

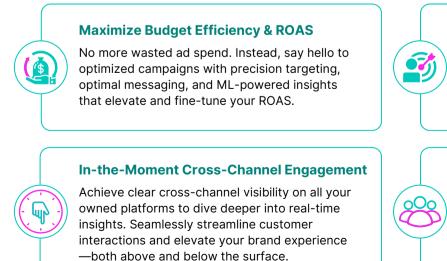
# Stay Ahead. Stay On Top With Dynamic Audience Segmentation & Advanced Activation

Advanced Data-Science-as-a-Service for Zero-Touch Advertising & Marketing Optimization



# **The SCUBA Platform**

With SCUBA's Dynamic Audience Segmentation, you can elevate user satisfaction, increase viewer retention, and drive unparalleled growth. Here's what you'll experience:



#### **Find the Perfect Audience**

Machine Learning analyzes petabytes of historical and real-time data to continuously optimize audiences and yield audiences with the highest propensity to convert.

#### **Holistic Consumer Understanding**

Enhance predictive models and craft more detailed customer profiles with in-the-moment competitive intelligence, campaign performance, to path-topurchase. Scalable decentralized data is enriched with anonymized zero, 2nd & 3rd-party data sets.

#### **ML-Driven Segmentation**

Our machine learning algorithms can process vast amounts of real-time data to segment users into distinct categories based on their behavior and preferences.

The machine learning framework makes SCUBA's audience segmentation truly dynamic. As user behaviors evolve, so do the segments, ensuring that you are always a step ahead in tailoring experiences for your users.



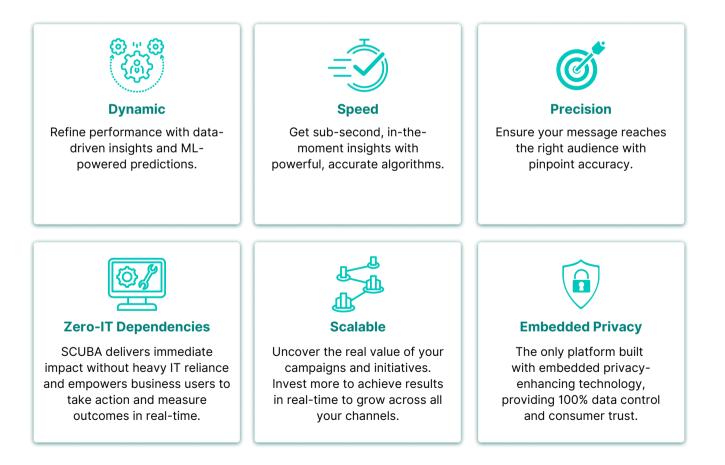
Harness machine learning to analyze historical and real-time data, optimizing channels, frequency, and timing in real-time for a datadriven creative strategy.

#### **Increase Wallet Share**

Skyrocket your customer lifetime value by targeting the most convertible audiences to not only anticipate their needs, but also drive perfectly timed retention and optimized cross-sell, and upsell opportunities across all your channels.

## **SCUBA Features**

Streamline audience segmentation and enjoy frictionless activation across when and where they are:



### **Try Our Dynamic Audience Segmentation**

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