

# Solutions:

- 1 Know prospects w/ AI and build clusters/personas
- 2 Unify data in real-time (anonymous & identified)

- 3 Orchestrate user journey and personalize interactions

Demo: <https://youtu.be/H5yEP8Xs6RYv>



## OVERVIEW

NextUser gathers all user data and delivers personalized experiences. With AI, get an “augmented knowledge” of potential clients and acquire them.

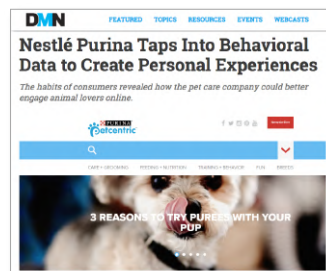
NextUser offers solutions to personalize user journeys and individualize the messages on all marketing channels (Web, mobile app, Email, SMS) as well as to determine consumption habits, social, demographic and psychographic data. They improve user acquisition, optimize conversions and prevent inactivity/churn.



Source: [Les Echos](#)



Source: [The Drum](#)

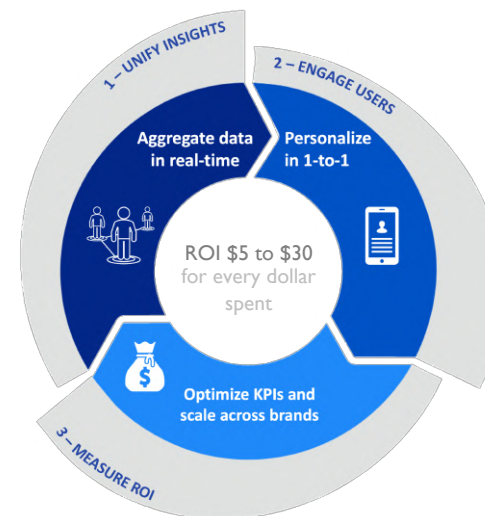


Source: [Digital Marketing News](#)

## Clients

<b>Agencies</b>	Publicis Epsilon, Ogilvy, Valtech, OSF, RGA
<b>CPG &amp; Manufacturing</b>	Nestlé, Unilever, Ferrero, Schneider Electric
<b>Luxury &amp; F&amp;B</b>	LVMH, Courbet, Diageo (Smirnoff)
<b>Culture, media &amp; telco</b>	Forbes, Alibris.com, Orange
<b>Healthcare</b>	Sanofi, LasikMD
<b>Energy</b>	EDF, Ad Energie (Flo)
<b>Retail</b>	Etam, Carrefour, Flunch

## Positioning



## Key features



### 360-degree user profiles

Comprehensive view of the both anonymous and identified users.



### Real-time personalization

Connect to 60+ data and marketing systems to customize the user experience.



### Omnichannel journey leveraging your marketing ecosystem

Trigger 1:1 messages via web, mobile app, email, ticket, SMS & push notification.



### Enrich with 9 services powered by Artificial Intelligence (AI)

Extrapolate 300+ data per user: personality recognition, visual analysis, sentiment analysis, text mining, web monitoring, triangulation, social media attributes, etc.

