

Audience Manager

Real-Time segmentation and AI-powered decisioning

One decision layer across your site, email, WhatsApp, RCS, and push, with the team to build and run it, if you want one.

Algonomy Audience Manager enables retailers to transform live behavioral, affinity, and predictive signals into actionable audiences that can be activated across email, paid media, loyalty, and other channels. By combining marketerdefined rules with built-in AI segments and real-time decisioning, it helps brands increase campaign speed, improve targeting quality, and deliver more consistent personalization at scale.

400+

Enterprise
retailers

1B+

Customer
profiles

20+

Years of
retail AI

10

AI/ML retail
models

Gartner

Analyst
recognition

IDC

MarketScape
2025

Featured in the IDC MarketScape: Worldwide Retail Customer Data Platform Software Providers Vendor Assessment.

AM provide access to three kinds of audience, one place

Three things for marketing & e-commerce teams

01

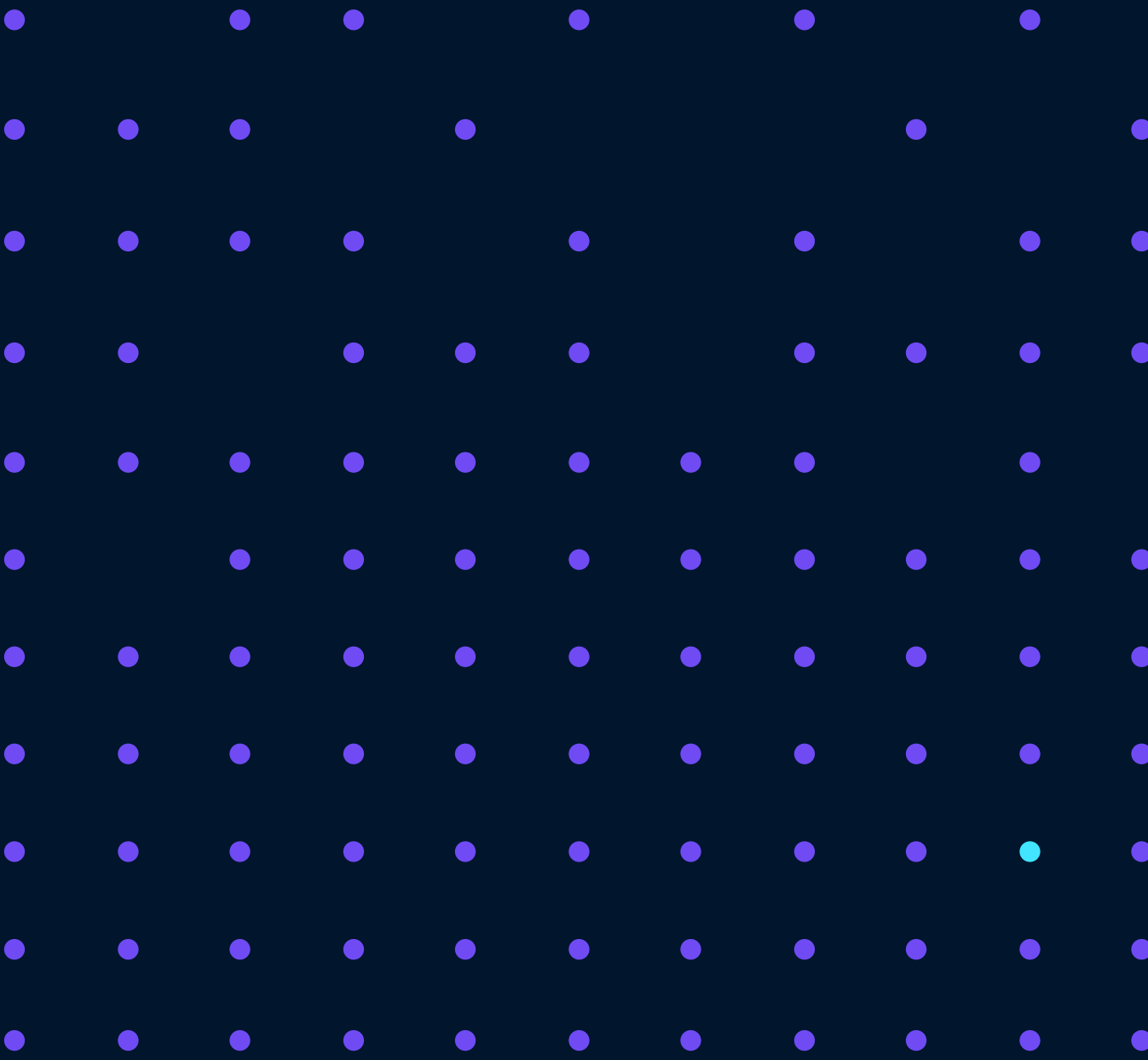
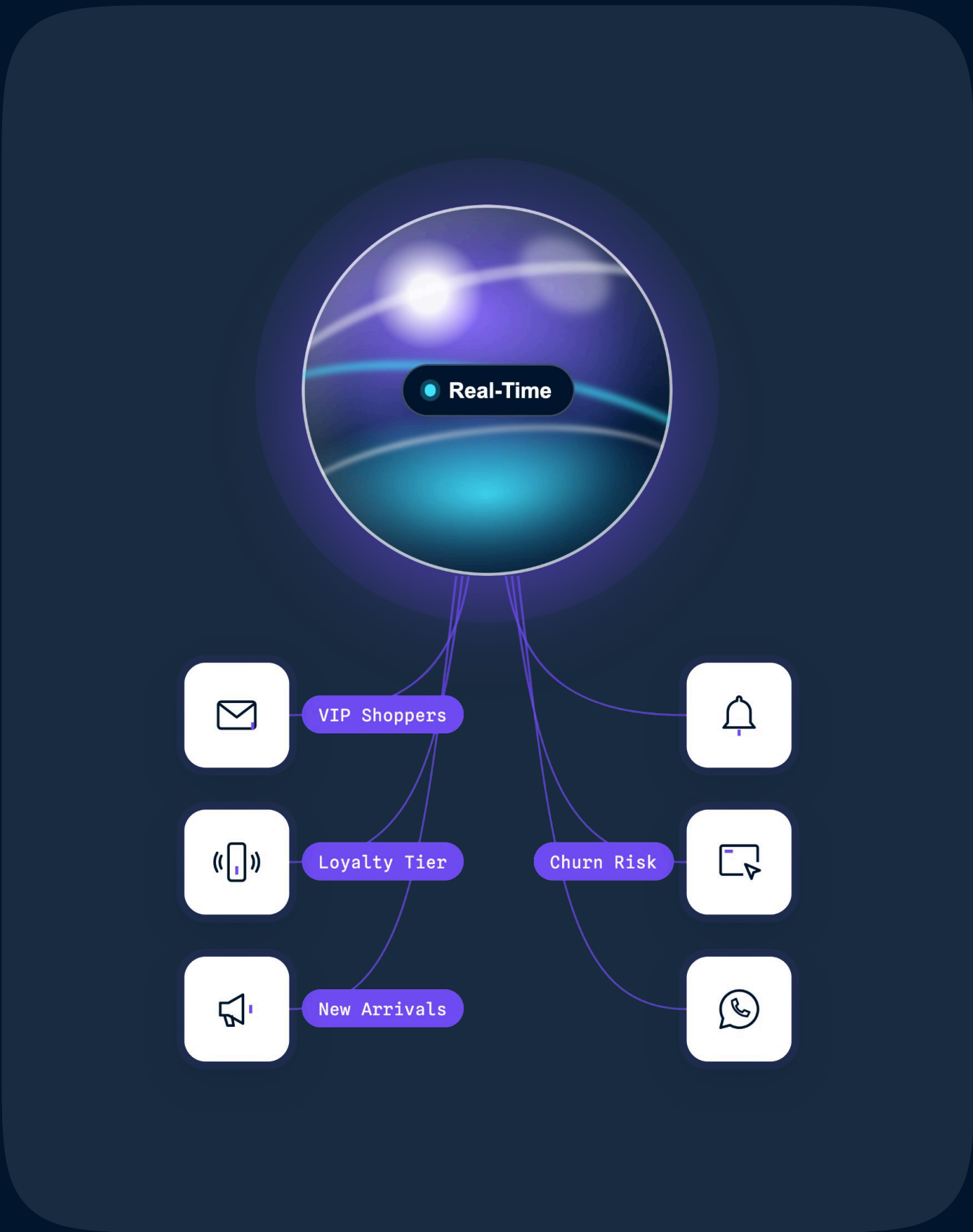
Built from a customer's current session interactions and live purchase intent.

02

Reflecting long-term, multi-channel behavior across the whole customer history.

03

AI/ML scores for churn, value, and propensity, ready to target on day one.



Real-Time, Omnichannel Personalization

Push segments to any channel the moment they're ready — email, SMS, push, paid media, or on-site. Native connectors to Meta Ads, Google Ads, Snapchat & TikTok means zero manual handoffs. You control frequency, timing, and destination.

Real-Time, Omnichannel Personalization

No black boxes. Build rule-based segments from attributes and behavior — or use one of the AI/ML models like Churn Prediction, CLTV, or Propensity to Buy. The real power: combine both, letting AI score while you apply business logic.

