

# blueshift Company Overview

POWERED BY SMART DATA

**Powerful. AI-driven. Unified.**  
**One platform to engage customers at every step.**

No matter how complex your data or tech stack, Blueshift's Customer Engagement Platform with an integrated CDP, cross-channel marketing hub and patented AI lets you create personalized, customer-centric experiences across all touchpoints with no specialized expertise needed.

The result? Increased revenue, higher retention, and delighted customers.



## 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.



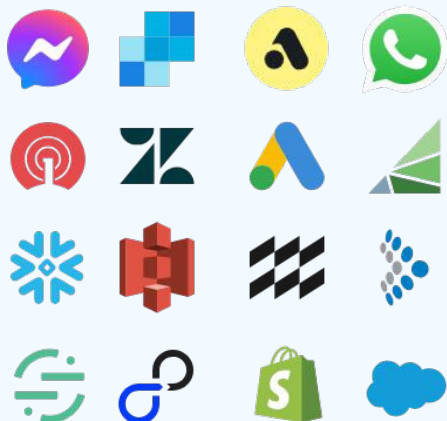
#### AI-Powered Decisioning

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

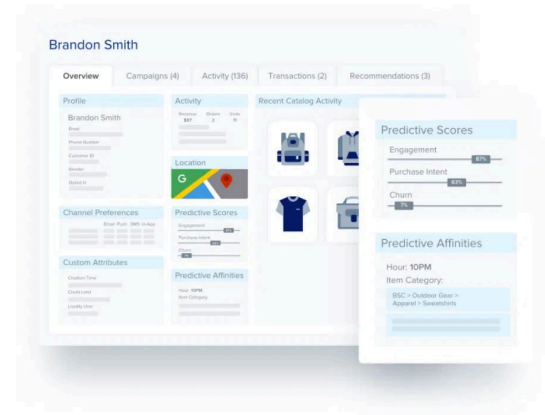
Effortlessly integrate with your favorite platforms and marketing channels, harnessing the full potential of your customer data across your tech stack.

- 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.

## 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.



### AI Agents



## AI FOR WELL-INFORMED DECISIONS Customer AI

Our patented AI leverages agentic, predictive, and generative capabilities to drive scalable 1:1 engagement. Customer AI pinpoints the best segments with predictive targeting and recommendations, while AI-driven assistants and agents accelerate campaign execution and optimization—no expertise required. It includes the following:

### AI Predictors



### AI Assistants

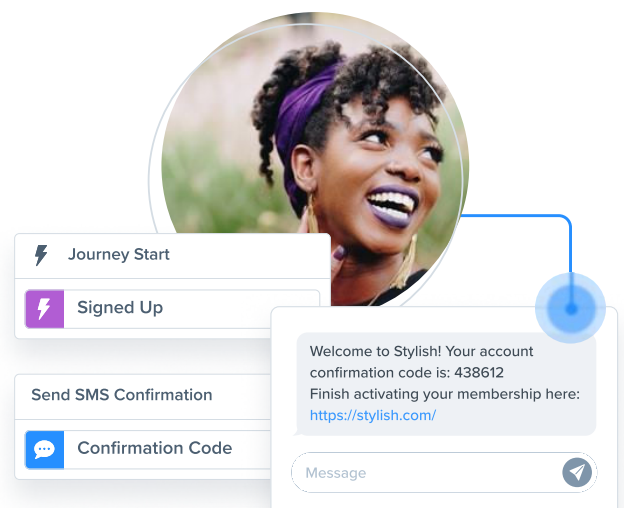


- Predictive audience targeting
- Product and content recommendations
- Channel and timing optimization
- AI Assistants and generative content creation
- Intelligent marketing agents

## 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.



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