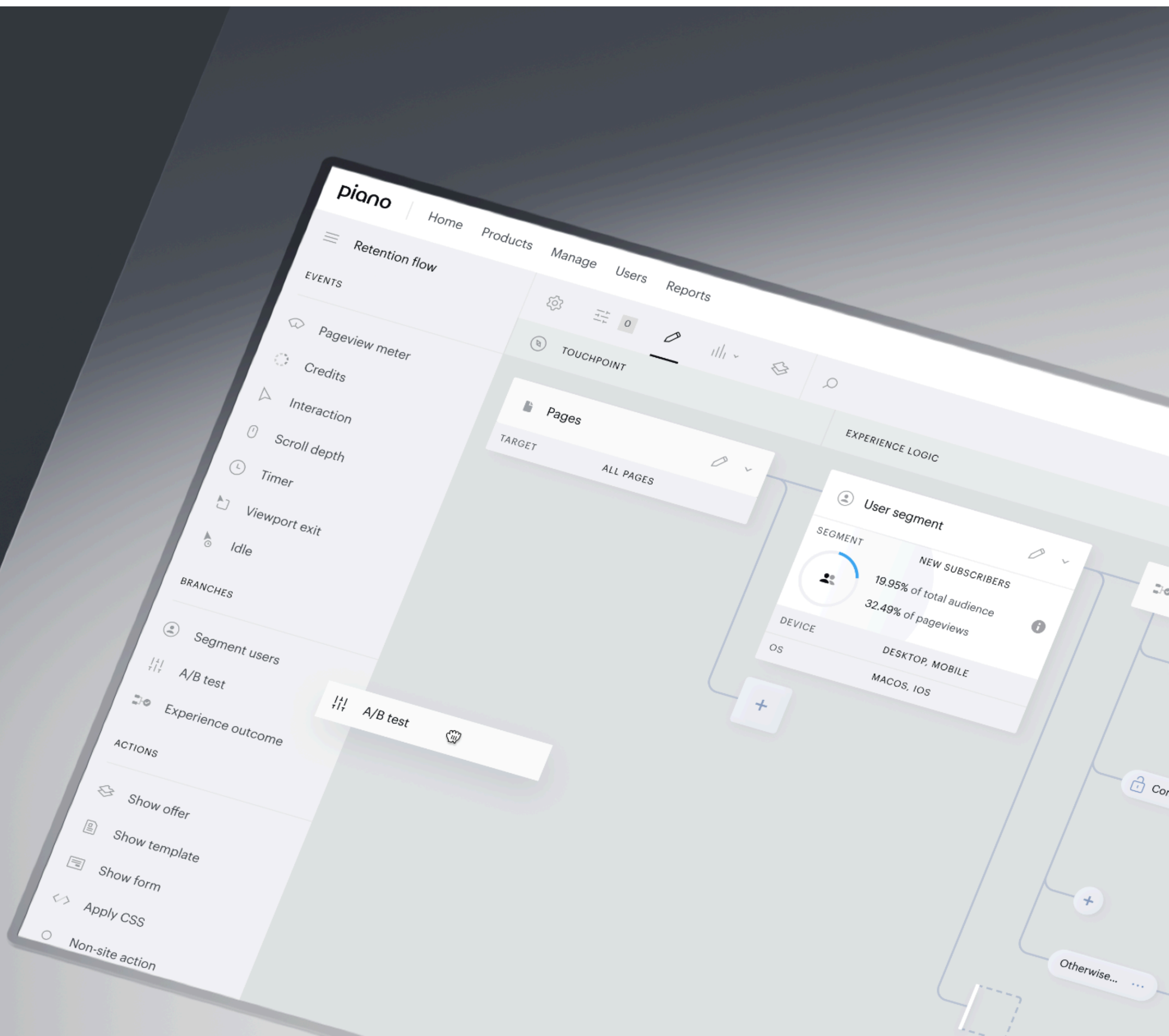


piano activation

# Increase audience value to optimize total revenue

Piano Activation helps you segment, engage, and convert audiences into loyal customers by showing the right content, offers, and messages at the right time across your digital services.



Piano Activation orchestrates customer journeys that drive real revenue

A platform purpose-built for real-time revenue optimization, not just asynchronous emailing and messaging.

## Key benefits

### Segment, target, and A/B test in real time

Use powerful machine learning-powered segmentation and multivariate testing to tailor experiences and optimize messaging instantly.

### Launch journeys in minutes — no code required

A fully visual product interface means business teams can build and deploy journeys without dev support. Clone globally and localize per site/app.

### Flexible rules and triggers for tailored experiences

Define triggers based on user behavior, time, visits, source, on-site events, and more to control every touchpoint.

### Secure identity and progressive profiling

Collect first-party data, connect with IDPs, and layer progressive profiling to personalize audiences while respecting privacy.

### Integrated subscription and payment management

Create custom offers, detect password sharing, support bundles, and handle billing through 100+ local payment methods and 130+ currencies.

## By the numbers

Proven with Piano Activation

**Fortune Media** transformed its paywall strategy with Piano and saw a 3x increase in Conversions after A/B Testing on their subscription offers.

**Corriere della Sera** observed a 69% increase on visit depth and a 40% increase in time spent per visit by A/B testing with Piano's Content Recommendations.

**The Salt Lake Tribune** grew group subscriptions by more than 2400%, driving a 2% rise in total publication revenue by leveraging Piano.

Ready to power digital revenue optimization?  
[piano.io/request-demo](https://piano.io/request-demo)