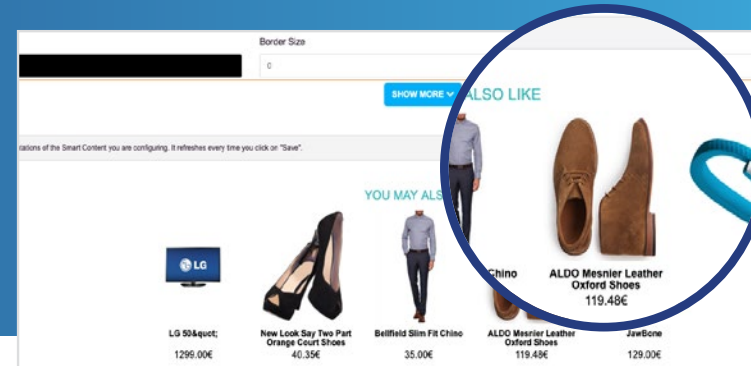


PRODUCT

SMART CONTENT

Powered by Selligent Cortex, our AI-powered engine



Smart Content makes it possible for marketers to dynamically personalize content and offers, uniquely tailored to each consumer's needs. Smart Content uses state-of-the-art, machine learning algorithms to deliver content recommendations in real-time, combining both behavioral and contextual data with marketer specific business logic.

Key Benefits

- Fully Integrated across Selligent Marketing Cloud
- Personalized experience at every page load based on the Universal Consumer Profile, behavioral data, context, and business logic.
- Purpose-built for marketing automation: all Smart Content features available are designed with ease-of-use in mind for marketers, not data scientists
- Comprehensive list of real-time predictive algorithms specifically designed to cover all possible scenarios and needs for driving content and product recommendations
- White-box: you always stay in control. Algorithms can be tuned to your exact needs, combining filters with business logic designed by humans.
- Reporting and insights give simple graphical explanations of the behavior, performance of Smart Content as well as product and conversion analysis

Key Technical Features

- **Instant results:** From day one, Smart Content can be used to power content recommendations. There is no need to wait for months to capture data or train models: it uses all the data already available in Selligent Marketing Cloud and updates its machine learning models automatically and seamlessly as new data is collected across all channels. Turn each and every marketing and transactional message into a unique opportunity to up-sell and cross-sell. Increase consumer lifetime value in your existing customers. Give your anonymous website visitors a personalized and relevant experience increasing conversion of first-time buyers.
- **AI optimization with human control:** Smart Content recommendations can be tuned to your exact needs, analyzing large amounts of consumer data to make the most accurate content decisions. The wide range of machine-learning algorithms available allow you to implement even the most sophisticated scenarios and use-cases, based on consumers' behavioral data. The configuration of Smart Content blocks follows a "Whitebox" approach: it is easy to overlay custom rule-based business logic to fully control the decisions made by the machine learning algorithms.
- **Personalization for all visitors:** Smart Content will work consistently whether content is served to a known or unknown user. Data-driven algorithms will always create the best experience given the user's available data. The wide range of algorithms and filters allows you to design your own logic for all possible scenarios.
- **Omni-channel personalization:** Once Smart Content blocks have been defined, marketers can tap into the power of AI in virtually any channel using Selligent Marketing Cloud. Smart Content will help you automate personalization for your website, in your emails and your mobile messages, so you can quickly build personalized experiences at scale, with consistent brand messaging across all your channels.
- **Reporting and analysis:** Ensure you're getting the business-critical insights you need to make continuous performance improvements. Smart Content empowers you to access and analyze your performance data as well as details on how Smart Content influences the consumers journey and impacts the conversion of anonymous visitors into first-time buyers or subscribers.

