



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

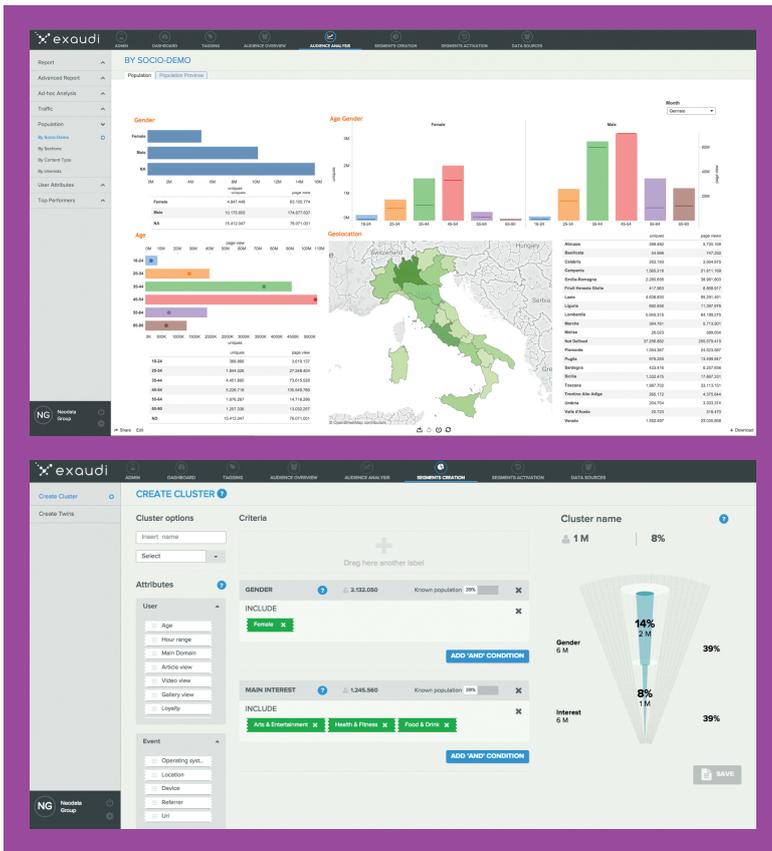
Achieve your goals more easily, more quickly, in a scientific fashion

“ 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

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

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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www.neodatagroup.com

