

DATASHEET



Personalize every customer experience across every channel



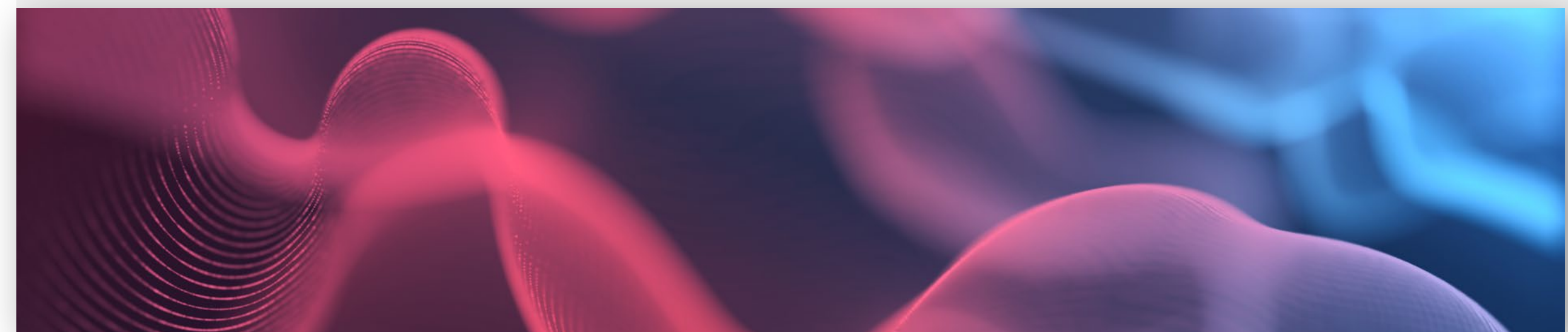
Optimization. Relevance. Engagement.

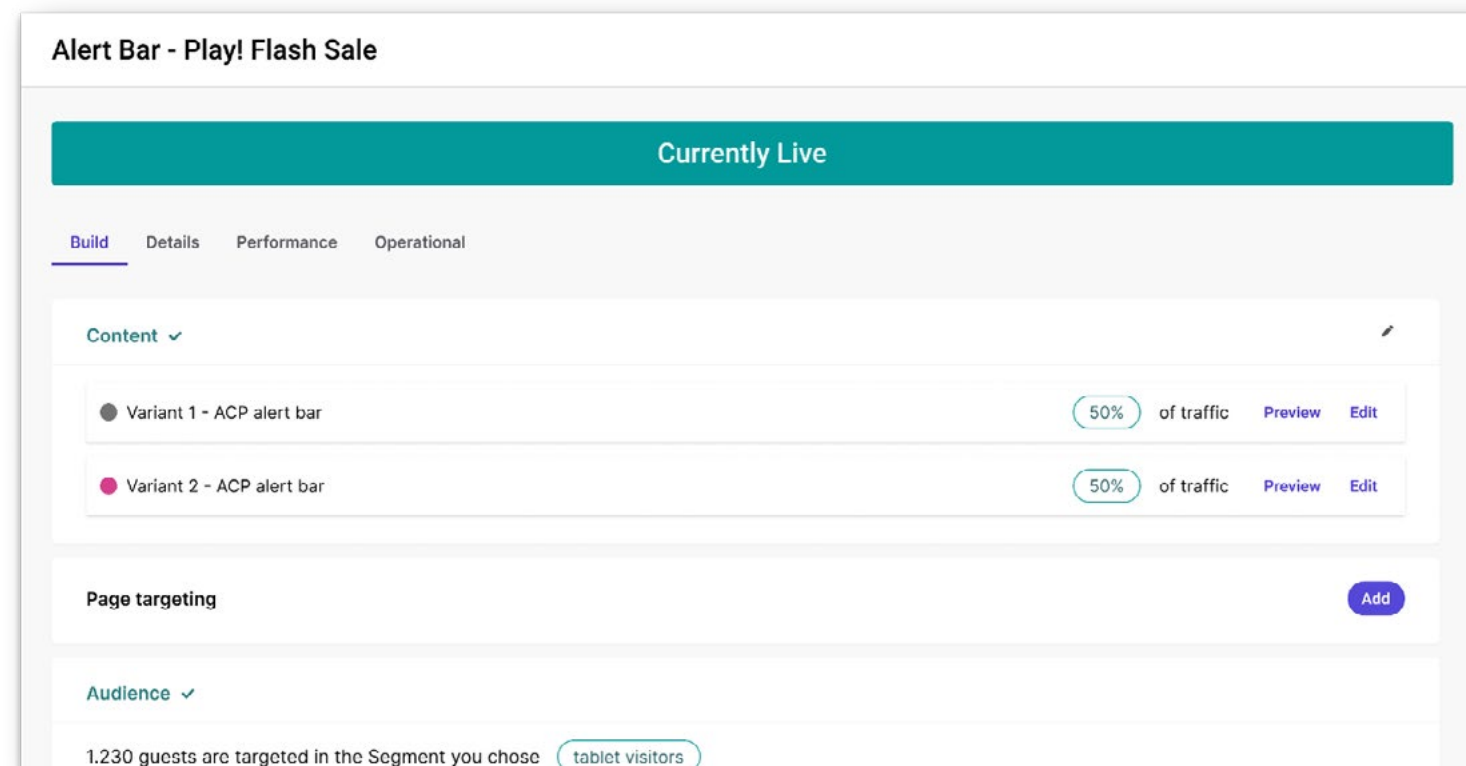
- **World-class personalization**
Create hyper-relevant digital experiences for every customer in every moment.
- **Connected customer experiences**
Deliver a seamless digital experience that jumps effortlessly from channel to channel.
- **Customer and business data**
Recommend next-best-actions in real-time that balance customer needs and business priorities.
- **Goal-driven A/B testing**
Test, analyze, optimize, repeat – to enhance every step of your digital experience.
- **Lightning-fast performance**
Create instant personalized experiences with modern, edge-based services built for speed.
- **In-the-moment marketing**
Trigger marketing messaging and action in real-time in response to customer activity.

