

[24]7 Target™

Deliver the right message, to the right customer, at the right time, with AI-powered dynamic targeting to drive results.

Design and deliver smarter, better targeted ad content in real time

Make your message stand out and create personal connections with precision ad targeting across devices and channels. Tailor creative and messaging on websites, banner ads, social media, and video platforms to drive significant retail sales lift and a higher return on digital ad spend. [24]7 Target harnesses the power of big data, AI, and machine learning to accurately predict customer intent and deliver 4x higher ad engagement in real-time. Combined with a strong customer service vision and rich vertical insights, [24]7 Target can deliver up to 20% lift in online conversion.

Key Business Benefits



Reduce costs with automation

Launch campaigns faster and increase the value of your advertising spend by leveraging deep data analysis, automation, and precision intent prediction.



Boost acquisition rates

Drive higher conversion and acquisition rates with personalized website and advertising messages that resonate with your target audience.



Reduce customer effort

Understand what customers and prospects are trying to do and deliver individualized content that guides them down the path to purchasing.

Connect Intents to Outcomes

Start by analyzing data from multiple sources to uncover patterns of behavior and pinpoint customer intent across journeys. Then identify and target those who are more likely to purchase, and engage them with creative and messaging designed to help them close the deal. Target analyzes manifold of customer clicks to create unique personas and meaningful connections. Increase acquisitions, conversions, and long-term revenue.

Personalize Dynamically at Scale

Leverage a wide range of data signals across web journeys, user history, demographics, and personas with statistical machine learning models predicting intent at various touchpoints throughout the customer journey. Dynamically optimize the channel, message, and offer for targeted personas and deliver contextual, highly personalized content – in real time, and at scale. Plus, you can do it all in milliseconds.

Product Features

FEATURE NAME	FEATURE DESCRIPTION	WHY YOU NEED IT
Intent-driven connected consumer journeys	<ul style="list-style-type: none"> Analyze customer interaction data across their journey to identify and target high-value consumers Invite customers in with interactive ads across screens and devices Build better connections based on actual customer behavior—not just third-party data Combine historical insights and data to deliver personalized ads in real-time 	<ul style="list-style-type: none"> Make the most of your budget by directing spend at the consumers most likely to purchase Don't just display ads, really engage with customers
Dynamic creative optimization	<ul style="list-style-type: none"> Leverage data from multiple sources powered by statistical ML models to predict intent Create thousands of variations within a single ad to cater to different online personas Dynamically deliver contextual, personalized content in real time 	<ul style="list-style-type: none"> Enable data-driven personalization at scale Tailor the conversation 1:1 at every touchpoint
Website personalization	<ul style="list-style-type: none"> Gather consumer insights and use them to identify journeys with the highest potential impact Personalize those elements to deepen segment/persona engagement on specific web pages 	<ul style="list-style-type: none"> Deliver the right message at the right time to improve performance and quality Reduce bounce rates and increase conversions
Automated personalization	<ul style="list-style-type: none"> Analyze conversational trends/customer interactions to identify and target high-value customers Enable customers to click on creative and jump straight into a conversation Connect customers to the right agent or employee through integrated chat and chatbots 	<ul style="list-style-type: none"> Build better connections based on actual customer behavior/intent Reduce costs by increasing deflection to digital/chat Create new cross-sell and up-sell opportunities
AI-powered targeting and retargeting	<ul style="list-style-type: none"> Advanced intent prediction models enable precision targeting of individual, high-value customers Dynamic remarketing technology re-engages previous visitors to bring them back to the point where they left off Machine learning uncovers behavior patterns to identify consumers most likely to purchase and target them with the things they're most likely to buy 	<ul style="list-style-type: none"> Keep consumers engaged and encourage them to purchase again Turn past customers into new customers
Machine learning for real-time optimization	<ul style="list-style-type: none"> Set marketing goals and key metrics and let our algorithms do the work Continually optimize creative/persona combinations across channels Drive ROI by segment, budget allocation, bidding, conversions, etc. 	<ul style="list-style-type: none"> Increase purchase rate 2x Increase ROAS 3x Drive the highest engagement Invest in the best channels to drive better performance
Conversational ad banners	<ul style="list-style-type: none"> Enable consumers to click on an ad and jump straight into a conversation Connect consumers to the right agent or employee through integrated chat and chatbots Deliver information and answers right away, with no wait time 	<ul style="list-style-type: none"> Increase purchase rate 2x Increase ROAS 3x Drive the highest engagement Invest in the best channels to drive better performance
Comprehensive reporting and analytics	<ul style="list-style-type: none"> Supports campaign reporting at every level: day, segment, metric, channel, and creative Leverage analytics and performance tracking to optimize campaign performance 	<ul style="list-style-type: none"> Transparent campaign performance tracking Daily optimization Reach your goals faster
Outbound messaging	<ul style="list-style-type: none"> Proactively reach out to a list of profiles with personalized, automated outbound campaigns via recurring and Interactive SMS support and seamlessly connect with them via rich messaging apps 	<ul style="list-style-type: none"> Optimize bulk campaigns by targeting people based on who they are and engaging them on their channel of choice.
Dynamic video advertising	<ul style="list-style-type: none"> Dynamically changing real-time messaging based on user data and signals such as persona, price, site behaviour, past shopping behaviour, promotions, and more Context-aware and hyper-local ads Create customized videos perfectly tailored to each individual 	<ul style="list-style-type: none"> Watch your sales soar as curious onlookers turn into enthusiastic shoppers during the purchasing journey

Right message. Right person. Right time.

Instead of aiming to get more messages onto more screens, focus on getting the right message onto the right screen. Dynamically deliver tailor-made content based on each customer's unique context and get more value out of your digital advertising investment.

Up to

x2

more click through rate (CTR)

27%

lower cost per acquisition (CPA)

3x

higher return on advertising spend (ROAS)

Lower bounce rates

Deepen engagement on your website by personalizing elements for different segments and personas. [24]7 Target can identify which journeys have the highest potential business impact, then optimize them for your desired outcomes.

Keep the conversation going

Target and retarget customers individually across channels and devices, engaging them with ads showing the products or services they viewed during their last visit. Turn past customers into new customers by bringing them back to where they left off and enticing them to purchase with personalized offers and promotions. It's precision advertising at its best.

Fine-tune your advertising spend

Our advanced machine learning algorithms uncover which combination of persona and creative performs best for defined marketing goals, and continuously optimize across channels. To maximize ROI, you can optimize for segments, budget allocation, dynamic bidding, creative, conversions, and more. Use key metrics to measure and continually improve performance, and invest in the best channels.

Accelerate follow-up and conversion

Let consumers jump from browsing directly into a conversation, with conversational ad banners. Connect customers to the right agent or employee to answer questions, book a meeting, or take action – immediately. Closing the follow-up gap and eliminating wait times speeds the time from engagement to conversion.

Drive results with integrations

Integrate your existing partners with [24]7 Target platform to drive better ad results. [24]7 Target leverages APIs/SDKs to build native and custom integrations with various key players in the ecosystem, including:

- Data Service Providers (DSPs) via IAB compliant tags
- [24]7 Target Ad Server is Google Certified
- Off-Line Measurement Partners such as IRI and Placed
- Data Onboarding such as LiveRamp and Neustar
- Identity Platforms such as LiveRamp, TapAd and Drawbridge
- Customer Data Platform (CDPs) such as Signal and Segment
- Weather and Sporting Events

How to Get Started

[24]7 Target helps you understand your audience and make smarter connections at every stage of the customer journey. We're the partner you can rely on to outperform your goals. Contact us today.

Contact us

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.