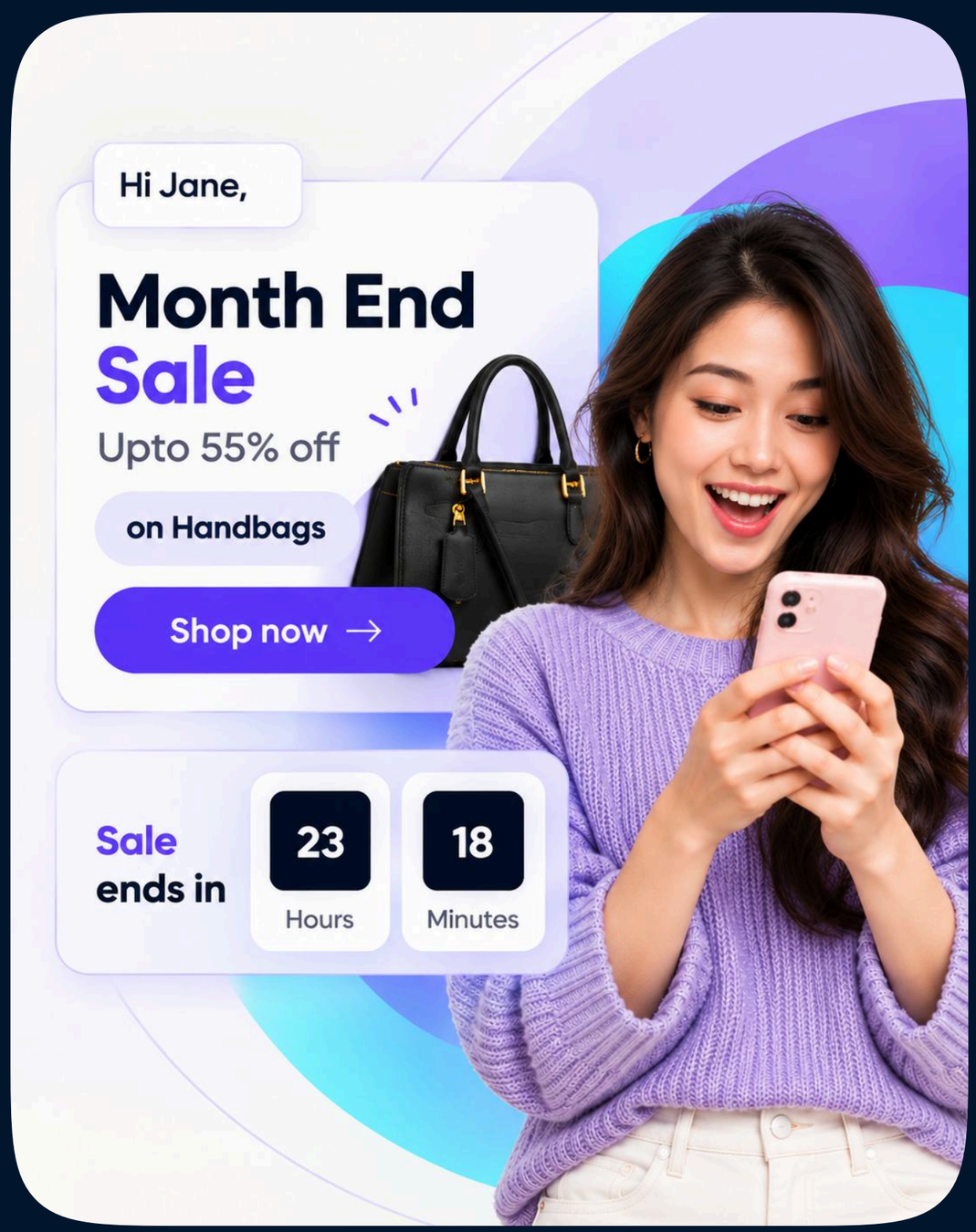
The Data and AI Experience Company

Data Sheet

Active Content

Website-like personalization for email and outbound marketing channels.



