



Synerise

The world's most advanced
behavioral AI* infrastructure

* We have been a genuine deep-tech data science company for nearly 10 years,
unlike many companies that claim to be today.

About Synerise

What we do?

“**Synerise platform** is able to **track every event, across every channel**: whether it's mobile, it's web, physical presence. All of that is signal that's being **continuously collected, processed**, and then in turn **AI is being applied, workflows are being applied to drive the experience**”

Satya Nadella

CEO of Microsoft



Video

[See Satya Nadella talking about Synerise](#) (<00:30)



Video

[See Synerise Explainer](#) (<02:00)



Video

[See Synerise AI Vision](#) (42:00)



We have built composable platform

Developer & business centric experience in one place

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digital wallet & loyalty

offline & online CDP

unifying all behavioral data

segmentation / insights

product / UX analytics

360 customer degree

AI promotion engine

AI recommendations

AI scoring & predictions

marketing automation

lead nurturing

NPS tracking

content personalization

1-1 communication

customer journey

Why are we here?

Introduction to company vision

We strive to make Synerise a humble, modest but courageous organization.

We would like to win the market with **meritocracy & idealistic approach to deep tech**. We believe that everything can be predicted, calculated and improved with atomic & scientific precision.

We are offering clients usage-based access to Synerise platform, where organizations can store all heterogeneous data they have without limits, process it in real time and use our ready-to-go products enhanced by AI with easy automations to solve daily challenges and speed up growth.

Jarosław Królewski

CEO / founder of Synerise

[Young Global Leader 2025 by World Economic Forum](#)



Why are we here?

Introduction to company vision



We are supporting organizations in: (1) **collecting & analyzing** data about people / customers / users / objects and their environmental context from any data sources in different formats to (2) **personalise** experience, **predict** the future, **observe** relationships, **improve** products, **generate** new revenue streams, **optimize** costs and **execute** it (3) at hyper-**scale in real-time**.

We are building a Growth OS with limitless capabilities.

Eugeniusz Licznarowski

Chief Business Officer of Synerise



We believe that everyone is (1) **unique** & wants to feel (2) **special** in (3) every **moment** of daily life. We are using **AI & Big Data** to help companies & organizations to **understand** people's needs, preferences, behaviors, avoid frauds & make **interactions** between them and the brand **unique** and **personalized**.

We are creating authentic people experiences based on state-of-the-art scientific algorithms.

Jack Dąbrowski

Chief Artificial Intelligence Officer of Synerise



We created a comprehensive platform, which eliminates business homogeneity thanks to: (1) best in scale **proprietary database** created from scratch, (2) state of the art **AI algorithms** and (3) **powerful automations** with practical, executive scenarios in one **self-service platform**, which make it possible.

All processed in real-time, instantly in convenience mode, without tech compromises.

Miłosz Baluś

Chief Database Officer of Synerise

Mission

Why we exists?

The first step to making people's life exceptional **is understanding**. Humanity forms a global community, yet every person **is unique**. Societies function cohesively because we can build mental models of other people.

Mental models allow us to predict what makes other people happy, what behaviors are best avoided, what is amusing, and what is boring. What motivates, and inspires, and causes boredom, discomfort, or pain. Knowing how someone else might react is the foundation of our civilization. As humans, we do that naturally, but our abilities did not evolve to scale beyond a few dozen people within our closest communities.

Caring about millions or billions of people is a super-human task, and we use Big Data and AI solutions to solve it. By analyzing the full spectrum of observable information about people - their historic interactions with content, actions, decisions, and choices, we build foundation AI

models to predict individual future behaviors in real and hypothetical scenarios.

Our mission is to understand every action as accurately as possible from all available data. To predict behaviors. To make the right choices. To help you care.

We are delivering pragmatic tech tools to organizations **to make it possible**.

We are supported by brilliant people



Simon Hay - Exec. Chairman Synerise
Former long-serving CEO of dunnhumby.com



Marcin Zukowski - Investor at Synerise
Co-founder, Snowflake.com



Geraldo Thomaz - Investor at Synerise
Co-founder, Vtext.com



What do we offer?

Key products



[Synerise.com](https://synerise.com)

Self-service, all-in-one platform for building exceptional personalized experiences driven by a [proprietary database engine](#).

