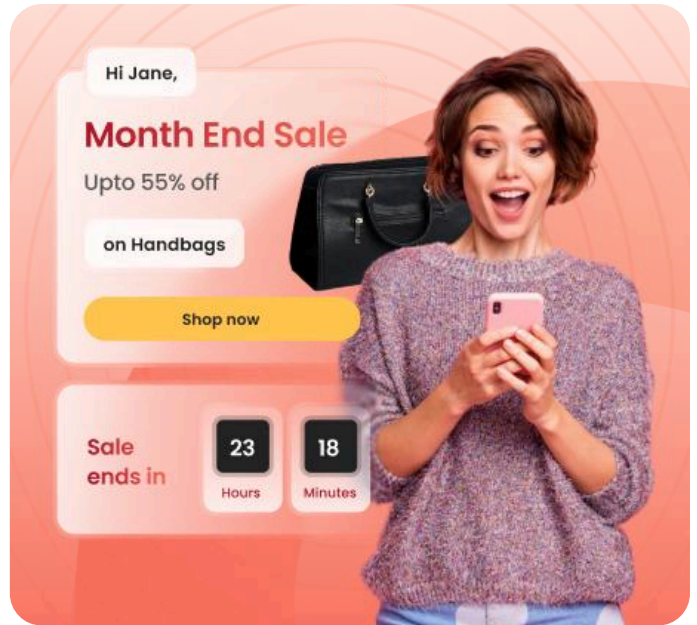


ALGONOMY



Active Content

Website-like personalization for **email and outbound marketing channels.**



Active Content enables marketers to deliver 1:1, personalized, dynamic content. With Active Content Draw, mash-up, and layer data from multiple sources to craft dynamic composite creatives that render at the moment of open, so every recipient sees the most relevant content, every time.

+25% Higher Conversions

+30% Higher CTR

-90% Campaign Build Time

Draw, Mashup & Layer Data

With Active Content, seamlessly pull data from any source, no matter how siloed, and transform it into a single dynamic creative block that renders personalized visuals for every customer, at the moment of engagement.

Fits right into your MarTech Stack

No need to switch platforms. Active Content connects effortlessly with your Data Sources and ESP or automation tools to deliver personalized experiences everywhere your customers engage.

One Campaign - Multiple Personalized Variations

Forget static campaigns. Active Content automatically assembles, designs, and delivers dynamic creative across every channel—tailored to each segment and every individual customer.

Smarter Content with AI

Use simple prompts to instantly generate on-brand hero images and multiple headline variations for every email.