Active Content enables marketers to deliver 1:1, personalized, dynamic content. With Active Content Draw, mash-up, and layer data from multiple sources to craft dynamic composite creatives that render at the moment of open, so every recipient sees the most relevant content, every time.

+25% Higher Conversions

+30% Higher CTR

−90% Campaign Build Time

Walmart · BERG FREUNDE · McDonald's · Staples · Saks OFF 5TH · Carrefour · Michaels · Majid Al Futtaim · Musgrave

Draw, Mashup & Layer Data

With Active Content, seamlessly pull data from any source, no matter how siloed, and transform it into a single dynamic creative block that renders personalized visuals for every customer, at the moment of engagement.

Fits right into your MarTech Stack

No need to switch platforms. Active Content connects effortlessly with your Data Sources and ESP or automation tools to deliver personalized experiences everywhere your customers engage.

One Campaign - Multiple Personalized Variations

orget static campaigns. Active Content automatically assembles, designs, and delivers dynamic creative across every channel—tailored to each segment and every individual customer.

Smarter Content with AI

Use simple prompts to instantly generate on-brand hero images and multiple headline variations for every email.

Real-Time Website Sync

Click, grab and go. Sync visuals into emails instantly —no integrations Images auto-update as your site changes.

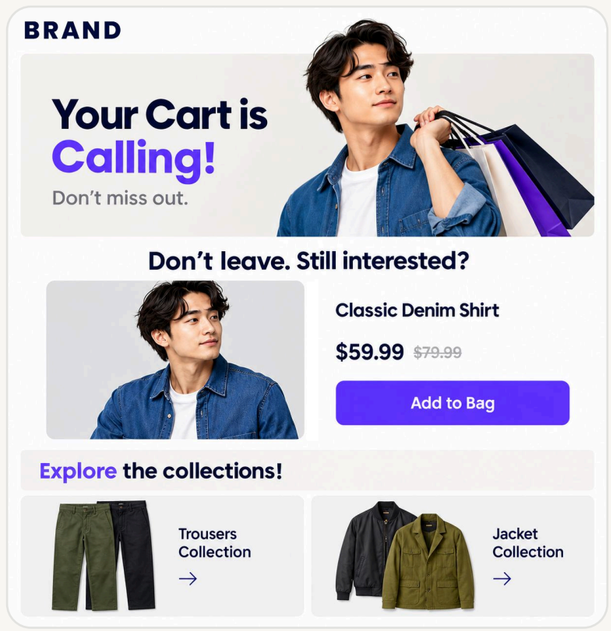
1:1 Personalization

Marketers can deliver dynamic visuals that update in real time—showing the latest prices, inventory, and product picks.

Email · WhatsApp · Push · RCS · SMS — Sits on top of the sending platform you already use.