Key audience:

Business / Marketing / Tech



[BaseModel.ai](https://basemodel.ai)

Revolutionary SOTA private foundation model for behavioral & transactional data – AI core for Synerise platform.

Key audience:

Data scientists / data analysts / data engineers

Leaders in Behavioral Modelling Science

Science driven company

**Our tools are
reaching end
customers
in over 150
countries every
millisecond**



‘Dailymotion applies Synerise [BaseModel] to personalize video recommendations in native applications. [BaseModel] outperforms all other models driving increased customer relevance, ad revenues and ROI.’

Synerise's solutions are essential for innovative companies

AI/Big Data framework

"Synerise is a hidden pearl from Krakow, Poland. The Synerise product BaseModel is the **world's most advanced private foundation model for behavioral data**. Synerise is a powerful and efficient way for your company (tech, SI, retail, manufacturer or brand) leapfrog the AI application world, producing fast results and avoiding spending millions of CAPEX on your data engineering model. I am proud to see the most advanced tech companies raised and born in emerging markets. **We are pleased to choose Synerise as the VTEX AI infrastructure engine. We follow heads down the mission to be the backbone for connected commerce. The AI functionalities VTEX will be able to deploy with Synerise is disruptive.**" - 2024

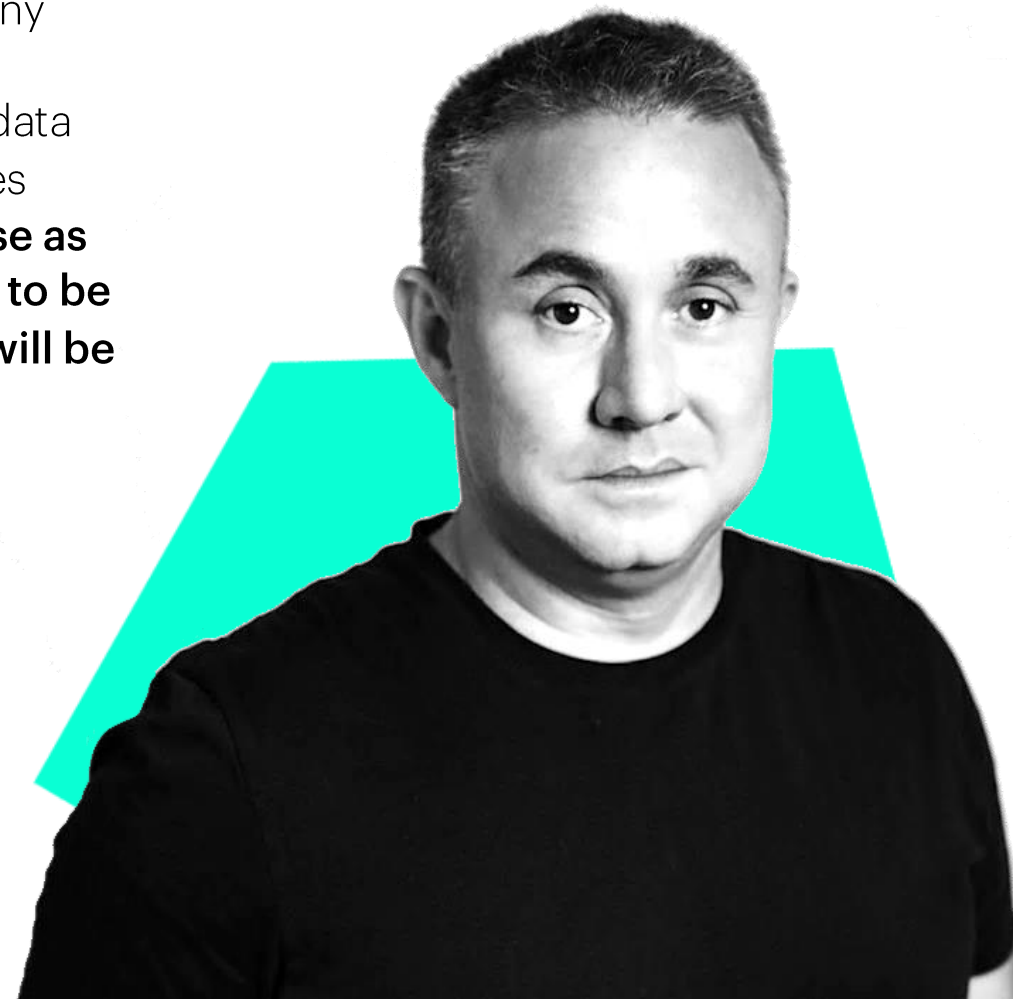
Mariano Gomide de Faria

Co-Founder / Co-CEO VTEX



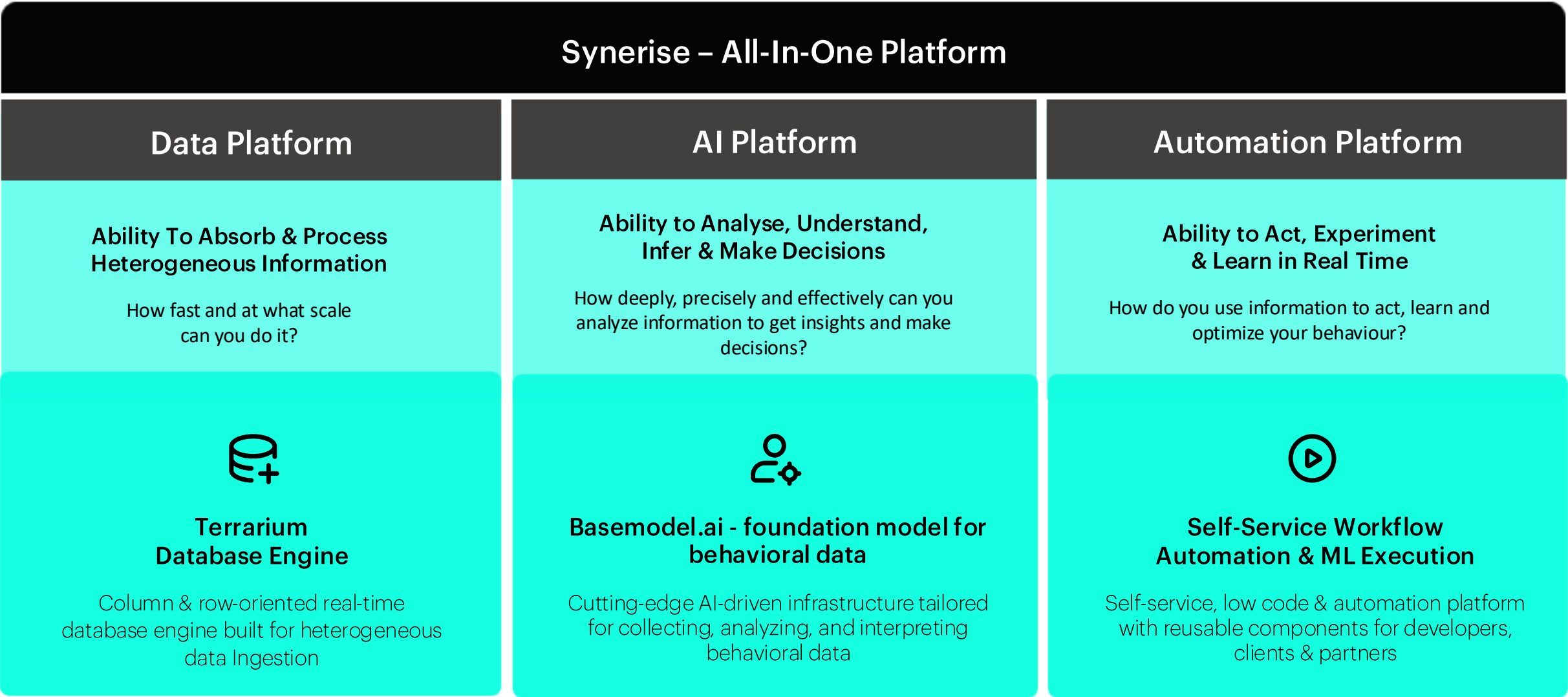
VTEX is the global enterprise digital commerce platform where premier brands and retailers run their world of commerce.

+3,400 Online stores 18 Operating locations +1,300 Employees worldwide +38 Countries with active online stores.



How we deliver value?

