

ALGONOMY



The Composable CDP for the Agentic era.



**A complete CDP.
Composable
underneath.**

Algomony's Composable CDP is a complete CDP for retail that **you control**. It runs on your own data cloud, so your data stays put and never gets locked into another vendor's platform. Rather than build everything from scratch, we assemble it from retail AI accelerators we've already built for identity, audiences, decisioning, measurement, and AI agents. You get a working CDP in **weeks instead of quarters, for less**. Your marketers run real-time decisioning themselves, on the stack they already trust, **ready for the agentic era**.

Our Approach Four things we do differently

Built on your data cloud

Data stays in your lakehouse — no migration, no lock-in.

Powered by our accelerators

Pre-built retail models, not built from scratch.

Built for retail decisioning

Decide product, offer, channel and timing — live.

Ready for agentic AI

A governed, semantic, agent-ready foundation.

Six Core Capabilities



Customer-Controlled Data Foundation

Turns your lakehouse into a marketing-ready data layer.

One customer view, no data movement

Real-time event collection

Retail data model

Data loading



Identity, Consent & Trust

One golden, consented customer ID across every touchpoint.

Trusted, compliant activation everywhere

ID resolution

Consent & privacy management



Audience Velocity & Activation

Self-serve audiences and triggers for marketers.

Launch in hours, not weeks

Product triggers

Audience Manager

Audience activation



Real-Time Retail Decisioning

The next best product, offer and moment per shopper.

More conversion and margin

Predictive intelligence

Real-time personalization



Measurement & Learning

Closed-loop ROAS, incrementality and attribution.

Prove and compound what works

Measurement & attribution



Agentic AI Readiness

A governed, semantic foundation agents can act on.

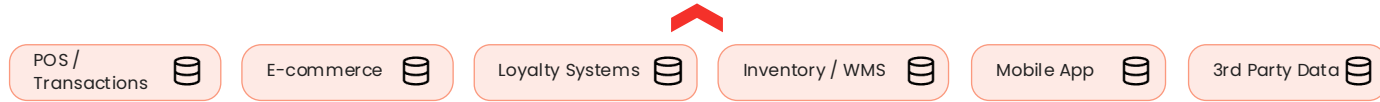
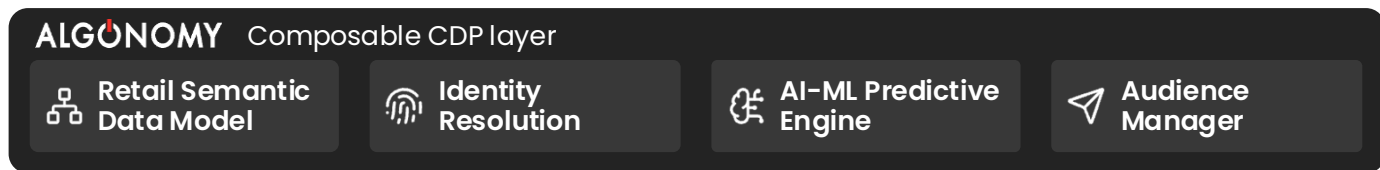
Safely scale AI-led engagement

Semantic model layer

Agent orchestration

Zero-copy on your Databricks Lakehouse

ACTIVATION CHANNELS



Powered by 10 AI-ML retail models

- RFME Scoring**: Value tiers from recency, frequency, monetary, engagement
- CLTV**: Predicted lifetime value for spend priority
- Churn Propensity**: Who is about to lapse, before they do
- Replenishment**: When a shopper will restock consumables
- Market Basket**: What products are bought together
- Affinity**: Category, brand & product affinity per customer
- Lookalike**: Net-new prospects like your best customers
- Clustering**: Natural behavioral & transactional segments
- Propensity**: Likelihood of the next action or purchase
- Offer Personalization**: Every offer ranked per shopper, your rules on top

Trusted by leading retailers

- 400+** Enterprise retailers
- 1B+** Customer profiles
- 20+** Years of retail AI
- Gartner** Analyst recognition



IDC MarketScape 2025

Featured in the IDC MarketScape: Worldwide Retail Customer Data Platform Software Providers Vendor Assessment.



Level up your retail customer engagement with **Algonomy's Composable CDP.**

[Request a demo](#)



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 400+ leading brands across 20+ countries, with recognition from top industry analysts such as Gartner and IDC.