“Sitecore is known for AI-driven and conditional targeting, as well as triggering capabilities for nuanced personalized experiences and experiments.”

Gartner, Personalization Engines Magic Quadrant 2022

Sitecore Personalize powers the world's most innovative brands



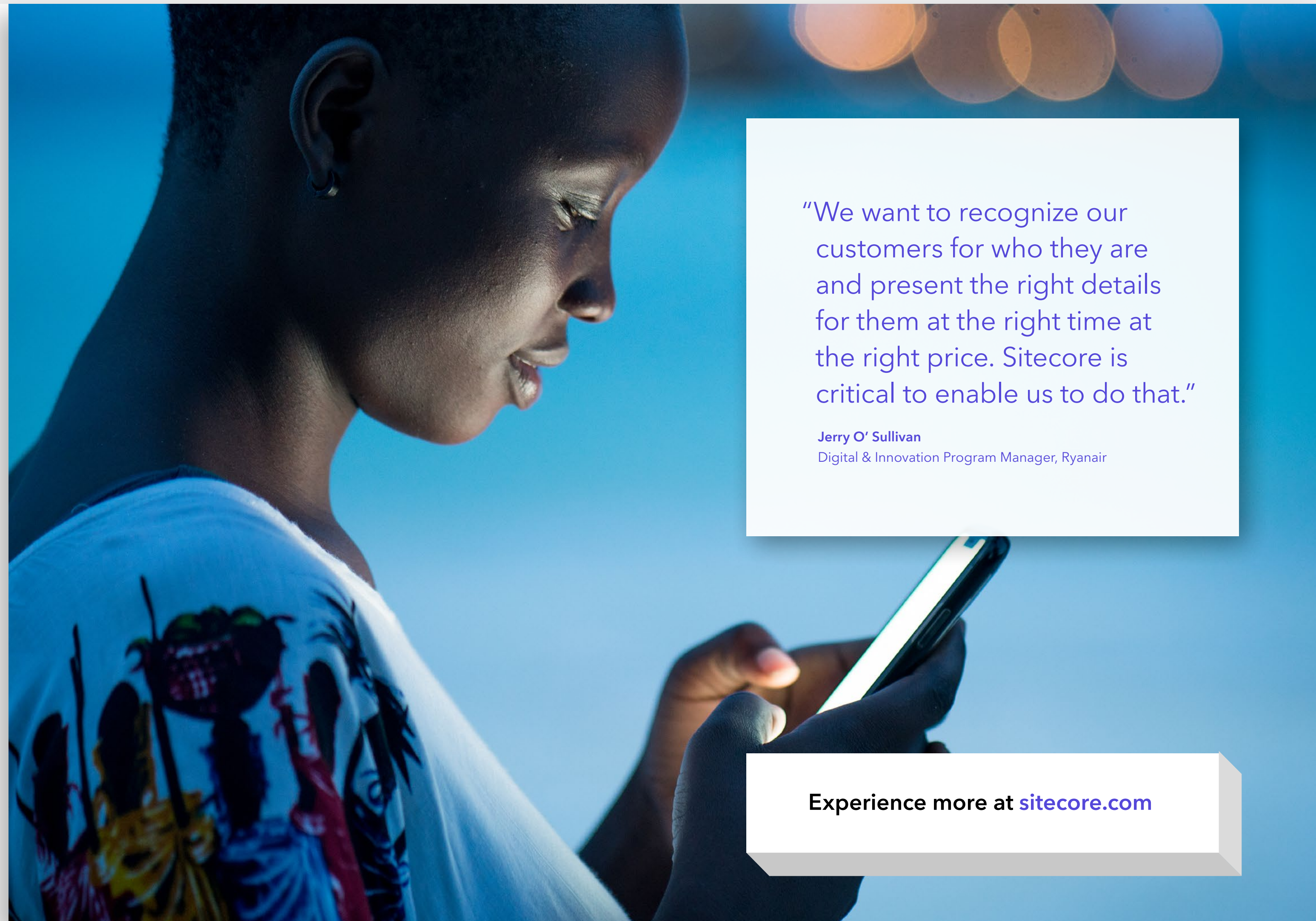


Why Sitecore Personalize?

- **Omnichannel personalization**
Intelligent optimization for every channel across your whole ecosystem.
- **Industry-leading decisioning**
First-party data unlocked for personalization without compromising on privacy.
- **Business impact**
Market competitiveness and proven ROI across B2C and B2B industries.

Why Sitecore?

- **Standout software**
The only fully cloud-native DXP with composable solutions from content to commerce
- **Global scale and experience**
A global-first business with solutions and specialists for every market
- **World-class support**
An industry-defining customer success offer and global community



“We want to recognize our customers for who they are and present the right details for them at the right time at the right price. Sitecore is critical to enable us to do that.”

Jerry O’ Sullivan
Digital & Innovation Program Manager, Ryanair

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