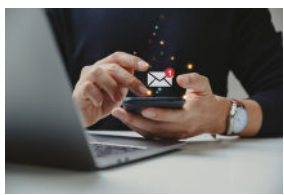


Combine AI with Experience

Marketers can define their own segments, use the built-in AI segments, and even combine them to meet any requirement. No black boxes here.

Segmentation Optimization at Its Best

With more than 150 algorithms out-of-the-box, constantly testing against itself and re-learning in real-time, Algonomy's segment automation can help to optimize hyper-personalization across all touchpoints at scale.



Get Full Control of Activation Frequency

Stream real-time abandoned purchase segments to an email platform, push paid media audiences overnight, or generate loyalty segments monthly. Whatever the segment, when and where you need it.

Fuel Your In-House Data Analytics, Data Science, and BI

Expose all segmentation to the business. Full access to your customer segments can fuel improved reporting, better analytics, and real-time decisioning that iteratively improves business insight, optimization, and revenue opportunities.



Audience Manager Powers True Syndication of Your Segments When and Where You Need Them

- **Co-Exists with Your Existing Martech Stack**

With the ability to connect natively, API, or data exchange, Audience Manager provides full audience, segment, and data syndication to any existing marketing automation or channel gateway.

- **Behavioral Real-Time Decisioning**

Our patented technology monitors behavior in real-time from all available data. With over 150+ pre-built strategies for each customer interaction based on behavior, intent, and modeled outcomes, Audience Manager supercharges customer segmentation.

- **AI-Powered, User-Controlled**

Achieving the right balance between automatic optimization and business/brand goals managed by marketing, has historically been a challenge. Audience Manager harnesses AI to handle metric-based, real-time decisioning and combines with marketing rules to seamlessly deliver segments.

- **Powerful Data Syndication**

Users have full control over the destination, frequency, timing, and data content syndicated to other systems, channels, and marketing automation products. The point-and-click interface allows users to syndicate data and segments to any connected system or channel, upstream or downstream.

Audience Manager Features



**Automated data
flow from
Recommend™**



**Audience
Export**



Dashboards



**Audience
Insights**



RFM Model



**Affinity
Model**



**Replenishment
Prediction Model
(o)**



**Clustering based
Segmentation Model
(o)**



**Churn Model
(o)**



**CLTV Model
(o)**



**Propensity to
Buy Model
(o)**

ALGONOMY

Algonomy (previously Manthan-RichRelevance) empowers leading brands to become digital-first with the industry's only real-time Algorithmic Customer Engagement platform that unifies data, decisioning, and orchestration. With industry-leading retail AI expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration & analytics, merchandising analytics, and supplier collaboration. Reach us at hello@algonomy.com to know more.