



ALGONOMY ASCEND

Roadmap to Innovation:

Get the Inside Scoop on Algonomy's Next Moves!

Key Takeaways

Active Content simplifies dynamic content embedding in marketing communications with a low-code/no-code environment.

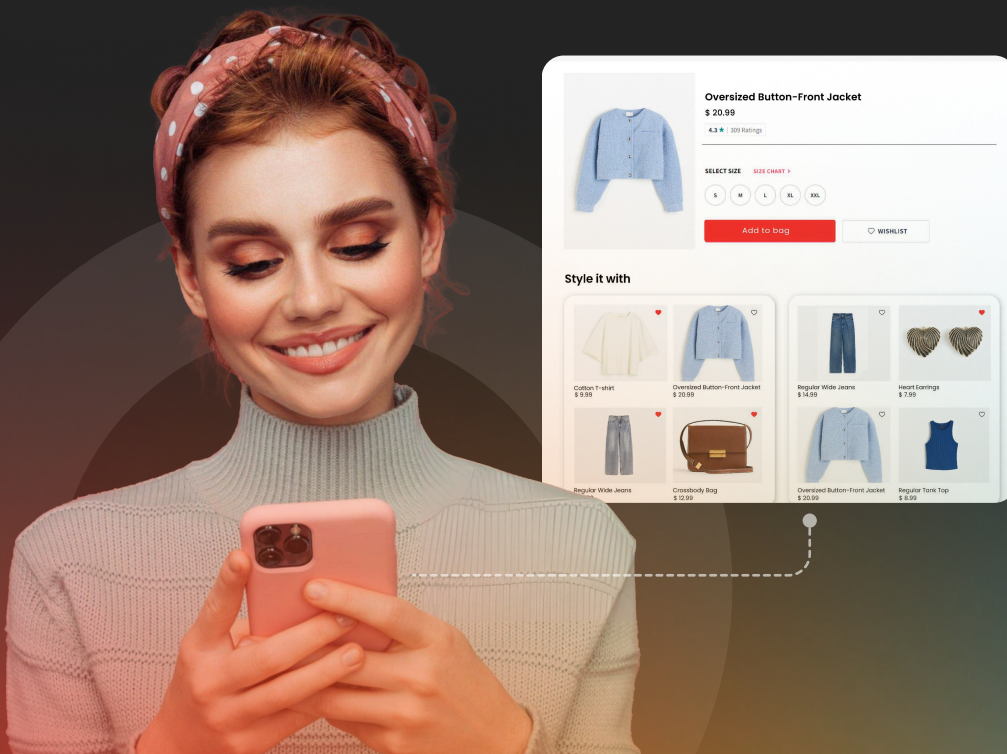
Use Cases

- Bring Together Data from Multiple Source Systems
- Create Rich Visualizations & Conditional Content
- Advance Visual Recommendation

Audience Manager leverages diverse data sets for targeted marketing and unifies customer profiles enriched with direct actions and zero-party data.

Use Cases

- Trigger targeted campaigns for likely repurchases with discounts or promotions.
- Win back lapsed buyers by identifying missed repurchases & retargeting them.



Ensemble AI offers curated ensembles, detects complementary colors, and provides advanced merchandising controls.

Recent Release

- Fully Personalized Ensembles
- Complementary Color Detection,
- Merchandiser Controls
- Natural Language Processing
- Analytics & Reporting

Roadmap

- Online and Offline Data Integration
- Transparent and Flat Lay Images
- Swap Out Products
- Incorporate Shopper Feedback
- Deeper Merchandising Controls

Social Proof Messaging enhances user experience and boosts conversion rates by showcasing real-time customer activity and feedback.

Recent Release

- Social Proof Experience Preview
- Social Proof in Product Recommendations
- Attractive Product Badges
- Multiple Social Proof Messages on a Page
- Support for Server-side Systems & Mobile Apps

Roadmap

- Auto-optimization Powered by AI
- Dynamic Message Text by Threshold Range
- Support for Region-specific Language
- Support for Custom Images in Product Badges
- Performance Reporting Enhancements

Guided Selling reduces the overchoice effect by guiding customers through product selections based on their preferences.

Recent Release	<ul style="list-style-type: none">Improved User InterfaceBranching LogicImproved Code EditorNo Limit to the Number of Questions & Answers
Roadmap	<ul style="list-style-type: none">Support for Multiple LanguagesEnhanced Reporting for Quiz AnswersRecommend Complete Product Ensembles

Recommend delivers contextually relevant product recommendations across all touchpoints with a pre-built library.

Engage delivers personalized content and promotions.

Recent Release	<ul style="list-style-type: none">Recs Test DriveStrategic BackfilDiversify by AttributeMerchandise New Products
Roadmap	<ul style="list-style-type: none">Boosting by User AffinityExtend User Affinity to EngageAdding Affinity as a Sort Option in AdvanceMerchandisingProduct Comparison Rules

Find helps redefine your eCommerce site search with AI-driven personalization.

Roadmap

- Multi-language find supporting Vector & Hybrid search with machine learning algorithms to improve relevancy.
- Find Boost/Bury rules will support Brands, Products, and Attributes based on search terms or across the site.

Upcoming enhancements also include advanced analytics, offline data incorporation, and improved shopper experience through personalized styles.

ALGONOMY

Algonomy helps consumer businesses maximize customer value by automating decisioning across their retail business lifecycle, with AI-enabled solutions for eCommerce, Marketing, Merchandising, and Supply Chain. Algonomy is a trusted partner to more than 400 leading brands, with a global presence spanning over 20 countries. Our innovations have garnered recognition from top industry analysts such as Gartner and Forrester. More at www.algonomy.com.

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