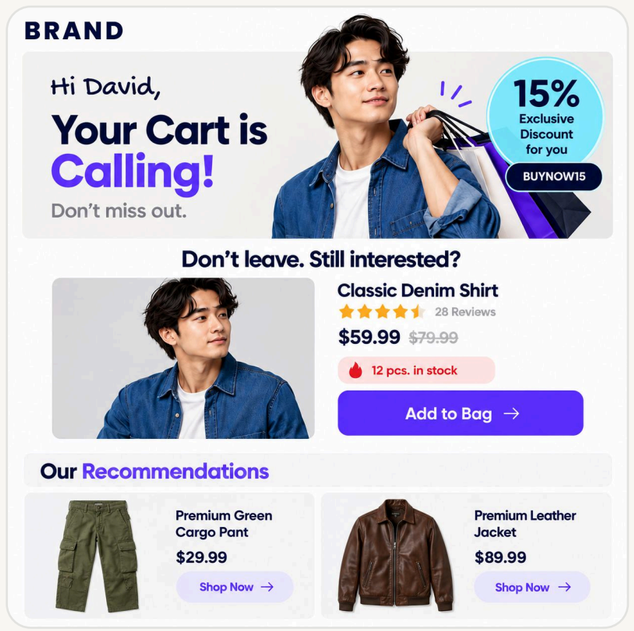
Without Active Content

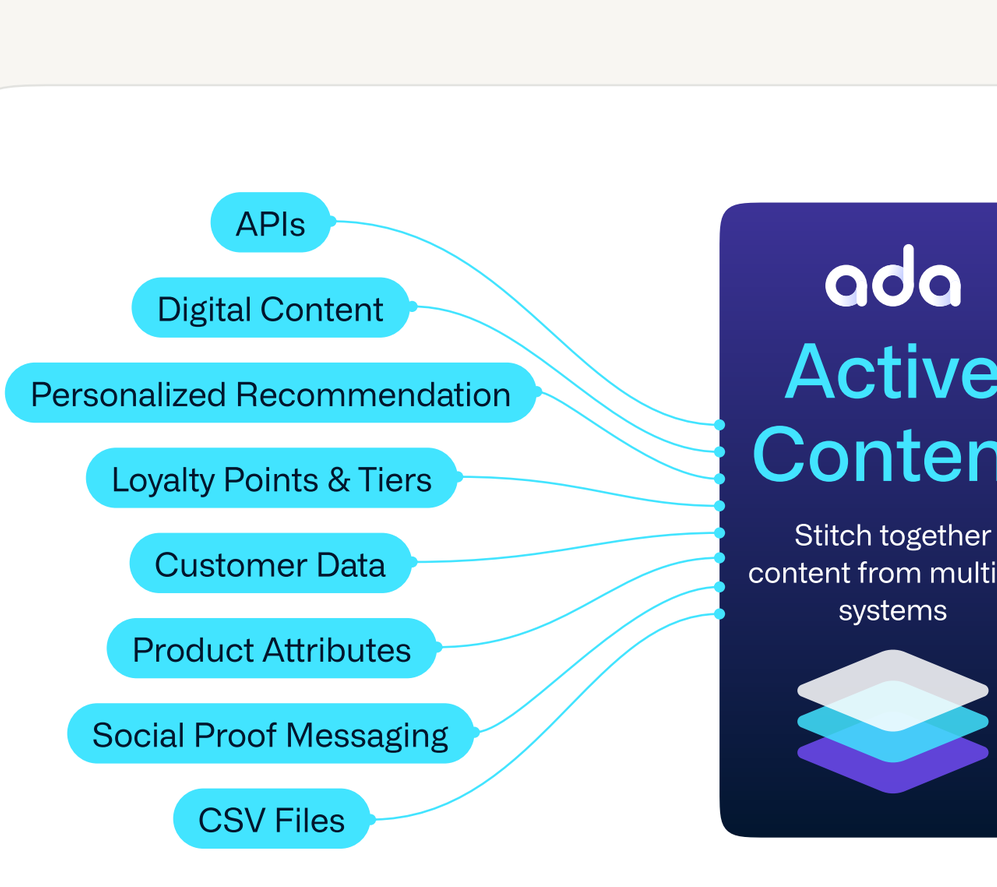
- Segment-based Personalization
- Pre-defined Experiences
- Single-Data Points in each creative
- Manual Coding Required
- Inconsistent CX across channels



With Active Content

- 1-to-1 Personalization
- Dynamic Experiences Generated at the Moment
- Draw, Mashup & Layer Data from Multiple Sources
- No Code Design
- Personalized & Consistent CX Across Channels





Take The Active Content Product Tour

Check out our Campaign Simulator



"With ADA's Active Content, we were able to take full control of our campaign execution. It's given us the speed, flexibility, and personalization scale we needed to elevate how we connect with millions of members every month."

Santiago Mozas Hernando
Jefe de área Digital de Fidelización | Departamento Socio- cliente y Marketing, Consum

Level Up Your Email Marketing with Personalization

Talk to Us

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