

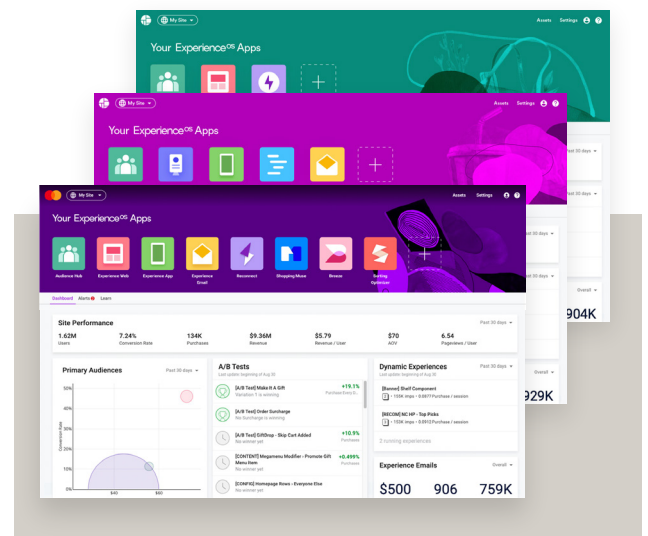


● Experience^{OS}

Realize the full power of tomorrow's personalization, today

Mastercard Dynamic Yield helps businesses across industries to deliver digital customer experiences that are personalized, optimized and synchronized. With Mastercard Dynamic Yield's Experience OS, marketers, product managers, developers and digital teams can algorithmically match content, products and offers to each individual customer for the acceleration of revenue and customer loyalty.

Mastercard Dynamic Yield unifies business silos to deliver ongoing, personalized engagement from a single, fully-customizable platform. With it, companies can build their own mix of powerful personalization capabilities which can include a wide array of experience types, support any digital channel, adjust according to industry and KPIs, and improve time-to-market efficiency.



We're rewriting the personalization game



Fully agnostic

Accelerate building digital experiences with future-proof technology designed to stay compatible with your favorite tech stack.



Unbounded

Extend personalization to any touchpoint and unify different teams (email, web, mobile, loyalty) — within the same system and workflow.



Business Customizable

Say goodbye to a one-size-fits-all personalization platform. Tailor the OS to your specific KPIs, industry and business needs.



Leading our industry so you can lead yours

We're Gartner leaders for seven years running — positioned highest and furthest compared to all other vendors in the Personalization Engines category. We're also regularly rated by our customers as the top personalization software by G2 and TrustRadius.



Explore the Experience OS store

A marketplace of applications and extensions designed to help you grow your personalization program with ease



Experience Web

Showcase contextually relevant web content, products, messages and offers based on real-time signals from visitors



Experience Email

Elevate your email marketing campaigns with predictive emails that adapt to each customer in real time



Experience App

Personalize and optimize the mobile app experiences for iOS Android, and power app experiences that drive action and improve retention



Experience Search

Optimized search that intuitively understands customer intent, delivering highly relevant, personalized results



Reconnect Flows

Trigger automatic journeys based on individual behavior, intent and affinity to deliver experiences that are connected and consistent across web, app, mobile and push notifications



Algorithm Studio

Combine the hyper-personalization of Experience OS alongside your own deep business expertise to build recommendation algorithms using Mastercard Dynamic Yield's proprietary AI pipeline capabilities to increase revenue and brand loyalty



Audience Hub

Power deep personalization with an agile segmentation and data management system



AdaptML™

Use predictive and deep learning models on web, in emails and via mobile app



And more ...

Contact our personalization experts to request a demo and learn more about our applications and extensions

sales@dynamicyield.com



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