



Sitecore AI



**Winner 2020 Content
Marketing Award for Best
Use of Content Using AI**

Want to supercharge your personalization efforts?

Nine out of 10 consumers are more likely to engage with brands who provide relevant content, offers, and recommendations.¹ Leading brands today understand the need to personalize their visitors' online experiences. But doing so can be a challenge:

- Generating customer segments requires analyzing large volumes of data – including interactions across numerous sites.
- Today's websites must be as dynamic as the humans that use them. Building personalization rules once is not enough. They must be adaptable to shifting visitor trends.
- Designing, producing, and verifying rules and configurations is a complex effort that requires significant team hours, let alone replicating these rules across different variables.

Let Sitecore AI do the heavy lifting.

Magnifying the power of the Sitecore Experience Platform™ and Sitecore Content Hub™, Sitecore AI helps brands deliver on the promise of personalization at scale by fast tracking time to value and significantly reducing manual efforts.

A SaaS solution that doesn't need any software installed, Sitecore AI – Auto Personalization is the only award-winning solution that analyzes behavior to segment customers and determine where they're at in their journey, then presents optimized content for unique digital experiences – all automatically. As behaviors and trends change, Sitecore AI refines its models.

And our new Content AI, Image Similarity, analyzes images to identify similar assets for reuse or repurpose, saving you the time and money needed to create new ones.

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Learn more at sitecore.com

¹ Econsultancy and MediaMath, "Dream vs. Reality: The State of Consumer-First and Omnichannel Marketing," 2018, accessed at <https://bit.ly/33PA56v> on Oct. 07, 2020.

Key features

Automated 1:1 engagement

The only solution that automatically identifies customer segments to deliver unique experiences.

Automated testing

Selects the best content to create a custom experience for each customer, every time.

Auto-Personalization dashboard

Quickly see why and how Sitecore AI makes its decisions, so you can interpret and share insights with stakeholders.

Image Similarity

Machine learning analyzes images to identify similar assets for reuse and repurpose. It then presents options, while leaving the final content decision to the marketer.

Cloud

As a cloud-based SaaS solution, Sitecore AI requires no software install.

About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

Learn more at [sitecore.com](https://www.sitecore.com)