ada The Data and AI Experience Company

Data Sheet

Xen AI

Make Smarter Decisions for a Segment of One with Personalization AI



Xen AI is the next generation of artificial intelligence (AI) focused on experience personalization. It replaces the uncertainty of black box AI with the full transparency of an open AI stack for personalization. The culmination of more than ten years of AI and machine learning innovation, Xen AI includes multiple breakthrough features that allow digital leaders to perfectly blend human expertise and machine intelligence so they can deliver differentiated experiences at global scale – with complete confidence and control.

Understand and Guide AI Outcomes

Xen AI comes out of the box with multiple capabilities that give you a clear view and understanding of the strategies, rules, and segments behind every decision. Use the realtime reports and visualizations to gain genuine insight into what works and why, and the interactive analytics to guide actions to improve performance.

Monetize Your Data Science Investments

Xen AI provides a full lifecycle management system that allows data scientists and marketing power users to deploy, test, and iterate their own experience personalization insights and strategies, at scale around the world.

Future Proof Your Personalization Investment

An evolving, comprehensive set of supervised and unsupervised predictive models and growing library of 150+ pre-built strategies future proofs your investment and ensures the right context-relevant strategy is applied to every decision.

Leverage Composite AI

The only ensemble decisioning engine that uses a combination of AI techniques and underlying algorithms for every interaction. This unique approach ensures the most optimal experience is selected each time and personalization performance does not degrade over time.

World's First Open AI for Experience Personalization

Trusted

Used by top brands and retailers globally.

Technology

Robust infrastructure with industry's fastest response times.

Big Data + AI Pioneer

10+ years of commerce and personalization AI expertise

Real ROI

367% average return on investment

Leverage Open AI to Drive Greater Business Performance

Experience Browser

The Experience Browser provides business users instant visibility into the performance that Xen AI is driving and full transparency about 'why' and 'how' this optimal experience was chosen for a given individual. The intuitive visual overlay allows the user to audit AI decisions with a single click, including profile, recommendation summary, segment, rules, and strategy evaluation.

Experience Insights

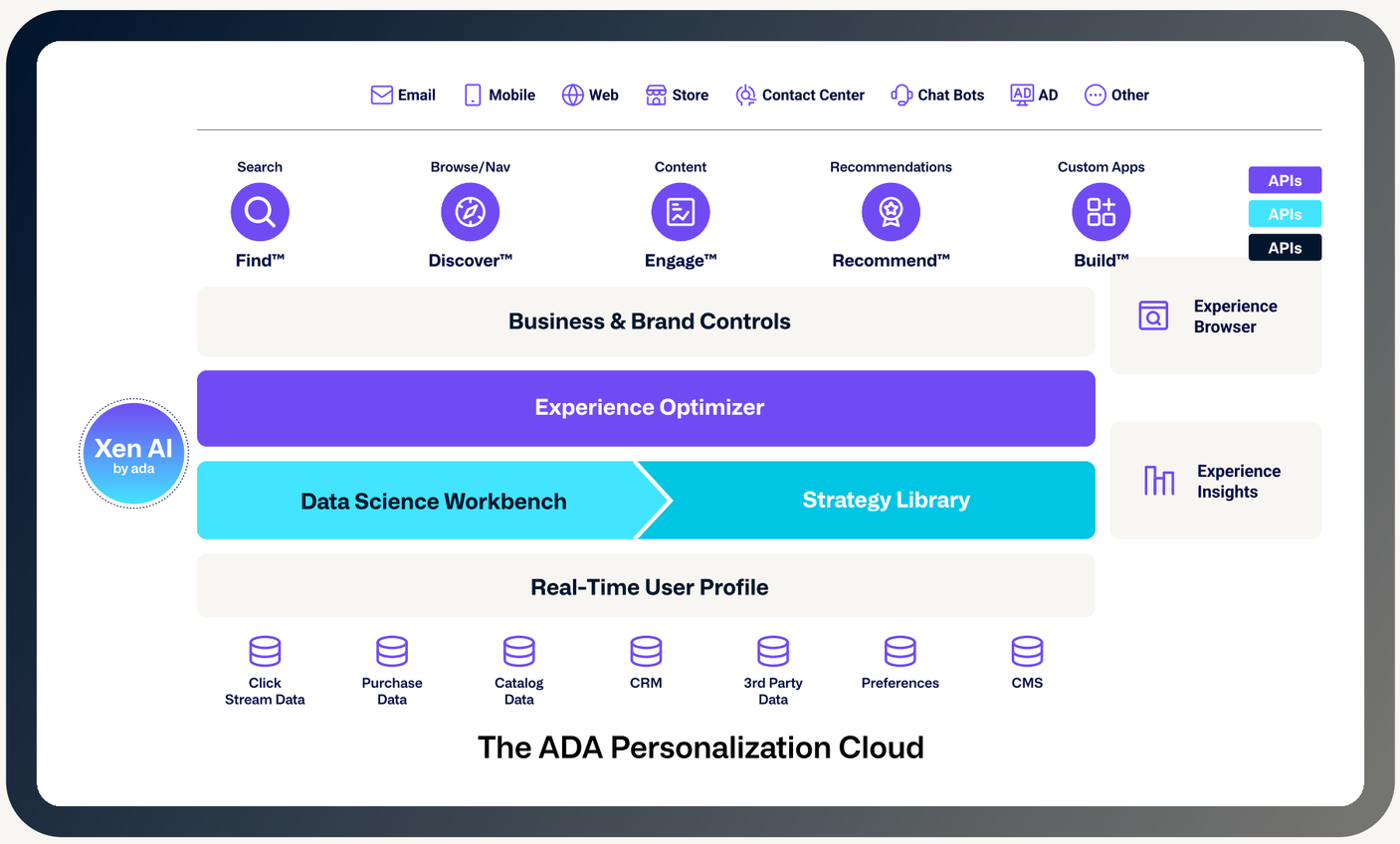
Use Real-time Reports and Guided Analytics to gain a complete view of your customers, products, and placements and how you're performing across multiple dimensions and KPIs, and use the agile controls to adjust strategies on the fly.

Experience Optimizer

The Experience Optimizer continuously tests and determines the best-performing strategies for a given individual and context, while limiting AI decisioning with guardrails, i.e. business and brand rules as defined by business users.

Data Science Workbench

The Data Science Workbench (DSW) is made up of the Model Builder, Model Importer, and Strategy Publisher and enables you to leverage and extend your own data science, bring in data from any source, and incorporate and publish custom models and strategies at scale.



Interested in Algorithmic Solutions or want a demo?

Talk to Us

ADA is the Data & AI Experience Company, combining platforms, AI accelerators, and always-on operations to deliver measurable growth at scale.