



ALGONOMY
ASCEND

Inside the Innovation Engine:

Get the Inside Scoop on Algonomy's Latest
Product Updates

Key Takeaways

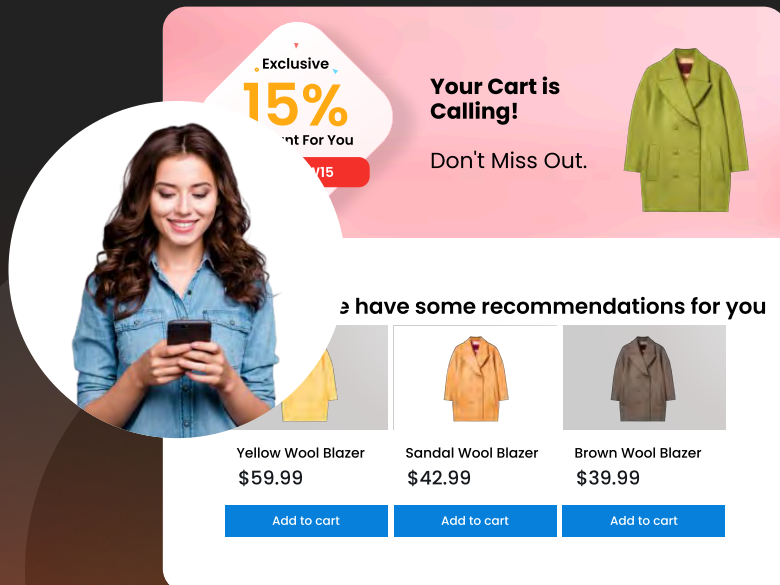
Active Content Empowers marketers to create and deliver dynamic content across channels that updates at open-time, offering 1:1 website-like personalization.

Recent Release

- **GenAI for Content Creation:** Generate banner images and multiple title variations using prompts.
- **Auto-sync Website Images:** Automatically pull updated visuals from your website into emails—no CMS integration needed.
- **Fail-safe Fallback for APIs:** Store API responses to keep emails live even during live API outages.

Roadmap

- **Outfit Styling For Emails:** Drag-and-drop styling interface to embed AI-powered product ensembles.
- **Mobile Design Studio:** New design studio for mobile campaigns with templates for WhatsApp and push campaigns, optimized for mobile.



Audience Manager Real-time AI-powered segmentation and syndication platform that enables marketers to create, combine, and stream customer segments seamlessly across all channels and systems for hyper-personalized omnichannel engagement.

Recent Release

- **Add Product Attributes in Audience Export:** Visually select what product attributes like product IDs, Discount, Sale Price etc., to be included with audience export.
- **Multi-region Catalog Support:** Create segments to personalize based on localized data like regional pricing or stock availability etc.

Roadmap

- **Natural Language Segment Builder:** Create segments using plain-English prompts and AI-powered audience previews.
- **Audience Template Library:** Standardize audience logic and accelerate campaign setup with best-practice templates.

Social Proof Messaging Harness the wisdom of the crowd to build trust, create urgency, and accelerate conversions.

Recent Release

- **AI Optimization for Messages:** AI tests multiple message variants and displays the top performer.
- **Real-Time KPI Optimization:** AI continuously optimizes for the KPI that matters most—CVR, Add-to-cart rate, or RPV.

Roadmap

- **Support for Additional Message Types:** Expand coverage with new message types that don't rely on metric thresholds. Especially useful for low-activity or new products.
- **Advanced Coverage Visibility:** Get real-time visibility into how many products meet the event thresholds for each social proof message type.
- **Reporting Enhancements:** Compare the impact of social proof, monitor performance by message type, and gain more coverage insights.



Organic cotton

Selling fast

Olive Breeze Casual Jumpsuit

4.7 ★ | 210 Reviews

🛒 28 People bought recently

Select Size S M L XL XXL

~~\$64.99~~ **\$52.99**

Add to bag

Wishlist

Ensemble AI Revolutionize the shopping experience with AI-styled outfits that boost AOV and reduce merchandiser effort.

Recent Release

- **Layout Designer for Styling:** Use layering, rotation, and transparency to create high-impact visuals.
- **Incorporating Shopper Feedback:** Capture real-time preferences via thumbs up/down to personalize outfit recommendations instantly.
- **Low-Code UI:** Launch, style, and test ensembles with low-code UI. Performance Reporting: Monitor key metrics by products, categories, and brands and spot trends instantly.

Roadmap

- **Gen AI-assisted Visualization of Outfits on Models**
- **Outfit Generation with LLMs and Visual AI**

The image shows a product page for a 'Brushed Mohair Roll Neck Pullover'. It features two main images of the sweater: one full-body shot with a patterned skirt and a brown belt, and one close-up shot. To the right, there is a product title, a 4.8 star rating with 411 reviews, a size selector set to 'L', and a color selector. The price is listed as \$210.99, and there is an 'Add to bag' button. Below the product information is a section titled 'STYLES YOU WILL LOVE' which contains three outfit recommendations, each with a 'Get the Look' button.

Search & Discovery Reimagine product discovery through visual intelligence, conversational assistance, and real-time personalization.

Recent Release

- **Agentic Commerce:** A conversational shopping agent that understands goals, reasons through context, and guides shoppers to the right products with precision.
- **Visual Search:** Empower users to find visually similar products by uploading images.
- **Shop the Look with Visual AI:** Enable shoppers to interact with styled images and effortlessly discover, explore, and purchase complete outfits.
- **Semantic Search:** Deliver only the most relevant results by interpreting shopper intent, context, and language.
- **Catalog Enrichment with AI:** Enrich product descriptions using LLM and Visual AI to improve discoverability

Roadmap

- **LLM-powered Query Enrichment:** Detect user intent beyond keywords
- **Personalized Autocomplete:** Show dynamic suggestions per user keystroke
- **Advanced Facet Management:** Pin or reorder filters based on user behavior
- **AI-Based Find™ Optimization:** Auto-select the best search configuration in real time
- **Pinning Products on List Pages:** Preview and fix product positions on list pages directly from UI

Recommend™ & Engage™ Deliver real-time, behavior-based recommendations and contextual messages across the shopper journey.

Recent Release

- **Tabbed & Category Layouts:** Increase product visibility and guide users to high-interest sections
- **Wishlist-based Recommendations:** Personalize suggestions based on saved items to drive conversions
- **Product Comparisons:** Help shoppers evaluate similar items at once, and decide faster
- **Compatibility Detection:** Surface only relevant bundles and accessories based on product compatibility
- **B2B Visibility Controls:** Tailor product suggestions to buyer groups for a compliant and efficient experience

Roadmap

- **Knowledge Base Chatbot:** Guide targeting, personalization, and configuration setup with an AI-powered agent
- **Smarter Affinity Scoring:** Surface more accurate suggestions with enhanced models
- **Placement Profile Page:** Preview and test recommendations' performance across placements
- **Data Science Workbench Updates**

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.

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