Access to Long-Term Data

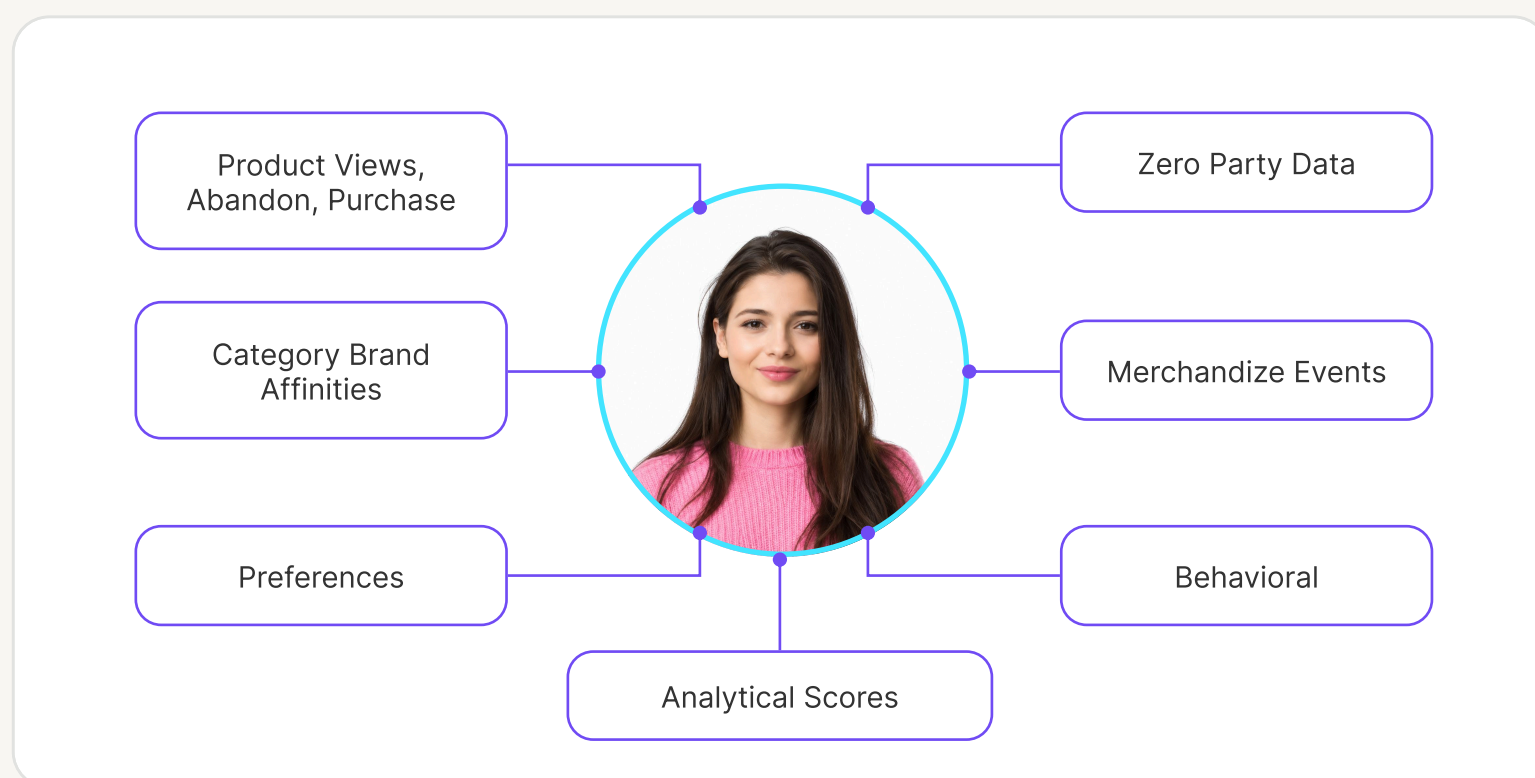
Tap into historical customer data to identify audiences based on long-term behavioral shifts, seasonal purchase patterns, and merchandise response trends — enabling smarter segmentation that short-term data windows simply can't support.

Power Analytics, Data Science, and BI

Every segment is available business-wide, not just to marketing. Feed audience lists into BI dashboards and data science workflows for faster decisions. Audience Performance Insights tracks conversion rates, add-to-cart behavior, and product engagement — attributable to each segment you activate.

