# AIXON

by **Appier**

Maximize user acquisition with AI-enriched customer data

Most businesses face challenges of acquire new users effectively AIXON can enrich your 1st party data and acquire new users with AI-enriched user affinities

AI-enriched Customer Data

Leverage natural language processing (NLP) and deep learning models to auto-label user from your audience intelligence in just a few clicks
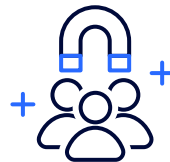
Maximize User Acquisition

Appier's AI technology can maximize user acquisition, including group behavior prediction, smart keyword grouping and overlapped group optimization.

Orchestrate Actionable Insights

Export actionable insights and AI-segmented audience to integrated platforms including owned channels, paid channels, API integration and business intelligence platforms.

User Affinity

- Game Ticket
- US Travel
- Fitness
- Basketball
- NBA
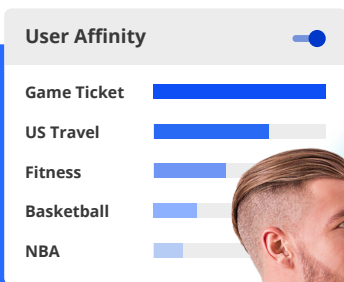
Enrich data with AI-predicted user affinity

Extrapolate user interests and keywords based on semantic and behavioral analysis of user attributes and behavior. Strengthen your data capability using Appier's AI-enriched data with high accuracy, and stay connected with customers with AI predictions to better cultivate useful first-party data.

Our Clients

CHARLES & KEITH   Audi   BMW   Heineken   SAMSUNG   BRAND'S   三井住友海上グループ MSIG 明台産物保險

Lisa
Indoor Sports Enthusiast

- Runner
- Health
- Mobile-first
- Price-conscious
- Environmentalist

INTEREST SUGGESTION
The target country is SG.

INTERESTS			SIZE
1.	sport court ×		828,100
2.	Gym ×	Swimming ×	1254,204
3.	BMI ×	Lost weight ×	Calories ×	724,321
4.	Boston ×	NBA ×		23,592

Target high quality customers with 1st party data

A common problem businesses face is that with limited transactional data, they can only find users using rule-based segmentation. Try AIXON, which automatically enriches your customer data with AI-predicted expanded interests so that you can target and engage with the audience more precisely.Appier offers a range of AI-predicted attributes for data enrichment.

Out-of-box keyword and interest to expand your customer reach precisely

Unify customer data across channels with AI-powered technology through the probabilistic matching. Turn website traffic which is 90% anonymous into actionable insights with high accuracy to understand individual users' preferences holistically. Target the right audience and retain valuable visitors accurately with first-party data.

Similar Audiences
- VIP status
- Likely to purchase
- Sport court

Activate owned and paid channels with highly personalized engagement

Export actionable insights and AI-segmented audience to integrated channels and optimize engagements throughout the customer journey. Personalize multidimensional customer experience through seamless integration with dozens of platforms including owned channels, paid channels, API integration, business intelligence platforms.
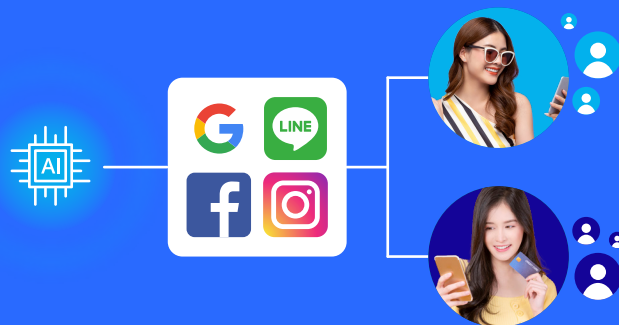
Optimize user acquisition performance and autopilot ad operation with AI

You can create lookalike audiences with AIXON and directly build ad groups on paid channels like Facebook via AIXON's AI model with similar keywords and interests. No more guessing; you can now find the right audiences effectively with less overlap, alleviating the ID matching challenge.