All in one self-service Synerise Experience Platform for building exceptional experiences with thousands ready to go use cases



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Synerise Experience Framework



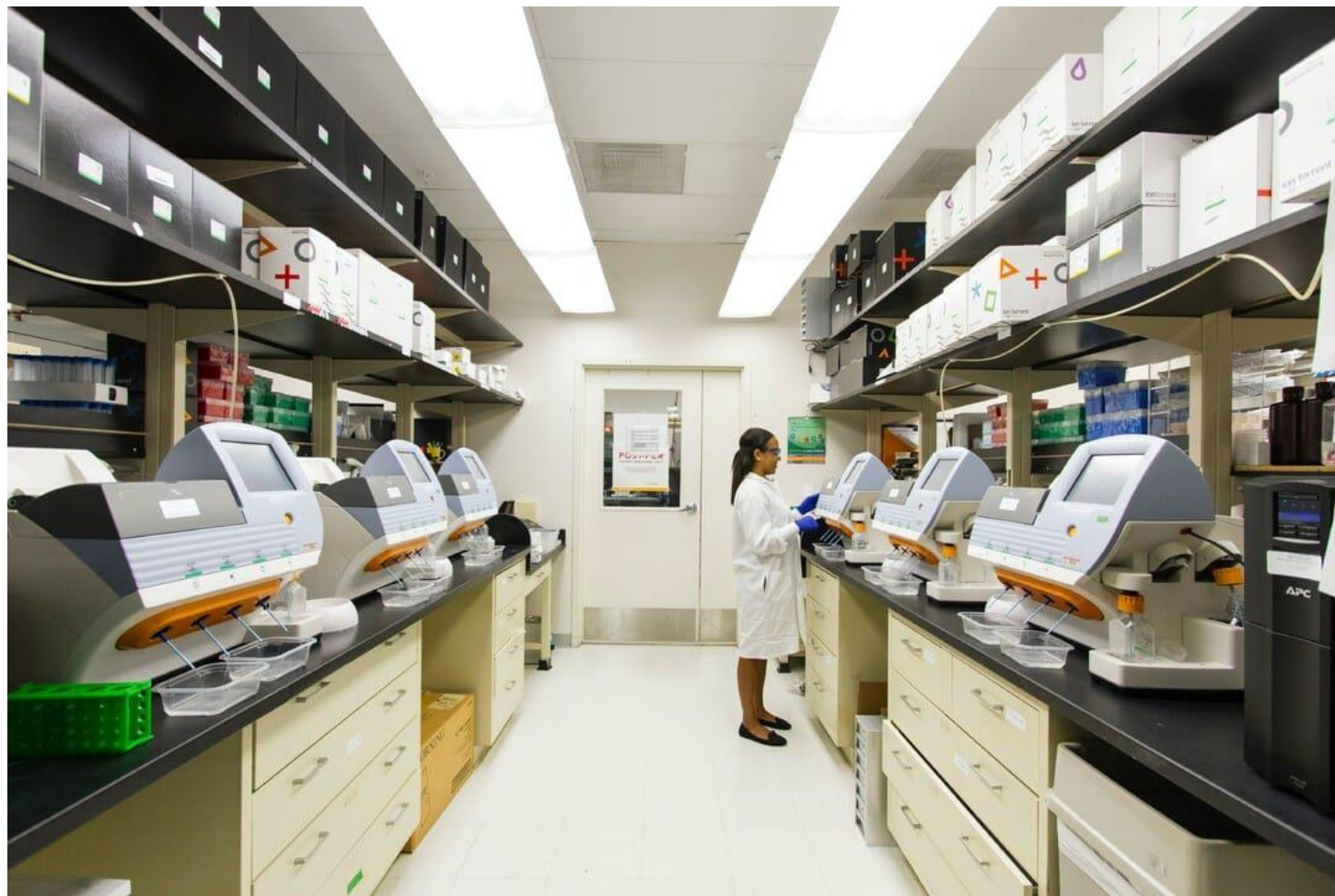
Cleora.ai – hyper-easy production of graph embeddings for big graphs

General-purpose model for efficient, scalable learning of stable and inductive entity embeddings for heterogeneous relational data.

