



Listen. Discern. Accomplish.

WHATEVER THE  
NATURE OF YOUR  
BUSINESS, YOUR  
ULTIMATE GOAL IS TO  
ENGAGE YOUR  
AUDIENCE IN A  
PROFITABLE  
RELATIONSHIP

#### LISTEN

Listen to your audience observing the way they interact with you

#### DISCERN

Understand who they are and what they're likely to respond to

#### ACCOMPLISH

Achieve your goals more easily, more quickly, in a scientific fashion

“ This is what exaudi is made for: achieving your goals  
at scale unlocking the power of Data. ”

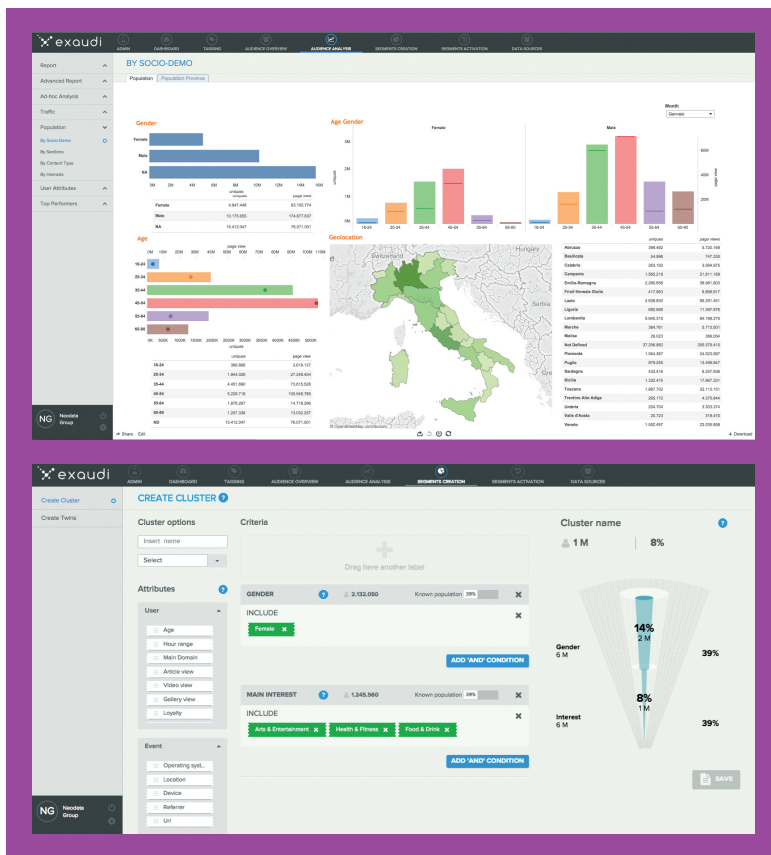
## TECHNICAL FEATURES OF EXCELLENCE:

- Equipped with a powerful tag manager for **simplified tagging**: create your tags, install them into your digital properties and update them in one click from exaudi's interface; integrate any custom parameter you need.
- Adaptive to your business-specific taxonomies and hierarchies, exaudi ingests any first- and third-party data **cross-site and cross-device**, both online and off-line, from any device, including mobile apps or TV decoders.
- Fuelled by **Artificial Intelligence** to infer socio-demo characteristics of anonymous users and build predictive models
- Equipped with a friendly, **super-intuitive user interface**; the segments creation module shows you the size of the clusters you're building in real time
- Open to customizations of user interface and APIs: the code is 100% ours and the user interface is 100% API based, for easy integration with external systems and **customization**
- Enhanced by **automatic infrastructure scalability**: exaudi can dynamically support unexpected data peaks
- Ready to support any integration with external platforms, such as **DSPs, SSPs**, email marketing, CMS and CRM systems (open parametric integration)
- Supported by Microsoft Azure technologies and natively integrated with Microsoft's CRM, Dynamics



LEARN MORE ABOUT EXAUDI  
OR ASK FOR A DEMO ON  
[www.neodatagroup.com](http://www.neodatagroup.com)

YOU FOCUS ON YOUR BUSINESS,  
WE WILL DO THE MATH



Ask for a free demo or book a pilot  
to try exaudi for three months

write to  
[marketing@neodatagroup.com](mailto:marketing@neodatagroup.com)

## EXTRA BENEFITS FOR YOUR BUSINESS

- 1. NO STRINGS ATTACHED:**  
your audience data is your asset.  
Our mission is to help you understand and monetize your audience, not to sell your data in the marketplace.
- 2. ALTERNATIVE CONFIGURATIONS AND PRICING** for brands, publishers and agencies, to meet your expectations and needs
- 3. PROFESSIONAL ADVICE AVAILABLE** to help you bring the DMP-empowered, data-driven culture to life in your organization (marketing, change management, project management, data analysis)

THESE BRANDS TRUST  
EXAUDI



OmnicomMediaGroup



"and many more"

We're partner of



**neodata**  
group

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