

ALGONOMY

Active Content

Design Dynamic, Personalized Campaign Creatives



Active Content enables marketers to effortlessly draw data from multiple sources to craft visually compelling creatives, delivered with open-time and send-time personalization.



Turn Your Data into Stunning Visuals

Effortlessly draw all your data — through API, CSV, or web, including legacy data — to create hyper-relevant visuals that are unique to each customer. Do all this without IT support.



Generate Personalized Content at Open Time

Marketers can now deliver dynamic, personalized visuals that update every time a customer opens the email. Always show the most updated price, inventory, product recommendations and more.



No Coding, Just Drag-and-Drop

Create stunning dynamic visuals with familiar HTML design tools to deliver hyper-personalized experiences. Pre-built dynamic content blocks to visually compelling creatives in minutes.



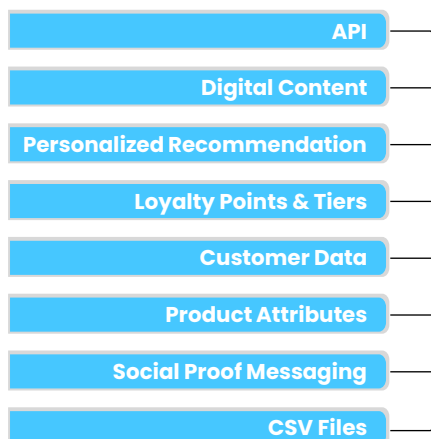
Design Once, Use Across Channels

Create dynamic content blocks that can be delivered seamlessly across channels like email, WhatsApp, in-app messaging, SMS, and more. Effortlessly reuse dynamic content across campaigns.



Maximize ROI of your Existing MarTech Stack

Active Content easily integrates with your existing ESP or Marketing Automation Platform. Enabling you to deliver hyper-personalized content across all channels, delivering higher ROI.



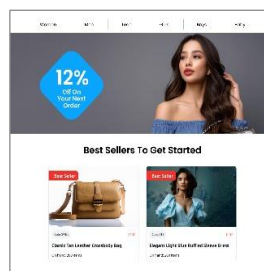
Mashup data from multiple systems

Active Content

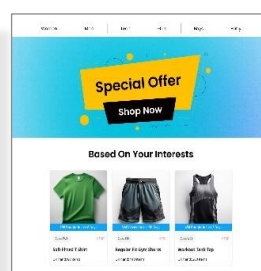
Email



Emily
New Customer. Campaigns targeted to get first purchase



Henry
Lapsed customer. Has a high affinity with men's wear. Campaigns targeted to win him back



Active Content Use Cases

Add these AI-Driven 1-to-1 Personalization in all your marketing channels like email, RCS, WhatsApp & more.



Real-time Offer & Product Recommendations



Personalization based on Category, Brand and Product Affinity



Personalized Recommendations based on Product Ensembles



Personalization based on Abandoned Cart & Abandoned Browse



Real-time Social proof of Views, Purchases and Stock



Real-time Loyalty Points Progress & Rewards

Increase Revenue Generated via Marketing

▲ **30%**

Increase in CTR

▼ **90%**

Reduction in Campaign Time-to-Market

Trusted by Global Brands



Why Brands Choose Active Content



Integrated Offering for AI-Driven Personalization

Algonomy's offering is a true Omnichannel Personalization Engine. We can drive advanced personalization & social proof messaging on web, mobile, and marketing channels like emails etc.



Reduced Total Cost of Ownership (TCO)

With other products you'll require 3rd party tools to enable recommendations, social proof & Product Ensembles within marketing channels, increasing your overall TCO, and integration & management challenges.

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 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.

