

PRODUCT

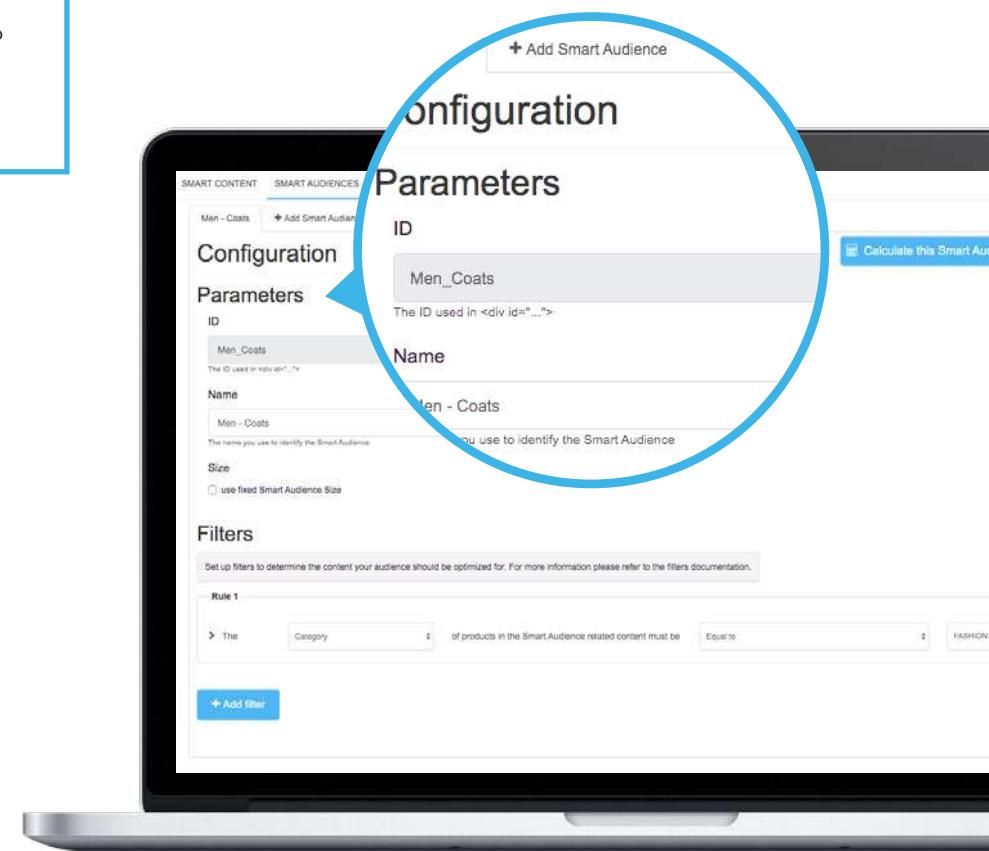
SMART AUDIENCES

Powered by Selligent Cortex, our AI-powered engine

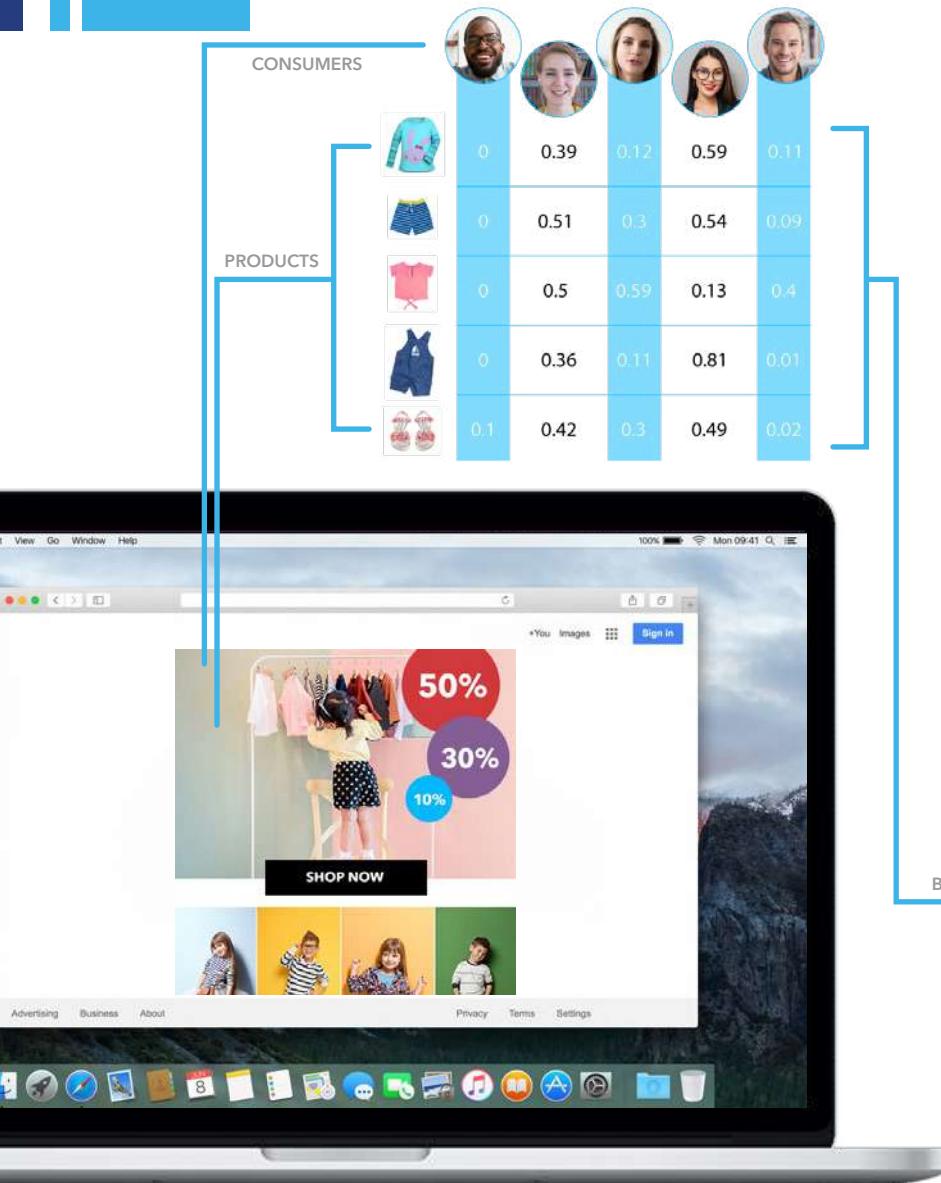
Smart Audiences makes it possible for marketers to automatically determine the best audience (*who*) to deliver a message to, based on the content of this message (*what*). These audiences can be used in any campaign within their email and mobile push marketing communications enabling brands to target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



- **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.



Selligent Marketing Cloud is a marketing automation platform that enables B2C brands to engage consumers across all critical channels.

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