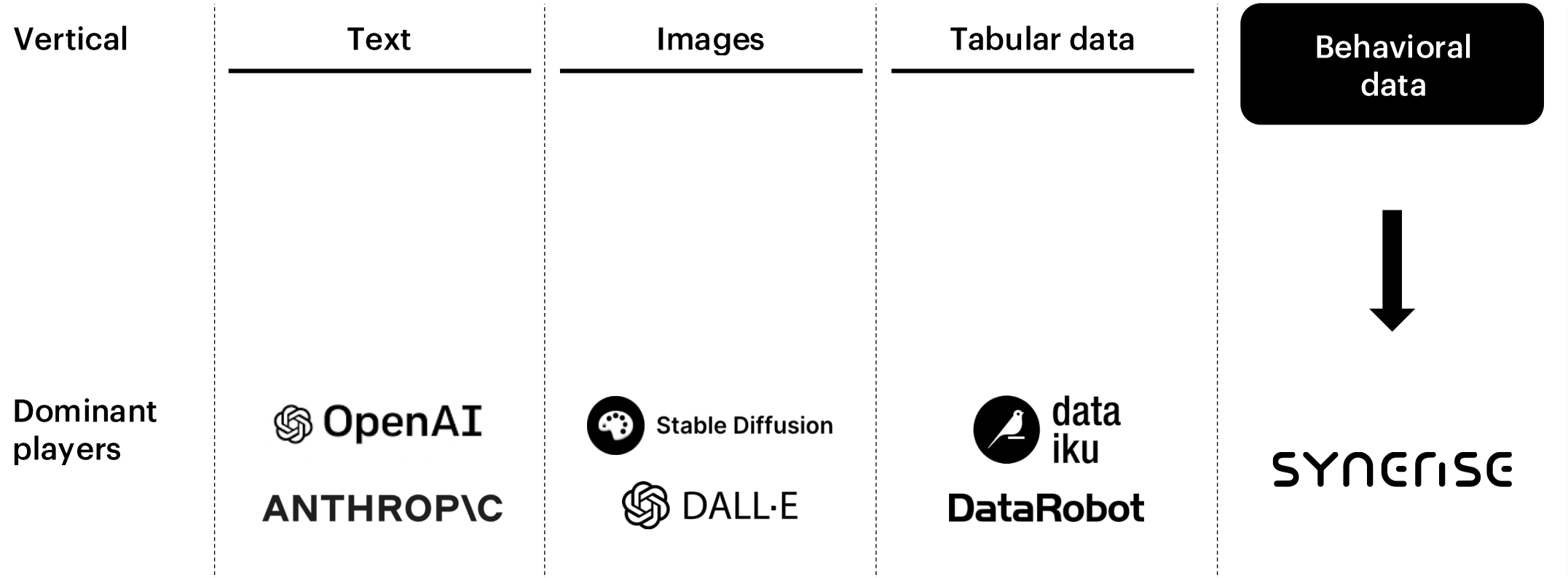
AI For Good Open Source Community Support

Synerise SOTA open source solutions (such as cleora.ai), have contributed to the development of the AI discipline. Our tools are used by numerous organizations worldwide—some of which inter alia enable faster production of cancer drugs (drug discovery).

<https://sair.synerise.com/ai-for-good-cleora-ai-created-by-synerise-in-biomedical-sciences/>



