

ALGONOMY



Audience Manager

Real-Time Segmentation & AI-Powered Decisioning



The Power of Real-Time Segmentation and Decisioning

Algonomy Audience Manager enables retailers to transform live behavioral, affinity, and predictive signals into actionable audiences that can be activated across email, paid media, loyalty, and other channels. By combining marketer-defined rules with built-in AI segments and real-time decisioning, it helps brands increase campaign speed, improve targeting quality, and deliver more consistent personalization at scale.

AM Provides Access to

Three things for marketing & e-commerce teams

01

Real-Time segments which are based on customer's current interactions and purchase intents

02

Behavior Segments that reflect long term multi-channel behavior of customers

03

AI/ML based predictive segments

Four Core Capabilities

01

Real-Time, Omnichannel Personalization

Send segments to any channel or marketing platform for activation.

Push segments to any channel the moment they're ready – email, SMS, push, paid media, or on-site. Native connectors to Meta Ads, Google Ads, Snapchat & TikTok means zero manual handoffs. You control frequency, timing, and destination.

02

Combine AI with Marketer Expertise

Create custom segments, use built-in AI segments, or combine both.

No black boxes. Build rule-based segments from attributes and behavior – or use one of the AI/ML models like Churn Prediction, CLTV, or Propensity to Buy. The real power: combine both, letting AI score while you apply business logic.

03

Access to Long term Data

Unlock the full depth of your customer history to build smarter, more responsive audiences.

Tap into historical customer data to identify audiences based on long-term behavioral shifts, seasonal purchase patterns, and merchandise response trends – enabling smarter segmentation that short-term data windows simply can't support.

04

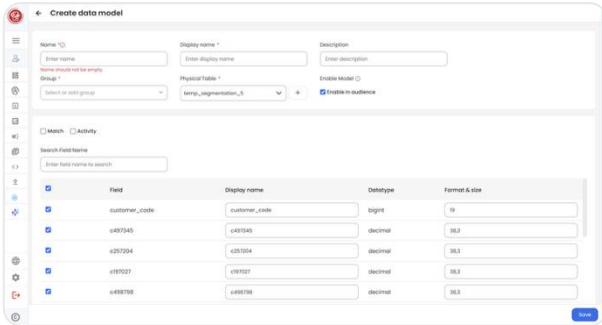
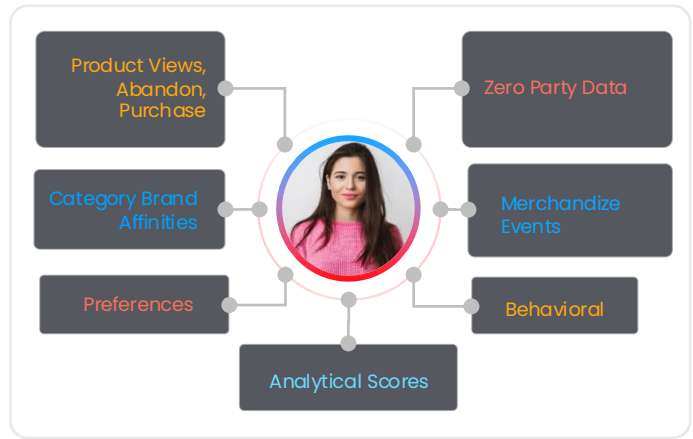
Power Analytics, Data Science, and BI

Access customer segments to improve reporting, analytics, and real-time decisions.

Every segment is available business-wide, not just to marketing. Feed audience lists into BI dashboards and data science workflows for faster decisions. Audience Performance Insights tracks conversion rates, add-to-cart behavior, and product engagement – attributable to each segment you activate.

Richer User Profiles & Audiences

Build segments on profiles that go beyond transactions. Audience Manager unifies behavioral signals, zero-party preferences, brand affinities, merchandising events, and AI-powered analytical scores — giving marketers a complete, actionable view of every customer to target with precision.



Segment on Any Data You Own

Audience Manager ships with a ready-made retail data model — but you're not limited to it. Bring in any external data — survey responses, NPS scores, offline data — and segment on it instantly, no engineering needed. Custom attributes work like native ones: filter, export, and GDPR-compliant out of the box.

Powered by 10 AI-ML retail models



RFME Scoring
Value tiers from recency, frequency, monetary, engagement



CLTV
Predicted lifetime value for spend priority



Churn Propensity
Who is likely to churn



Replenishment
When and what a shopper will restock consumables



Market Basket
What products are bought together



Affinity
Category, brand & product affinity per customer



Lookalike
Who is likely to buy from a category



Clustering
Natural behavioral & transactional segments



Propensity
Likelihood of the next action or purchase



Offer Personalization
Best Offer(s) for each customer

Trusted by leading retailers



400+
Enterprise retailers



1B+
Customer profiles



20+
Years of retail AI



Gartner
Analyst recognition



IDC MarketScope 2025

Featured in the IDC MarketScope: Worldwide Retail Customer Data Platform Software Providers Vendor Assessment.



Level up your retail customer engagement
with **Algonomy's Audience Manager.**

Request a demo



ALGONOMY

Algonomy helps consumer businesses maximize customer value by automating decisioning across key retail functions, with AI-enabled solutions for eCommerce, Marketing, Merchandising, and Supply Chain. Algonomy is a trusted partner to 400+ leading brands across 20+ countries, with recognition from top industry analysts such as Gartner and IDC.