



Always **on.**
Always **1:1.**

Your buyers expect relevance on every channel at every time.

Idio's Demand Orchestration platform makes this possible.

Demand generation leaders at global B2B organizations with a complex range of products and buyers use Idio to predict the interests of every individual, and automatically deliver relevant 1:1 experiences across digital channels.

Demand generation leaders use Idio to power:



Omni-channel demand generation:

Build a unified and adaptive demand creation process

Many demand generation marketers are forced to manually deal with operational complexity across a diverse set of customers, solutions, product, and content offerings. Now you can eliminate these low value activities to improve the yield and efficiency of your marketing processes. Idio helps you leverage AI for content indexing, customer profiling, and automated recommendations across all channels.



Web conversion optimization:

Deliver the right message for every buyer – every time

With so many content assets, and diverse customer needs, it's challenging to present the right message to the right person across all interactions. Using our AI-generated interest profiles and predictive recommendations you can now keep site visitors better engaged. Whether they are a known or anonymous visitor, Idio enables you to maximize the digital value exchange with each customer to achieve more quality conversions.



Email nurture optimization:

Dramatically improve your CTR

Marketing automation platforms can automate the sending, but not the decision of who should receive which content. Idio's predictive recommendations are automatically generated based on each contact's interests and seamlessly integrated into your existing email platform. Reap the rewards of personalization without the prohibitive cost of manual rules and endless template variations.



First Party Intent Data:

Understand the intent of individual prospects at target accounts

Idio's unique first party dataset reveals the intent of both anonymous and identifiable web visitors. This dataset can be stitched together with your marketing automation platform, CRM, reverse-IP data or data lake to see buyer interests by buying stage, industry, account and title in real-time.

Clients include:



The power of Demand Orchestration

Even with a complex matrix of buyer personas and market offerings, Idio gives your prospects the right content automatically, all the time.

Understand your content with **content intelligence**

Idio's Content Intelligence engine analyzes and categorizes your content against 25 million topics in multiple languages. This enables you to turn unstructured content items into a structured content hub to deliver more relevant information to your customers. Providing the right information to your customers enables you to generate more demand and ultimately revenue.



Understand your customers with **first-party intent data**

Idio creates an interest profile for each customer based on her unique content journey across your first-party channels – for both anonymous and known individuals. Updating in real-time with each interaction, the interest profile is a powerful dataset which enables enhanced segmentation, automated recommendations, and actionable sales intelligence.



Give customers a **dynamic 1:1 experience**

Idio analyzes each customer's interests, coupled with defined content eligibility options, to make predictive next-best-content recommendations. This delivers a personalized journey for each customer, while adapting to their changing preferences over time.



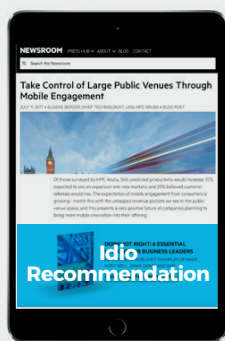
Deliver a seamless 1:1 experience **across channels**

With seamless integrations into your marketing stack, Idio's interest profile data and predictive recommendations place the customer at the center of each interaction – regardless of the channel they choose. Break down traditional channels and accelerate demand by orchestrating each customer's journey in a truly unified way.



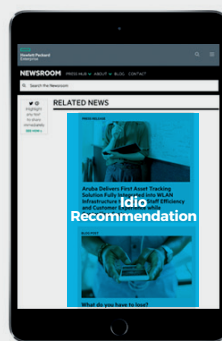
How Idio works

Richard the Chief Financial Officer visits this B2B Technology company's website and reads an article.

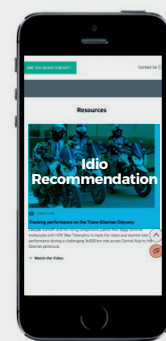


2019 Buick Regal Sportback
COMPACT PICKUP Jeep
Anti-pollution Volkswagen Group
FUEL ECONOMY
Autonomous vehicle Mobility Report

As Richard reads more articles and downloads whitepapers on the website, Idio builds a real-time profile of his unique interests and intent. Idio uses this insight to recommend his next individually piece of content at each step of his buyer journey.



server centers Intellisnap
application architecture
Artificial Intelligence Imperative
FLASHARRAY
SQL Server
Moore's Law Hadoop Shared Accelerated Storage



Moore's Law Data
data strategy **AI-Ready Infrastructure**
Artificial Intelligence Imperative
Application architecture server centers
Intellisnap analytics application

“ Enabling marketing relevance at scale is challenging, but Idio is giving us a path to achieve this.

Byron O'Dell
IHS Markit, Senior Director of Marketing

“ Idio has provided our sales and marketing teams with predictive intent data that allows us to serve our clients better, and upsell relevant products effectively.

John Ewing
Fitch Ratings, Chief Marketing Officer

We'd love to talk about the challenges you are facing, and the ways we can help. If you'd like to find out more about how Idio can work for you, please email us on sales@idio.ai or visit our website: idio.ai