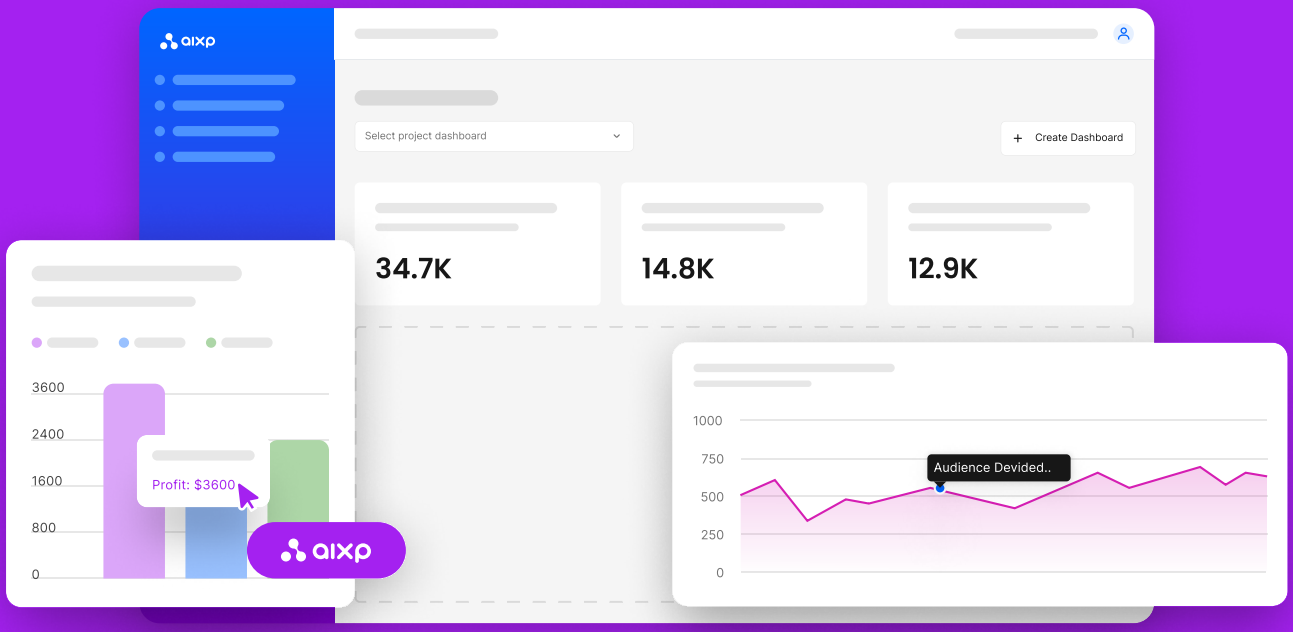
feedloop



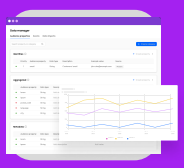
aixp

The most comprehensive customer data platform for a better customer experience. Combines real-time customer insights, an advanced segmentation engine and powerful engagement tools into one intelligent marketing platform to enhance your customer lifetime value.

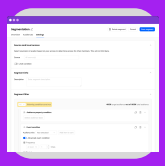
“90% of customers say they are more likely to shop with brands that provide relevant offers and recommendations to them.”
(Accenture Pulse Check 2018)

Features

Integration
Integrate to multiple sources and destinations to target your potential customers.



Data & Asset
Collect and manage audiences data for marketing campaigns.



Segmentation
Specify your target audience by utilizing segmentation features.

Campaign
Create marketing campaigns for your target audiences.

Journey
Automate campaign scenarios for optimum results.

Analytics
Analyze and visualize data for enhanced reports.

Why AIXP?

Increase sales
Target segmented audiences with suitable ads to maximize sales.

Increase customer loyalty
360^ views of customers data and its analytical details for a more comprehensive customers information.

Reduce operating cost
Optimize your marketing campaigns by having more flexibilities with minimal cost.