



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

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

Imagine a world where pinpointing the ideal audience is a breeze, and your advertising campaigns are supercharged in real-time using cutting-edge technology. Witness skyrocketing conversions and ad revenue like never before. That's the SCUBA Analytics promise. Brands no longer need to rely on ad sellers or third-party intermediaries to assign value to ads and to share outcomes. SCUBA blends dynamic audience segmentation with ML optimization and sophisticated activation, ensuring every ad dollar is optimized.



Enrich audience segmentation by analyzing zero, 2nd, and 3rd-party data to **discover micro lookalike audiences** with high conversion probability.



Analyze historical behavioral data to **identify behavioral characteristics** relevant to the desired outcome.



Examine **in-the-moment behaviors to dynamically create audience segmentation** for hyper-personalization and churn prevention.

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:



Maximize Budget Efficiency & ROAS

No more wasted ad spend. Instead, say hello to optimized campaigns with precision targeting, optimal messaging, and ML-powered insights that elevate and fine-tune your ROAS.



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.



In-the-Moment Cross-Channel Engagement

Achieve clear cross-channel visibility on all your owned platforms to dive deeper into real-time insights. Seamlessly streamline customer interactions and elevate your brand experience—both above and below the surface.



Holistic Consumer Understanding

Enhance predictive models and craft more detailed customer profiles with in-the-moment competitive intelligence, campaign performance, to path-to-purchase. 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.



Inflight Campaign Optimization

Harness machine learning to analyze historical and real-time data, optimizing channels, frequency, and timing in real-time for a data-driven 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 up-sell opportunities across all your channels.

SCUBA Features

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



Dynamic

Refine performance with data-driven insights and ML-powered predictions.



Speed

Get sub-second, in-the-moment insights with powerful, accurate algorithms.



Precision

Ensure your message reaches the right audience with pinpoint accuracy.



Zero-IT Dependencies

SCUBA delivers immediate impact without heavy IT reliance and empowers business users to take action and measure outcomes in real-time.



Scalable

Uncover the real value of your campaigns and initiatives. Invest more to achieve results in real-time to grow across all your channels.



Embedded Privacy

The only platform built with embedded privacy-enhancing technology, providing 100% data control and consumer trust.

[Try Our Dynamic Audience Segmentation](#)