

AI-POWERED PERSONALIZATION

Blueshift’s accessible AI empowers marketers to boost personalization, efficiency, and ROI.

With AI, marketers easily gain valuable insights into customer behavior and preferences, making it easy to anticipate customer needs to create targeted and personalized campaigns. With AI-powered decisioning, personalizing 1:1 experiences that adapt as behaviors change is immediate – no need for complicated rules or IT dependencies. AI unlocks cross-channel customer engagement by answering who, what, when, how, and where for marketers.



“Your apartment search has never been easier, Michelle! You’ll love what we picked for you.”

Win every interaction with the right content, at the right moment, on the right channel



Automatically identify your most valuable customers

Using always-on predictive models that continuously identify customers based on their likelihood to perform desired actions.



Drive action at key stages of the customer lifecycle

Trigger specific marketing actions to drive desired outcomes such as a purchased product, renewed subscription, or repeat engagement.



Deliver personalized, 1:1 customer experiences at scale

Automatically deliver the most relevant, highly-engaging messages throughout the customer journey on the best channel to drive desired outcomes.

Key Capabilities

1:1 adaptive recommendations to each user’s preferences and behaviors.

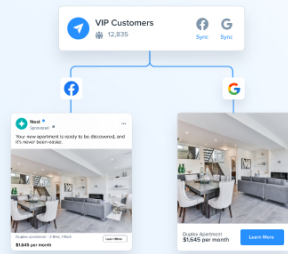
Dynamic customer profiles with a 360 view of each known and anonymous user.

Unified, cross-channel journeys across online and offline channels including email, SMS, and more.

Real-time behavior triggers based on the latest cross-channel activity.

Autonomous testing and optimization of every campaign element.

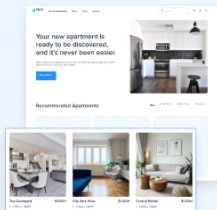
Flexibility and scale to deliver on all your use cases and volume needs.



Predictive Segmentation

Automatically identify the most valuable customers to target by using always-on predictive models that identify key customers based on their likelihood to perform desired actions.

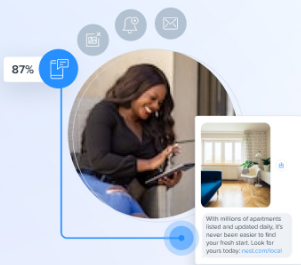
Improve operational efficiencies with always up to date segments and eliminate the need for manual list building and maintenance.



Predictive Recommendations

Drive conversion by matching customers with the content and product recommendations that are most likely to drive the highest engagement.

Personalize every customer engagement with recommendations that adapt to each user and choose from 100+ pre-built recipes for ease.



Channel Engagement Scores

Deepen audience engagement with robust channel engagement scores that factors in page views, conversion rate, past purchases, channel frequency, time spent, and more.

Save time, effort, and resources with precisely targeted customer experiences that automatically adapt to each user, on the channel that will drive the most impact.



Engage Time Optimization

Maximize engagement by optimizing send time to reach each customer at the best time, by analyzing past messaging activity, behaviors, site activity, and more.

Drive conversion and monetization with relevant, timely messages that auto-trigger at key moments based on downstream behaviors and AI.



GenAI for Personalization

Increase engagement by combining the power of generative AI and first party customer data to generate personalized content in the right tone and style for each customer.

Boost personalization by optimizing content and messages for different demographic groups across channels, including SMS, email, and mobile app messages.