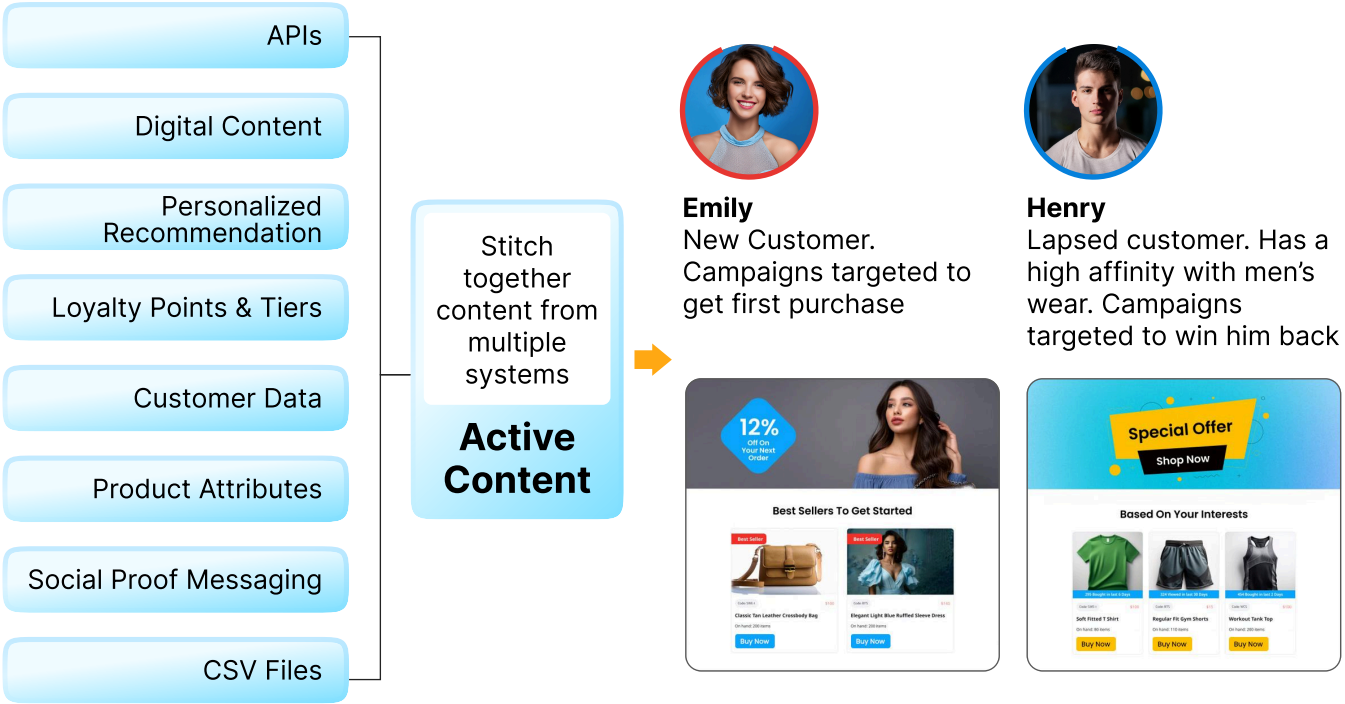
Real-Time Website Sync

Click, grab and go. Sync visuals into emails instantly—no integrations. Images auto-update as your site changes.

1:1 Personalization

Marketers can deliver dynamic visuals that update in real time—showing the latest prices, inventory, and product picks.

Without Active Content	With Active Content
<ul style="list-style-type: none">Segment-based PersonalizationPre-defined ExperiencesSingle-Data Points in each creativeManual Coding RequiredInconsistent CX across channels	<ul style="list-style-type: none">1-to-1 PersonalizationDynamic Experiences Generated at the MomentDraw, Mashup & Layer Data from Multiple SourcesNo Code DesignPersonalized & Consistent CX Across Channels
<p>Your Cart is Calling!</p> <p>Don't miss out</p> <p>Don't leave. Still interested?</p> <p>Classic Denim Shirt</p> <p>\$59.99 \$79.99</p> <p>Add to Bag</p> <p>Explore the collections!</p> <p>Trousers Collection Jacket Collection</p>	<p>Hi David,</p> <p>Your Cart is Calling!</p> <p>Don't miss out</p> <p>15% Exclusive Discount for you BUYNOW15</p> <p>Don't leave. Still interested?</p> <p>Classic Denim Shirt</p> <p>★★★★★ 28 Reviews</p> <p>\$59.99 \$79.99</p> <p>12 pcs. in stock</p> <p>Add to Bag</p> <p>Our Recommendations</p> <p>Premium Jeans trousers \$29.99 Buy Now</p> <p>Denim Black Jacket \$49.99 Buy Now</p>



With Algonomy's Active Content, we were able to take full control of our campaign execution. It's given us the speed, flexibility, and personalization scale we needed to elevate how we connect with millions of members every month."

Santiago Mozas Hernando

Jefe de área Digital de Fidelización
Departamento Socio- cliente y Marketing, Consum

Trusted by Global Brands



Take The Active Content Product Tour



Check out our campaign simulator



Level Up Your Email Marketing with Personalization

Get a Demo



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.