

# AI at the Service of the Experience

Marketing automation and AI are transforming the way the media market engages audiences through personalized experiences.

## HOW IT WORKS

- **ANALYZE AND INTERPRET** data to identify preferences and habits.
- **SEGMENT USERS** and personalize suggested content in real time.
- **AUTOMATE NOTIFICATIONS** and communications across all digital channels in an integrated way.

## BENEFITS

- + **User retention:** strengthens relationship and engagement through increasingly personalized and targeted experiences.
- + **Catalog enhancement:** increases the value of the offering by dynamically highlighting the most relevant content.
- + **Process optimization:** reduces manual activities and simplifies management through integrated automation.

## DID YOU KNOW...

**89%**

of **leading companies worldwide** consider **personalization** an essential factor for the success of their business.

SOURCE: STATISTA

## USE CASE



Advanced marketing platform, guided by user insights, for a proactive and personalized communication experience.

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