

Future-Proof Your CX Audience Analytics & Insights

Visibility over your audiences, and robust reporting are instrumental in measuring success and finding new untapped targets to explore.

With Monetate, you can get deeper customer insights with less effort. Learn exactly what works and why with Automated Personalization insights, cohesive testing & targeting analytics dashboards, and native integrations with popular analytics platforms.

Explore Audiences for Intuitive Discovery and Segmentation



Leverage Machine-Learning To Maximize Understanding

Machine-driven experiences not only optimize toward your given goal, but also unveil rich customer insights that can be used to develop deeper understandings of your customer base.



Evaluate Performance Across Key Metrics

Monetate's measurement tools analyze test and experience results in real time against out of the box KPIs alongside custom metrics allowing you to make constant incremental gains.



Connect Easily With Open Architecture

Monetate easily connects to your existing tech stack, allowing you to make your data and technology more valuable the the use of our extensive integrations and APIs.



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DUNKIN'



Lufthansa

Waitrose

Explore Audiences for Intuitive Discovery and Segmentation



Audience Explorer's quick time-to-insight allows me to answer questions within seconds, such as if an audience segment is large enough to target for personalization or if users in a segment share other traits or behaviors that I can use for personalization.

ALLISON REITZ

*Manager of Conversion Optimization,
TicketNetwork, Inc*

AUDIENCE DISCOVERY



Automatically groups shoppers based on their behavior, size of segment or revenue potential, allowing you to then create experiences directly targeted at your newly discovered segments.

NATIVE INTEGRATIONS



Monetate's open and flexible platform provides native integrations with popular tools like Google Analytics and Adobe Analytics.

REAL-TIME ANALYTICS



Monetate's measurement tools make it easy to analyze test and experience results in real time allowing you to monitor and take action on audience insights while they still matter most.

BEHAVIORAL INSIGHTS



Leverage powerful machine-driven experiences while gaining visibility over insights showing what data points are impacting the engine's decisions.

AUDIENCE EXPLORER



Uses multi-dimensional analytics to identify audiences and evaluate their likelihood to respond to specific messaging, offers, or experiences and then easily weave these audiences into targeted experiences.

SESSION STREAM



When it's time to get granular, open access to raw Monetate session data means it can be ported in the tool of your choice: relational databases such as MySQL, data warehouses such as Amazon Redshift, or BI platforms like Tableau and Domo.

