



INTELLIGENT CUSTOMER ENGAGEMENT

Smarter Cross-Channel Marketing, Powered by Unified Data

Unlock the power of customer data activation and cross channel automation—all in one AI-powered, easy-to-use platform. Drive smarter cross-channel marketing, fueled by unified data, leveraging the combined power of a CDP, marketing automation, and AI-powered decisioning. Deliver personalized, automated customer journeys that resonate, convert, and fuel growth.



ONE UNIFIED PLATFORM

Transform Your Marketing with Blueshift's AI-Powered Platform



Customer Data Platform

Unify and organize customer data from any source for rich actionable customer profiles and easily accessible audience segments.



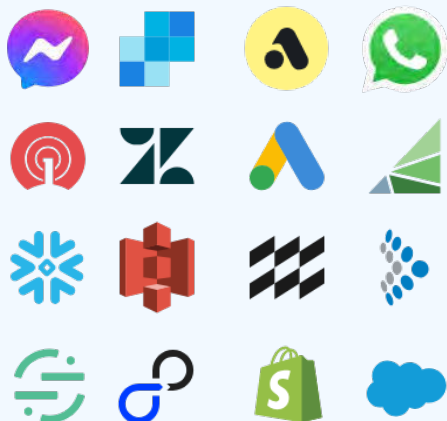
AI-Powered Decisioning

Automate and scale using AI to target the right customer, delivering the most relevant message through the optimal channel at the best time.



Cross-Channel Delivery

Orchestrate seamless customer journeys that adapt in real-time across any channel, including email, SMS, in-app, web, paid media, and more.



INTELLIGENCE AT THE CENTER

Amplify the Power of Your Stack

Effortlessly integrate with your favorite platforms and marketing channels, harnessing the full potential of your customer data across your tech stack.

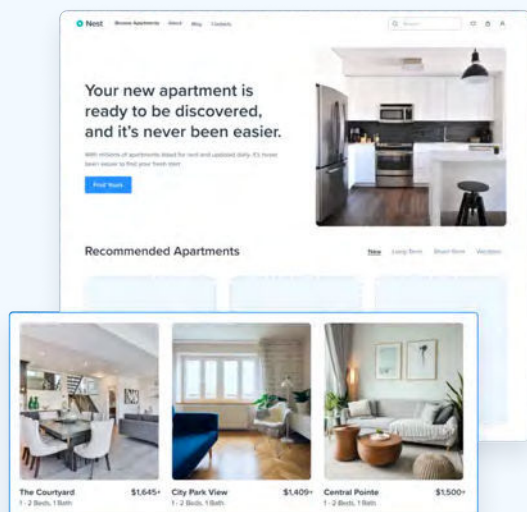
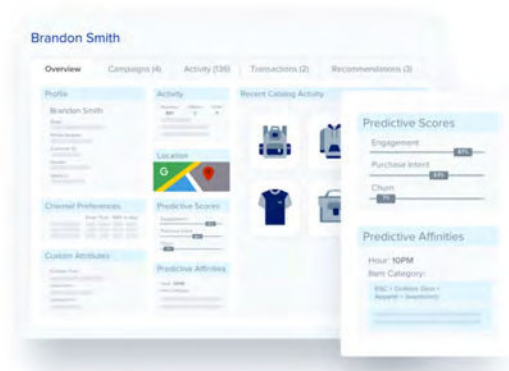
- Leverage centralized customer data from your entire stack, activating it for timely, personalized cross-channel engagement.
- Future-proof your tech stack and boost efficiency by easily integrating new tools and emerging channels.
- Get your entire stack operating harmoniously through shared data and decisions across every platform and tool.

TAP INTO UNIFIED DATA

Real-Time CDP

Unlock the full potential of your unified customer data to reach every customer on a personal level with better targeting and deeper understanding of behaviors.

- Easily ingest, unify, and activate data from every source regardless of size, type, and complexity.
- Access unified profiles for known and anonymous customers with cross-device identity resolution.
- Easily create precise, auto-updated, ready-to-use audience segments for all of your campaigns in minutes.



PERSONALIZE EVERY INTERACTION

AI Decisioning

Boost personalization, efficiency, and ROI with accessible AI that anticipates customer needs, providing insight into the who, what, when, and where for marketers.

- Use white-box, customizable AI to autonomously optimize next best actions and make data-driven decisions.
- Automatically tailor content and product recommendations according to each user's distinct preferences and affinities.
- Enhance journeys and boost efficiency – from selecting the best channels and time to automating A/B test winner selection.

REACH CUSTOMERS ANYWHERE

Cross-Channel Delivery

Power real-time, customer-centric campaigns to foster ongoing engagement, cultivate loyalty, and deliver value throughout the entire customer journey.

- Create, automate, and scale personalized campaigns across every customer touchpoint and channel including email, web, SMS, paid media, and more.
- Deliver timely, personalized interactions based on in-the-moment customer data and behaviors with triggered workflows.
- Extend beyond traditional marketing channels to include support, call centers, CRM, data management, and more with a robust app hub for 3rd-party integrations.