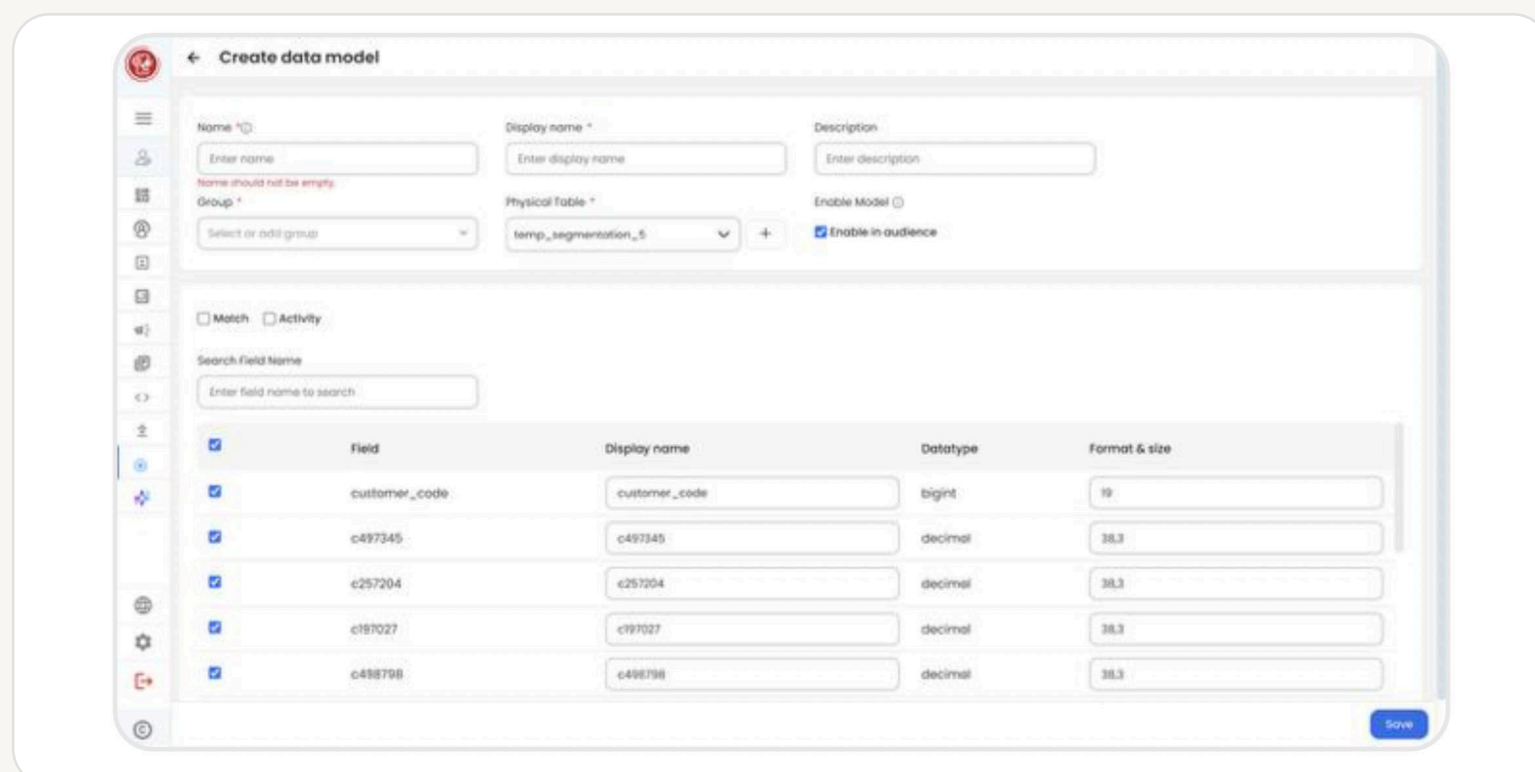
Richer profiles, richer audiences

Build segments on profiles that go beyond transactions. Audience Manager unifies behavioral signals, zero-party preferences, brand affinities, merchandising events, and AI-powered analytical scores — giving marketers a complete, actionable view of every customer to target with precision.



Segment on any data you own

Audience Manager ships with a ready-made retail data model — but you're not limited to it. Bring in external data such as survey responses, NPS scores, or offline transactions and segment on it instantly, no engineering needed. Custom attributes work like native ones: filter, export, and GDPR-compliant out of the box.



Powered by 10 Retail AI Models

RFME Scoring

Value tiers from recency, frequency, monetary, engagement.

CLTV

Predicted lifetime value for spend priority.

Churn Propensity

Who is likely to lapse, and when.

Replenishment

When and what a shopper will restock.

Market Basket

What products are bought together.

Affinity

Category, brand, and product affinity per customer.

Lookalike

Who is likely to buy from a category.

Clustering

Natural behavioral and transactional segments.

Propensity

Likelihood of the next action or purchase.

Offer Personalization

The best offer for each customer.

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

