BLUESHIFT CUSTOMER AI

Blueshift's Customer AI is an advanced feature within the Intelligent Customer Engagement platform that uses patented AI to enhance marketing strategies. Our patented AI leverages agentic, predictive, and generative capabilities to power scalable 1:1 engagement. Customer AI identifies the most valuable segments through predictive targeting and recommendations, while AI-driven Assistants and Agents streamline campaign execution and optimization—eliminating the need for expertise.

> "We increased orders by 30% on abandonment campaigns with Customer AI Agents."
>
> Sr. Email Marketing Manager at Sweetwater

> "We saved 60+ hours of marketing operations per month with Customer AI Agents."
>
> Marketing Manager at AMN Healthcare

> "We increased lead conversions by 34% with Customer AI Agents"
>
> Co-Founder at Zumper

Customer AI Agents

- **Automate campaign management** by leveraging AI-driven agents to streamline tasks, optimize engagement, and enhance personalization

- **Amplify marketing strategies** with dynamic email templates and AI-powered image generation, delivering highly tailored customer experiences.

Discover

Optimize

Scale

Customer AI Assistants

Gender: Female
Age: Gen-Z
Status: New Customer
Purchased: Last 30 Days
Channel: Email

Generate Email

Hohm

Jayde, we noticed us noticing us.
Don't forget to snag this item before it becomes unavailable!

Cross-strap yoga top in Moonlight

Get Yours

- **Scale personalized marketing** with AI-generated content, including copy, images, and messaging tailored to each audience segment.

- **Streamline content creation** by automating production, enhancing engagement, and delivering more impactful campaigns effortlessly.

Customer AI Predictors

- **Optimize Engagement with AI**
  Use AI-driven predictions to deliver emails, SMS, and push notifications at the right time and on the right channels, maximizing customer interaction and conversions.

- **Enhance Personalization & Targeting**
  Leverage AI-powered recommendations and predictive audience segmentation to deliver relevant content, product suggestions, and tailored campaigns based on customer behavior and intent.

87%

77%

91%

202503V03

POWERED BY SMART DATA

Build Highly Personalized Relationships With Your Customers

Customer expectations are rising and data volumes are increasing, while Marketers are prioritizing productivity. Meet Blueshift's AI-driven, unified platform that enables you to efficiently deliver smart customer engagements on their terms.

NO MORE POINT SOLUTIONS

A Unified Platform With Cross-Channel Delivery

Customer Data Platform

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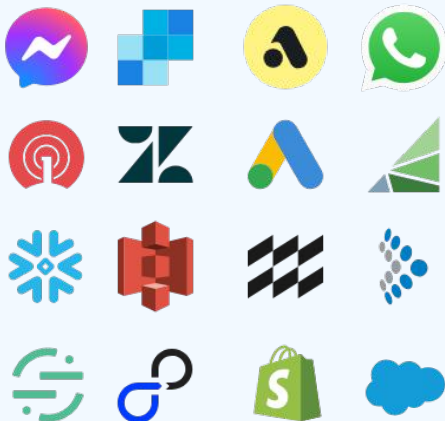
AI-Powered Decisioning

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.

REDUCE TECH STACK COMPLEXITY

Integrates with Hundreds of Tools for Faster Results

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.

Gartner Magic Quadrant for CDP

RealCDP Certified

Forrester TEI

G2 Crowd Leader

To learn more about Blueshift, contact us at **blueshift.com**