

ALGONOMY
ASCEND

Roadmap to Innovation

Webinar Key Takeaways

Omnichannel Customer Marketing Solutions

Active Content revolutionizes retail marketing by seamlessly pulling data from source systems, enabling marketers to craft visually stunning and dynamic content. It empowers marketing teams to deliver hyper-personalized messages faster, with reduced IT dependence.

Recent Releases

- Custom Data Model Management has been enabled, and users can create data models using CSV files
- Create conditions to show/hide content like text, images, and content rows in real-time
- Mash up multiple APIs and CSV files. Build conditional parsing of API response to select required content
- The system automatically scales to handle high-volume email load

Roadmap

- WebHooks to pull real-time content from the website for marketing content
- Local storage for API response
- Support for Generative AI



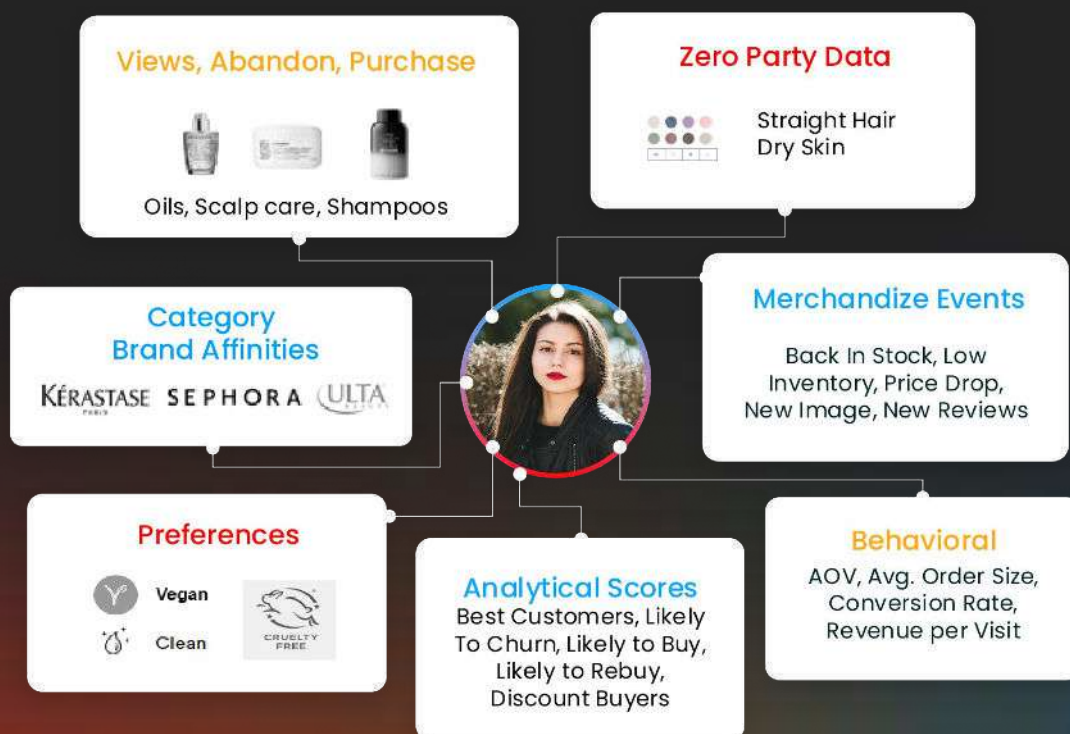
Audience Manager empowers marketers with real-time customer insights, AI-driven segments, and actionable analytics for personalized engagement.

Recent Releases

- Segments for business accounts
- Support for households and household segments
- Create funnel-based audiences to track customer journeys and target customers at specific stages in their purchase cycle
- Automated detection of price changes, inventory changes, and New item introduction

Roadmap

- Include product attributes in Audience Exports
- Connector to marketing & personalization systems
- Support for multi-factor authentication and single sign-on with one login



Digital Experience Personalization

Ensemble AI automatically generates perfectly curated product ensembles based on a shopper's unique preferences and the latest trends—all without the need for manual merchandising.

Recent Releases

- Interactive swapping for similar products in an ensemble
- Enhanced product overlays using transparent images
- Support for region-based ensembles and large style definitions
- Display product count and number of combinations during setup

Roadmap

- Configuring complimentary colors
- Incorporating shopper feedback to refine ensembles
- Enabling a layout designer and category recommendations as part of the style definition

Social Proof Messaging builds shopper trust and accelerates conversions with AI-optimized, real-time activity updates and visually engaging badges.

Recent Releases

- Range-based messaging for a given metric and interval
- Attribute-based product badging with an option to pre-define location
- Multilingual support for messaging through a single variation

Roadmap

- AI optimization for Social Proof
- Social Proof performance reporting at message Level
- MVT for Social Proof
- Showing product coverage for various metrics & Intervals

Recommend™ & Engage™ craft tailored, scalable experiences that leverage explicit and implicit shopper data.

Recent Releases

- Automatically sort Engage™ content according to shopper affinities
- User Affinity as a sort option for advanced merchandising rules
- Quick-add templates for product bundle placements
- Support for previewing recommendations in email
- Support for translating shopper-facing text in guided selling modules

Roadmap

- Personalization based on wishlists
- Template for product comparison placements
- Content Test Drive and enhancements to MVT flow for Engage™

Find™ & Discover™ redefine eCommerce search by combining AI-driven personalization, hybrid models, and real-time product discovery.

Recent Releases

- Hybrid search combining keyword and vector-based models
- Boost and bury results by search term
- Display related search suggestions with Generative AI
- MVT testing for Find configurations to optimize results

Roadmap

- Advanced facet management for flexible ordering and personalization
- Personalized autocomplete for an immersive search experience
- Discover Workbench for visualizing pinned product placements
- AI-based Find™ optimization

Shopper Assistant Chat simplifies discovery and elevates engagement using conversational AI.

Roadmap

- **Interactive Chat for Product Recommendations**, powered by ChatGPT, that combines clarifying questions with product choices to enhance shopper engagement.
- **Enhanced Product Ranking Algorithms** to prioritize recommendations based on User Affinity, Product Views, and Purchase History, delivering highly personalized experiences.

Visual AI provides a faster, more intuitive way to discover products, leveraging visual search algorithms along with shopper data to recommend related or complementary products.

Roadmap

- **Shop the Look:** Automatically recognize each item in the styled PDP image (e.g. on a model) and make them shoppable
- **Similar Products:** Surface visually similar styles to match shoppers' primary intent
- **Visual Search:** Shoppers can upload images to find visually similar products in the catalog

ALGONOMY

Algonomy helps consumer businesses maximize customer value by automating decisioning across their retail business lifecycle, with AI-enabled solutions for eCommerce, Marketing, Merchandising, and Supply Chain. Algonomy is a trusted partner to more than 400 leading brands, with a global presence spanning over 20 countries. Our innovations have garnered recognition from top industry analysts such as Gartner and Forrester. More at **www.algonomy.com**.

Contact us at
hello@algonomy.com

