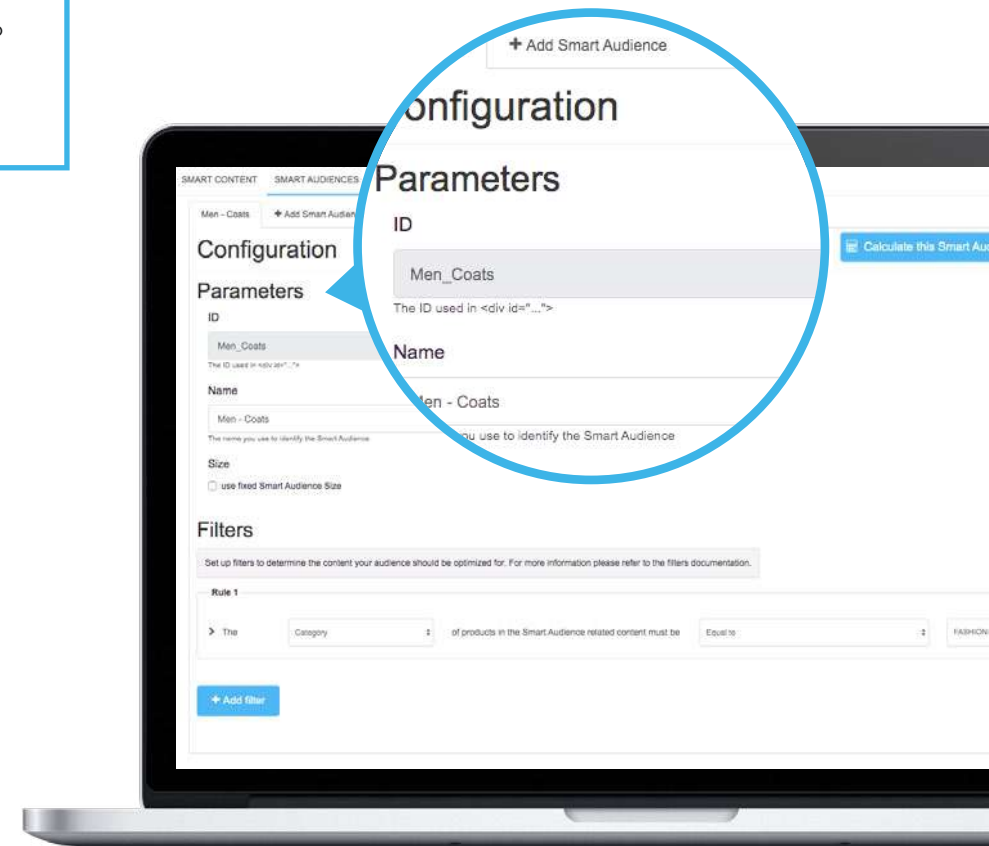


PRODUCT**SMART AUDIENCES****Powered by Selligent Cortex, our AI-powered engine**

Smart Audiences makes it possible for marketers to automatically determine the best audience (*who*) to deliver a message to, based on the content of this message (*what*). These audiences can be used in any campaign within their email and mobile push marketing communications enabling brands to **target the audience** which is **most likely to engage** with a specific piece of content.

Key Benefits

- Fully Integrated into Selligent Marketing Cloud
- Reach and discover new untapped ready-to-use customer segments by identifying the right targets for specific products or articles
- Ensures high performance for specific campaigns for which segmentation is usually tricky such as trending, seasonal or niche products
- Boost productivity by pushing very specific / limited product groups or article topics to consumers that are most likely to engage
- Reduce marketing fatigue by replacing the fewer campaigns sent to large audiences by smaller campaigns sent to targeted individuals which are the most likely to engage
- Increases revenues by driving open, clickthrough rates and conversions by ensuring content drives higher engagement with your audiences
- Reduce churn and unsubscribe rates by ensuring content and articles offered are more relevant



Key Technical Features

CONSUMERS						
PRODUCTS		0	0.39	0.12	0.59	0.11
		0	0.51	0.3	0.54	0.09
		0	0.5	0.59	0.13	0.4
		0	0.36	0.11	0.81	0.01
		0.1	0.42	0.3	0.49	0.02



- **Simple Activation:** Smart Audiences integrates seamlessly with Selligent Marketing Cloud and can be accessed through the Selligent Cortex module following the simple activation of the feature.
- **AI optimization with human control:** Smart Audiences enables marketers to easily and precisely define the content of a campaign, filtering by product/content categories or other business constraints. The audience size can also be fixed if required.
- **Let the Machine Learning algorithm do the heavy lifting:** The Smart Audiences Machine Learning algorithm will automatically crunch all the data available in the platform and score all the contacts' affinity with the content previously defined by the marketer.
- **Automatically create Static Segments:** After defining Smart Audiences, users can Calculate & Create Smart Audiences Lists, using them as "static segments" with any adhoc marketing campaign within Selligent Marketing Cloud.
- **Omni-channel personalization:** Once Smart Audiences has been defined, marketers can leverage it with Journey Maps as Lists to deliver messages to both Email and Mobile channels.

BEST PROFILES

