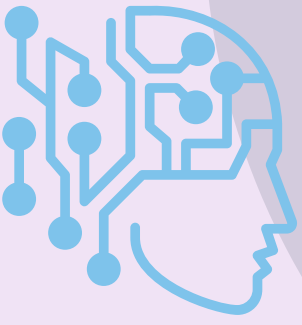


What can you do with

exaudi AUDIENCE PLATFORM



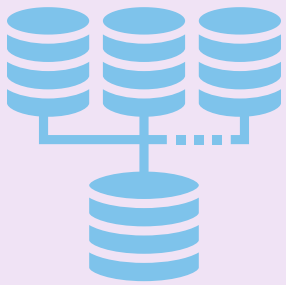
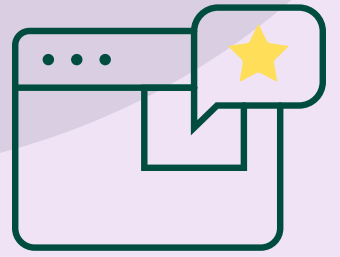
ARTIFICIAL INTELLIGENCE RESULTS IMPROVE OVER TIME

Thanks to AI Algorithms, exaudi analyses users behaviour, their browsing history, socio-demo information and their spending power

CONTEXTUAL ADV

GRANTED BRAND SAFETY & SUITABILITY

NATURAL LANGUAGE PROCESSING (NLP) infers user's interest from the content of the page visited, in order to present the user contents that are coherent with their behaviour and respect the Publisher's business goals



INTEGRATED DATA

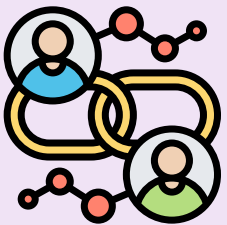
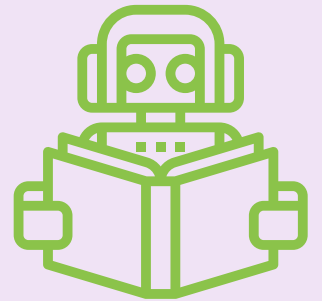
ALL YOUR DATA IN ONE SINGLE PLACE

exaudi INTEGRATES USERS' INFORMATION, both known and anonymous profiles, from other platforms

MACHINE LEARNING

MAXIMIZE THE CUSTOMER EXPERIENCE

INCREASE YOUR KNOWLEDGE of anonymous users, accessing high quality, cleaned and enriched information. Increase the end user's Customer Experience shaping your message according to their interests



CONNECTORS

ACTIVATE YOUR AUDIENCES FOR ADV DELIVERY

exaudi is an omnichannel technology. Audiences created in exaudi can be activated on external platforms to be your campaigns' target

PERSONALIZED TRACKING

CREATE A PERSONALIZED STRATEGY

Study and optimise a strategy based on the ANALYSIS OF USERS' BEHAVIOUR. Obtain increasingly higher ROI



REPORTS AND ANALYSIS

OPTIMIZE YOUR STRATEGY

Monitor, measure and increase your campaigns' AUDIENCE with ADVANCED REPORT

PRIVACY COMPLIANCE

ALWAYS SAFE GUARDING THE PROPERTY OF YOUR DATA

All the processes evolve in a secure and transparent environment. We take care of keeping your data under strict confidence

