

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.

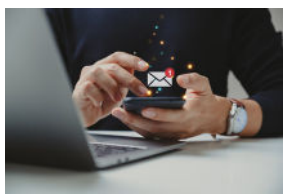


Combine AI with Experience

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)

Trusted by Global Brands



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.