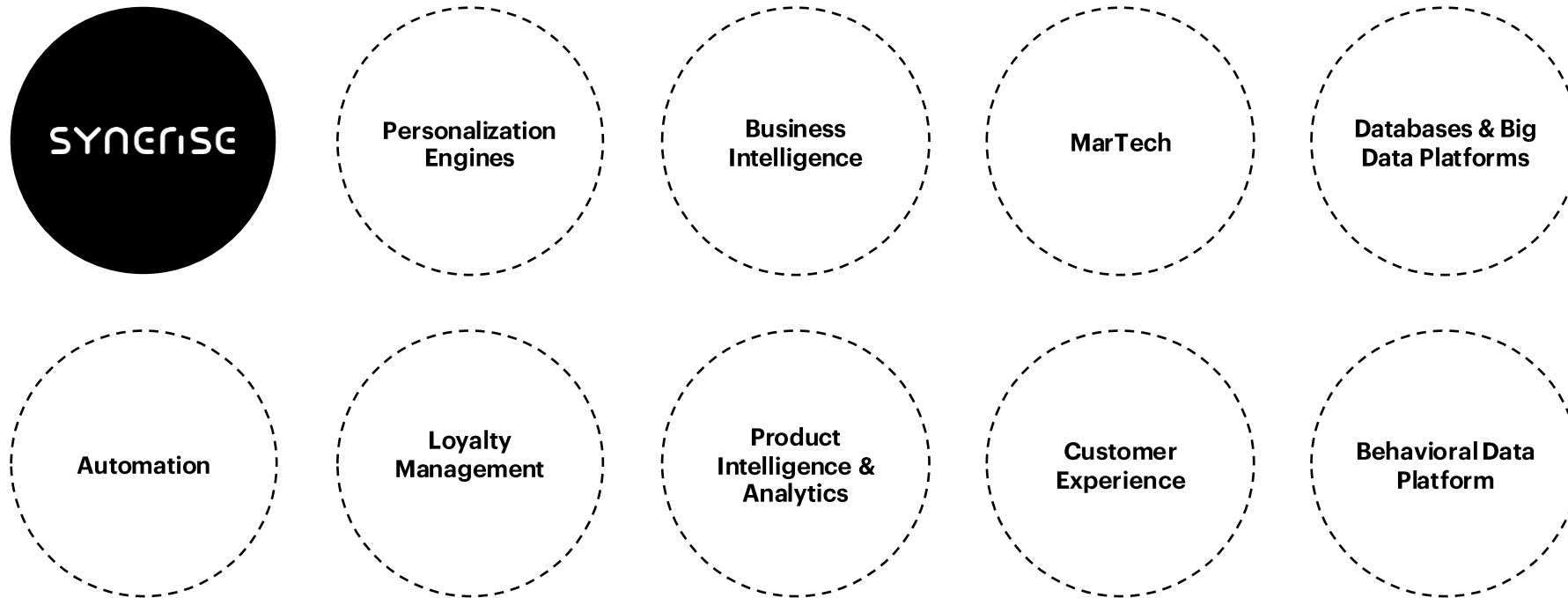
Our goal: dominate the behavioral AI vertical



