

AudienceMatchAI: Audience Targeting Solution with AWS

Personalize customer engagement effortlessly

Flyer



Digital Marketing Audiences: Overcoming the Disconnect

Every business has customer data and looks to make the most of it. But here's the reality—without AI you cannot use your data to its full potential. Some critical challenges AI could solve are data wrangling, marketing audience segmentation, and activation.

That's where AudienceMatchAI comes in. It turns your data into actionable insights, creates precise audience segments, and delivers personalized content as an audience targeting solution, bridging the gap between AI potential and performance.

What Our Solution Powers

- Audience segmenting based on 360° customer journey analytics insights
- Personalized content creation tailored to different channels
- Media mix optimizations driven by AI-powered attribution

Our Comprehensive Offerings

Getting a grasp on the 360° digital customer journey is key for connecting with an audience. Ace marketing data management from any digital platform, channel, or funnel and transform how you use it with AI, guided by our teams' expertise in:

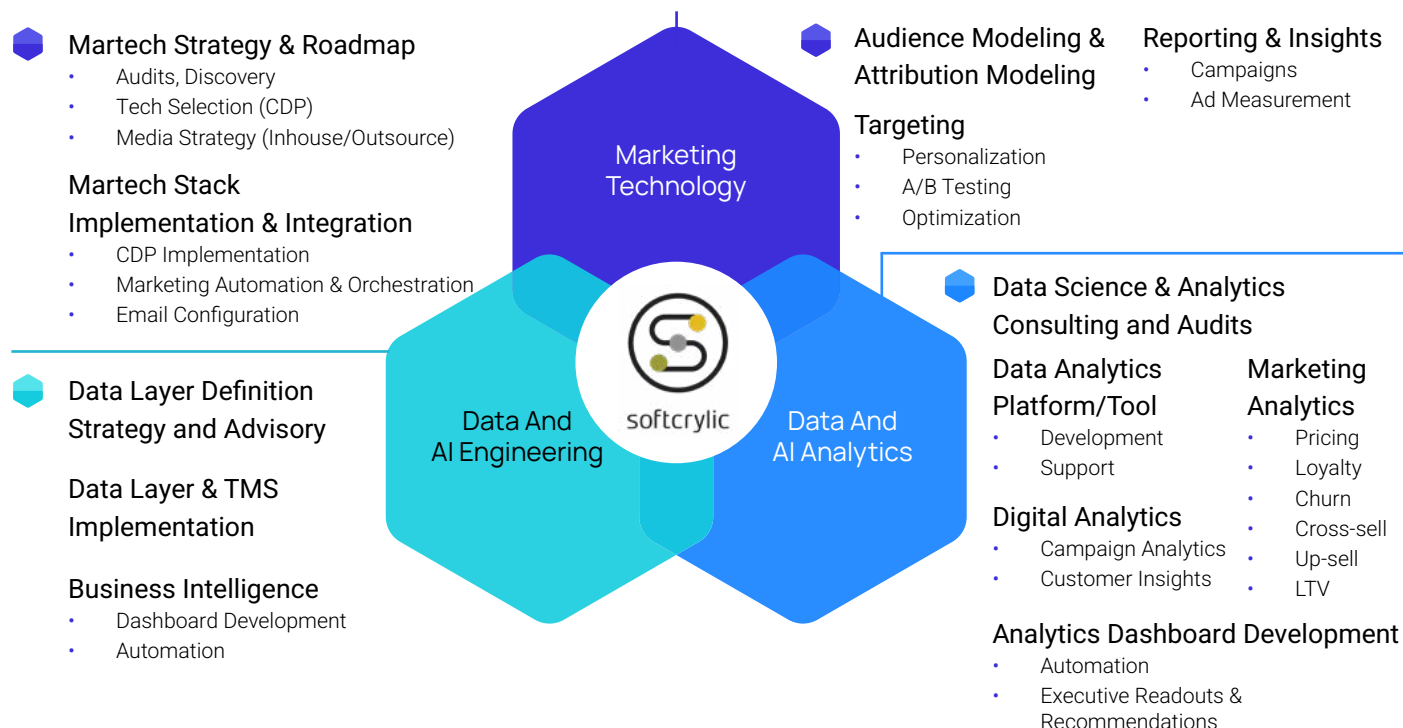
Digital Assessment & Strategy	Data/AI Engineering & Implementation	Audience Analytics & Measurement	Customer Data Platforms	MarTech Stack Support	AdTech Stack Support
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Win at Personalization with AI For Customer and Marketing Analytics

Nurture AI Within the Four Tenets of Customer Engagement

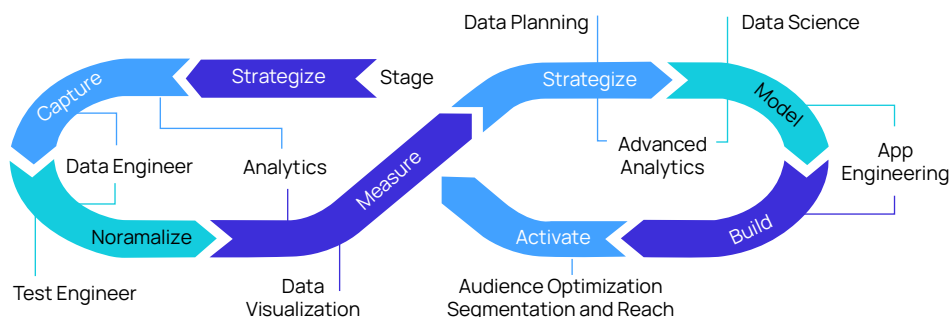
- **Customer Segmenting:** Speed up identifying segments by reducing data wrangling and experiments.
- **Persona Analysis:** Avoid repetitive efforts by quickly analyzing and understanding audience personas.
- **Targeting Strategy:** Discover actionable insights efficiently, eliminating time-consuming exploration.
- **Audience Activation:** Seamlessly export and activate precise, addressable audiences across platforms.

Everything You Need for AI Marketing Strategy



Our Proven Framework

The journey never ends. It improves with a continual loop of knowing what works best for your customers.



Why Partner with AWS?

Our Strategic Collaboration Agreement (SCA) with AWS and reseller status in NAMER and EMEA reinforces our commitment to using AWS' solutions to their fullest potential.

Brand Experience Like Never Before

Excited to dive into the world of AI for marketing and customer analytics? Let's chat about how we can elevate your strategies and truly understand your customers! Let us know at marketing@hexaware.com

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.