



## [24]7 PERSONALIZATION

The power to get it right—right consumer, right channel, right message—at scale

[24]7 Personalization uses machine learning and cognitive science to deliver smarter, individually targeted experiences across channels and devices. Cut through competing messages and connect with your audience better to increase online conversions, and grow revenue in real-time.

Design and deliver *smarter, better targeted* content in *real time*—down to the millisecond. The results? 400 percent better ad engagement and 75 percent lift in conversion.

### Key Business Benefits

Because purchasing is personal, and personal is powerful.



#### Predictive Targeting and Prospecting:

Better results start with understanding consumer behavior and accurately predicting intent. [24]7 Personalization uses artificial intelligence to pinpoint high value prospects and customers, across devices and channels, including display, social media, video, and website.



#### Deliver Dynamic Creative on Any Channel:

Different people respond to different combinations of copy, color, and other creative details. [24]7 Personalization makes it easy to design and deliver the right message in the right place by learning what engages your audience and applying that to other channels. Now you can deliver one-to-one personalized content at scale.



#### Learn. Respond. Improve. In Real-time:

Using sophisticated machine learning to analyze thousands of clicks per second, [24]7 Personalization learns what combinations of personas and messages are working, and continually applies that learning to fine tune budgets, targets, and bids in real-time.



**Bid Data. Big Difference:** [24]7 Personalization uses powerful machine learning to accurately predict consumer intent across devices and channels. Knowing how your customers are likely to behave lets you adjust down to the millisecond to meet their needs. Deeper data leads to deeper connections.

### Driving Results for Leading Brands

Minimum CPA. Maximum ROI.



#### A Leading Telecom

2X Ad Conversion

30% Lower CPA

20% More Web Conversions



43% Uplift

3.96% Increase in sales

\$7.20 ROAS



#### A Leading Airline

16X Higher CTR\*

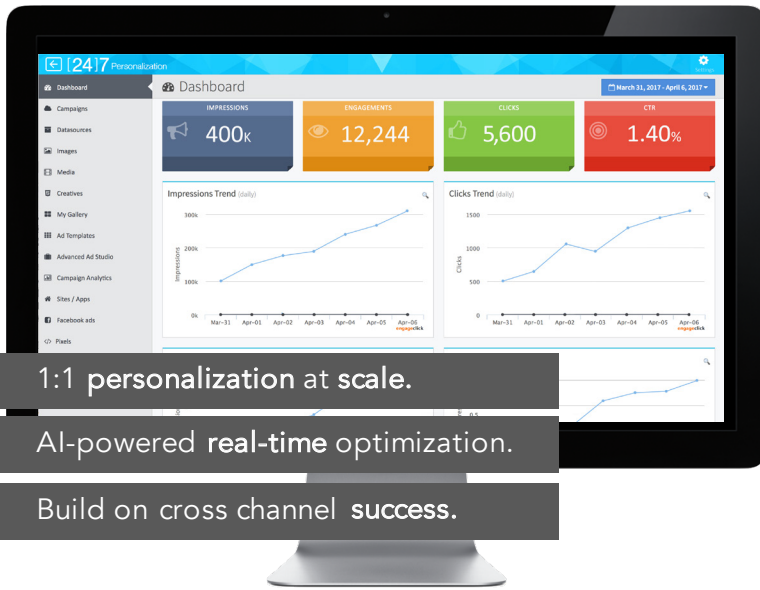
10% Lower CPM

2X More Clicks

\*compared to industry benchmark

## Product Features

Now marketers can use a single solution to target the right audiences, design and deliver personalized messages, and build more compelling customer journeys. With [24]7 Personalization you can connect the dots between marketing spend and customer acquisition to increase efficiency and improve results.



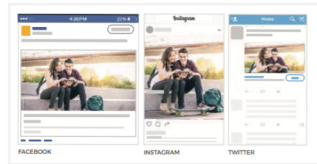
- **Smarter targeting** & retargeting with multi-intent modeling.
- Build and deliver **dynamic creative across digital channels**.
- Big data AI-powered platform **learns and adapts in real-time**, at scale.
- **Comprehensive reporting** by persona, segment, channel, campaign, media.
- Track and **optimize for offline outcomes**, too (including 3rd party retail and call centers).

## Multi-Channel, Multi-Device

Now marketers can use a single solution to target the right audiences, design and deliver personalized messages, and build more compelling customer journeys. With [24]7 Personalization you can connect the dots between marketing spend and customer acquisition to increase efficiency and improve results.



DISPLAY



SOCIAL



VIDEO





WEBSITE

## Get Personal, and Get Results

[24]7 Personalization helps you understand your audience and make smarter connections at every stage of the customer journey. We'll help you reach your goals, guaranteed.

**Let [24]7.ai help your organization achieve extraordinary results. Contact us today.**

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## About [24]7.ai

[24]7.ai is a customer experience software and services company that is redefining the way companies interact with consumers. We help businesses attract and retain customers, and make it possible to create a personalized, predictive, and effortless customer experience.

For more information visit: <http://www.247.ai>