GenAI fails to deliver results and ROI as expected

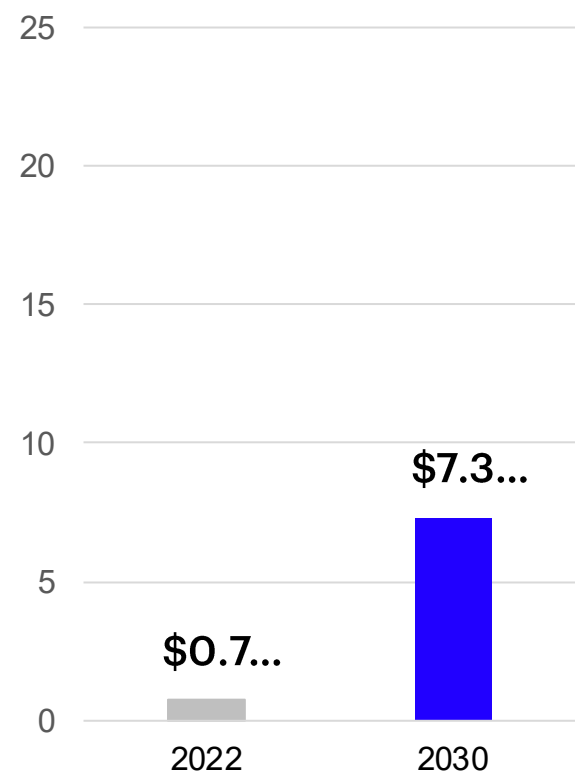
Synerise's market range & reach

We are on the right track to build an exceptional company

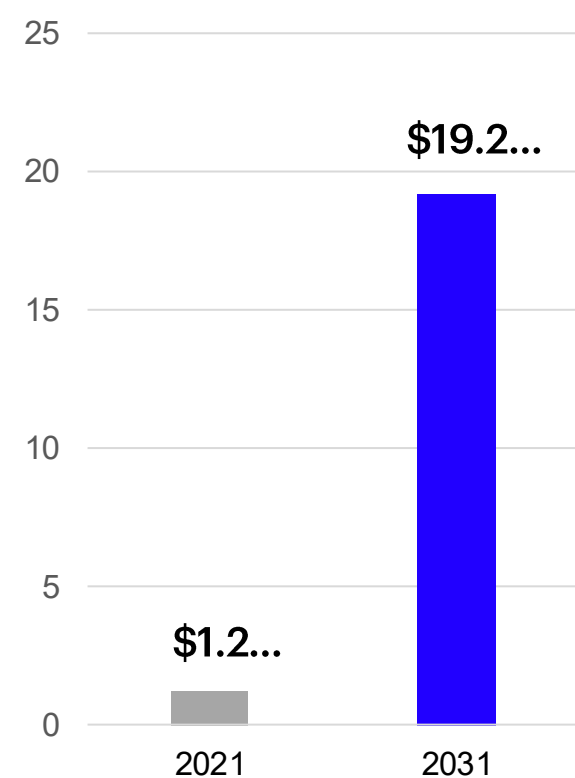


Synerise to be #1 player of the next big AI vertical

Behavioral analytics market size projections (\$bn)¹



Source: Fortune Business Insights



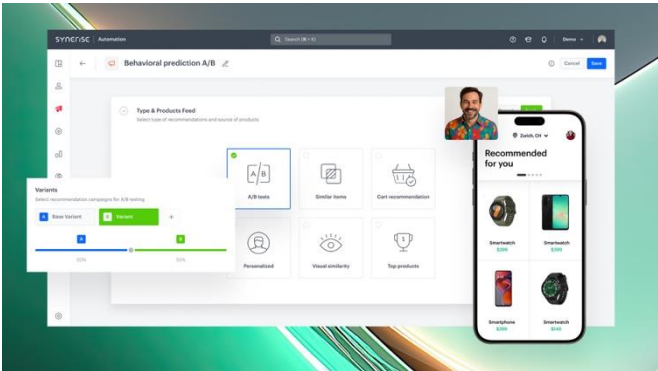
Source: Allied Market Research

10-16x
growth of this segment expected
within 8-10 years

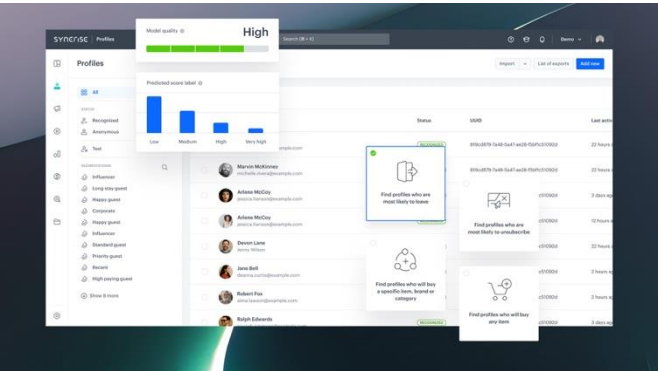
¹Represents only the newly emerging segment of behavioral analytics. As of 2021 Synerise was active in other segments such as CDP, recommendations, marketing automation, etc. totalling >\$30bn.

