



# dynamic real-time personalization



**Tom likes**

- Boston Red Sox
- NBA
- Bobblehead
- NASCAR
- Classic Movies
- United Way
- Dave Matthews Band
- Classic Cars

**Tom dislikes**

- Light beer
- soccer




96%

100%

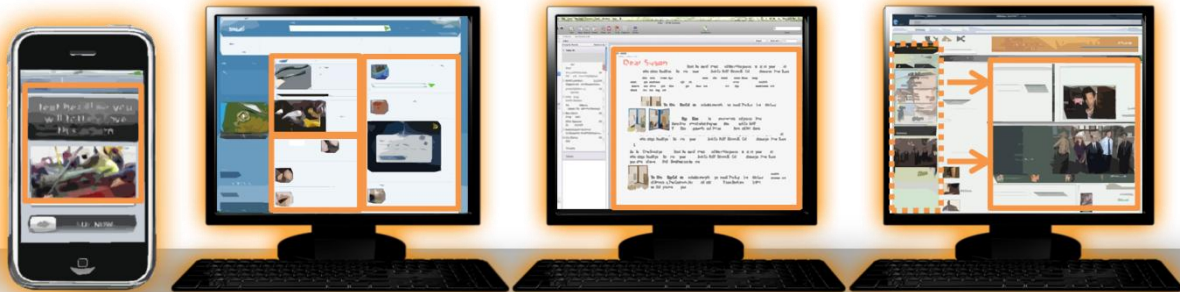
100%

0%

60%

94%

## ADVANCED ALGORITHMS - Observe | Learn | Optimize | Display



personalized mobile applications

personalized websites

personalized email

personalized browser widget

improve shopping experience | increase sales | up-sell | higher Advertising effectiveness

maximize average spend per customer | strengthen customer relationships



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