

REAL-TIME CDP FOR PERSONALIZED 1:1 ENGAGEMENT

Supercharge personalization with real-time audience activation powered by actionable algorithms and customer analytics



In a world where dramatic change is being thrust upon us - some due to the pandemic, others due to the existential threat of Amazon, retailers are grappling with the inability to connect with customers using traditional methods, attract them to their brand in a profitable manner and build loyalty. A sure-fire way to win customers over is by providing them a personalized, 1:1 experience. However, there are many hurdles that block this path - data silos, scattered identities across systems, poor customer insights & impeded audience activation. Some of the impacts include low response rates for campaigns, broken customer journeys, missed cross-sell and upsell opportunities.

How then do retail leaders overcome this hurdle to win the race to long-term customer loyalty? With Algonomy's Real Time Customer Data Platform, marketers can now connect with customers "in the moment" by activating their audiences across all touchpoints, confident that it is indeed, the next best experience.

American supermarket chain creates a unified view of customers across online and offline channels and leverages machine-learning based granular segmentation to drive personalized marketing



increase in sales revenue



offer redemption



increase in email open rates

Built for retail with 1000+ retail-specific domains and measures enables faster time to value. With an algorithm-first approach, our CDP provides over 150 pre-built strategies with Algonomy CDP the flexibility to bring your own data science models and innovate. It provides seamless integration with your existing marketing systems using our ecosystem of over 560 OOTB connectors to deliver connected customer experience.

Algonomy CDP helps



Retail marketers

improve conversion rates, loyalty & CLTV by empowering them with intelligent audiences in real-time.



Technology leaders

with seamless, self-serve access to clean, unified data for improved performance & scalability



Data leaders

adhere to data security & privacy regulations

Real-time Customer Engagement with Real-time CDP

Algonomy CDP enables marketers to provide consistent personalized customer engagement in the moment by enabling real-time activation of audiences across channels.

Real-time Data Ingestion

Eliminate data silos with out-of-the box batch and real-time integration that seamlessly centralizes data from any app or on or offline data store. Combine anonymized behavioral data, known PII, and profile data into a single customer view for use across any channel or touchpoint.

Identity Resolution

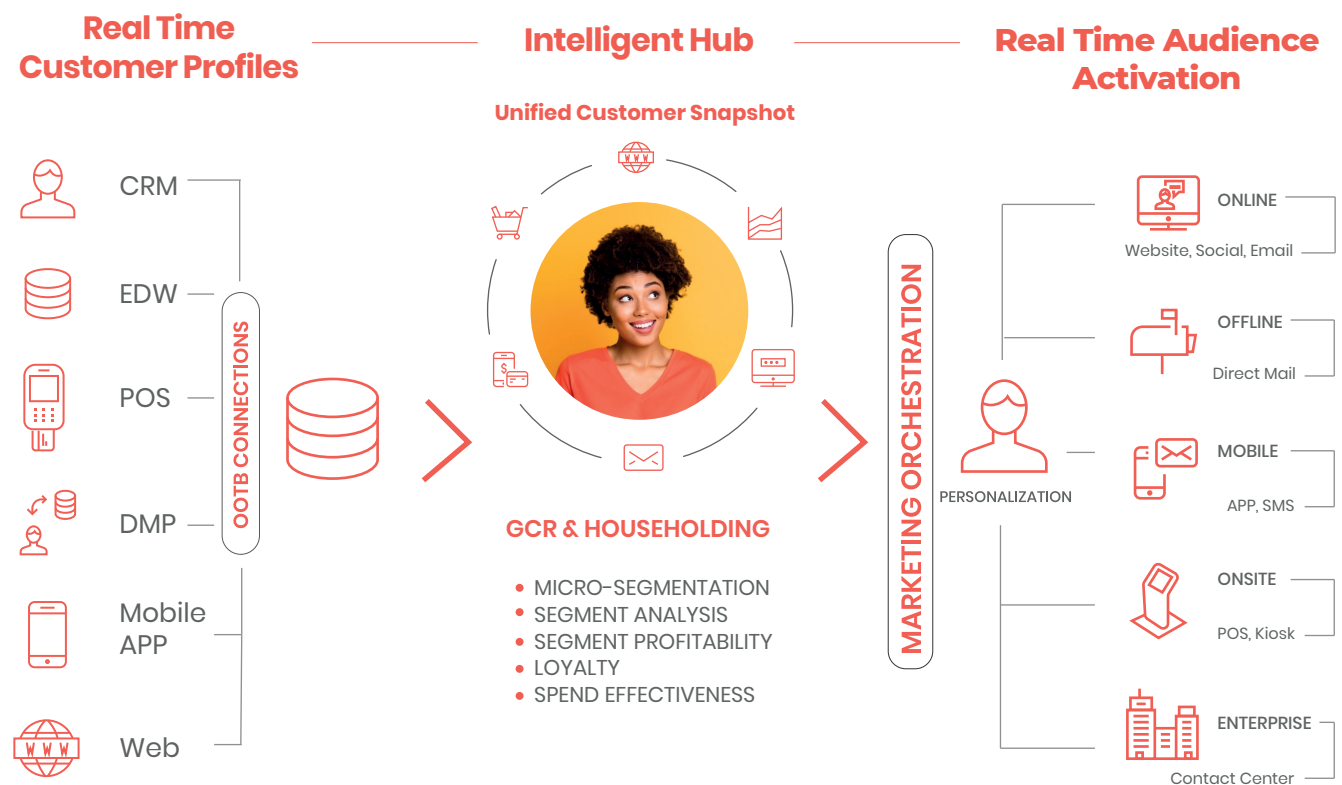
Create a single unified profile by stitching together known logins with anonymized user identities. Additional enrichment and deduplication turn every profile into a Golden Record.

Granular Segmentation & Deep Customer Insights

Leverage machine learning algorithms to create granular micro-segments, perform lookalike and propensity analyses to drive next-best actions, and measure ROI with campaign and journey analytics.

Real-Time Audience Activation

With real-time audience activation, drive hyper-personalized, journey-based customer engagement across online and offline channels and connect with customers in the moment.



ABOUT ALGONOMY

Algonomy empowers leading brands to become digital-first with the industry's only real-time CDP platform with built-in customer activation and analytics for the retail industry. With its comprehensive AI-driven solution, retailers can anticipate and respond to changing conditions while delivering highly personalized experiences to shoppers across all touchpoints. Algonomy is a trusted partner to more than 400 global retailers and offers unmatched retail expertise and breadth of digital best practices across data management, marketing, merchandising, analytics and ecommerce. For more information about Algonomy, visit www.algonomy.com.