Synerise Perspectives

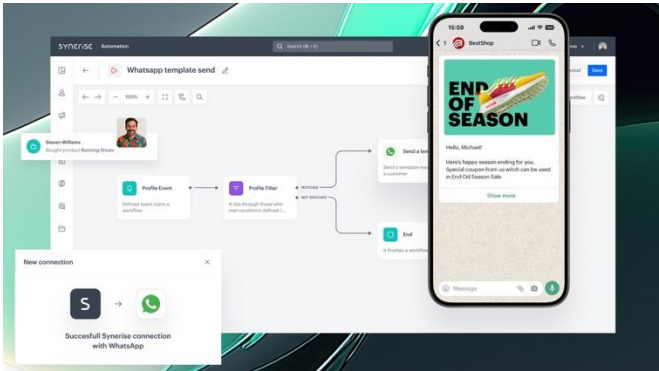
One unified platform



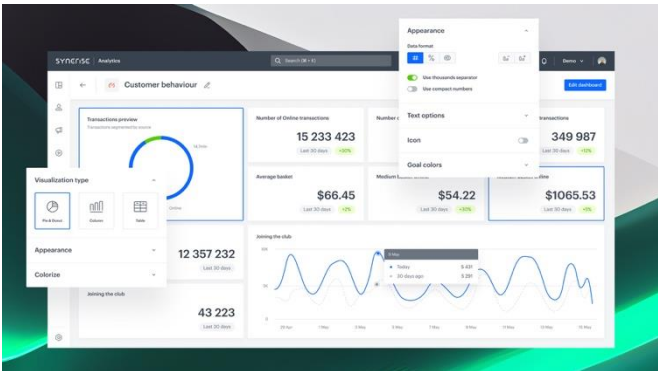
Hyper-personalisation



Predictions



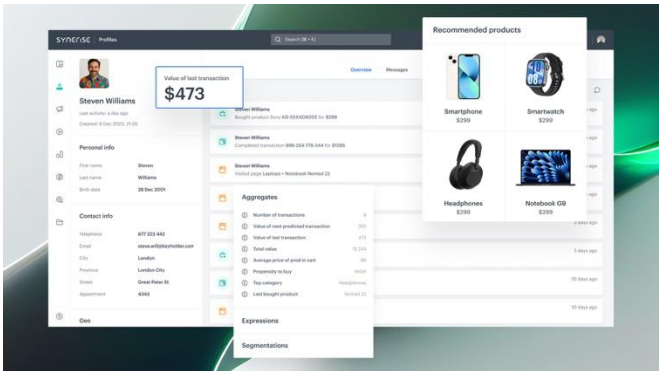
Omnichannel Orchestration



Analytics & Reporting



Loyalty



Behavioral Data Platform

Unified Synerise Data Layer

Key figures

Business

400+ Production Workspaces (instances)	43 Countries (>150 with Cleora.ai)	>100 Clients	6 Continents	50+ Active Partners worldwide (e.g., EY, Accenture)
62% Customers are served by Partners	21% Customers are fully self-served	>2k Active operators on the Synerise platform	512 Service requests raised and resolved last month	60k Active users of the Knowledge Hub
Tech (~)				
31B Events collected per month	>90B Queries to the Terrarium DB per month	3.8B AI recommendations, searches, and predictions per month	1.85B Page visit events collected per month	1.5B Mobile view events collected per month
>84TB Data sent via API per month	>1B Unique dynamic content generated per month	>360K Queries to the Terrarium DB per second at peak	28K API calls per second at peak	30K AI decisions per second at peak
150B EUR GMW processed annually	1.35B Hyper-personalized messages sent per month (mail, push, sms, whatsapp)	12B Decisions in workflows per month	21B API calls per month	6B Behavioral profiles scanned daily

We built an industry agnostic & multi-feature platform

Controlling data processing, and utilizing pragmatic AI execution scenarios in one place give the best results

Synerise covers most of the features of multiple technologies and delivers better results by connecting features already weakly associated and available in hundreds of separated tools.

The client’s potential tech stack to be partially or fully replaced by or co-exists with Synerise

Data Collection Database

- memSQL
- SAP HANA
- ClickHouse

BI & Analytics

- qualtrics^{XM}
- Google Analytics
- sas

and hundreds more...

Customer Data Platform

- Segment
- mparticle
- lytics

Loyalty

- Talon.One
- Adobe
- SAP

Product Analytics

- mixpanel
- Amplitude
- pendo

Search

- algolia
- SearchNode
- bloomreach

Recommendations

- monetate
- BOXEVER
- coveoTM

Customer Experience

- Adobe
- salesforce
- IBM

Marketing Automation

- mailchimp
- salesforce
- eloqua

Attribution Modeling

- wopra
- Adobe Analytics
- funnel

Personalization

- dynamic yield
- Insider
- braze

AI & ML

- salesforce einstein
- DataRobot
- dataiku

One platform = thousands of use cases

All in one self-service platform for building exceptional experiences



See additional selected use cases on Synerise Hub



[Synerise Hub](#)
Use Cases List



Dynamic content campaign with personalized recommendations

Create dynamic content with personalized recommendation using drag & drop builder and predefined HTML block

SYNERISE

● ● ● ● MEDIUM



Predict the timing of repeat purchases

Create a workflow to use analytics and predict the time of a customer's next recurring purchase. Send them an email at the best time

SYNERISE

● ● ● ● ADVANCED



Search engine for a brand with multiple languages and currencies

Use Synerise AI Search in multiple languages and currencies

SYNERISE

● ● ● ● ADVANCED



Predict propensity to buy items with an attribute

Define an attribute and calculate the probability of selling items with that attribute

SYNERISE

● ● ● ● INTRO

Thank you!

