# ANAGOG // Reinventing physical-world personalization

Anagog revolutionizes the way you understand and engage with your customers. Improved, personalized and contextual services with unmatched privacy control.

Companies need to know their customers' needs to cater personalized offers and services, and without intruding on their privacy.

Anagog's Edge AI engine, JedAI, provides insights on customer physical world behavior: activity, whereabouts, behaviors, and predicts what they are likely to do next – all in real-time. It builds a unique user persona to provide greater offers and services in relevant moments.
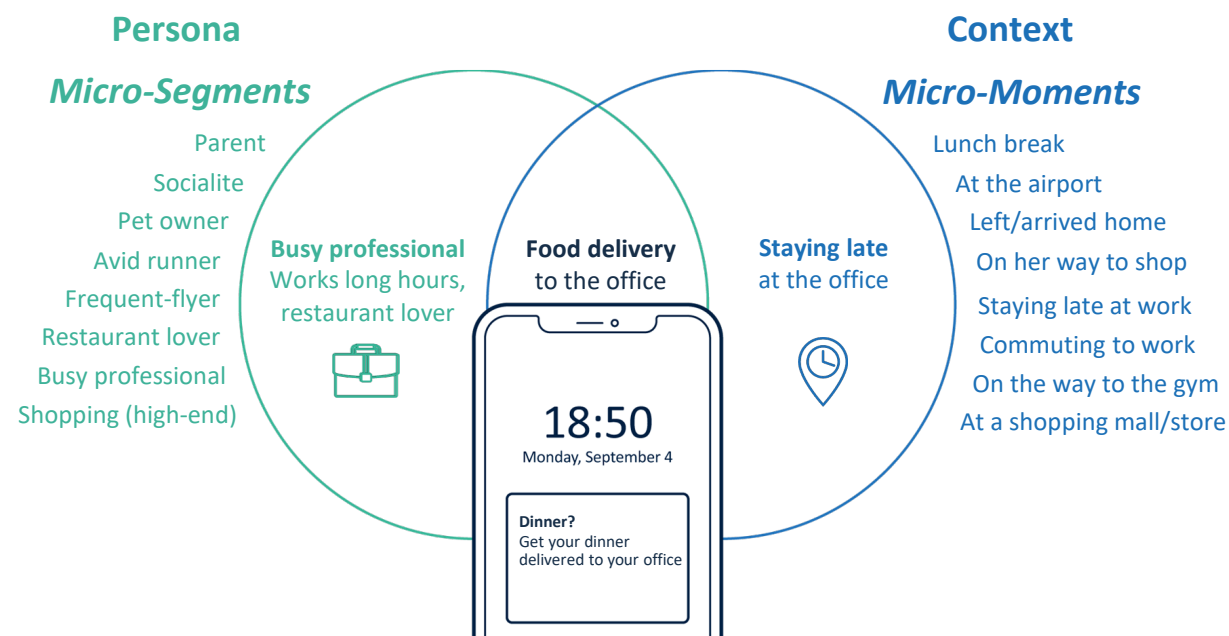JedAI's Marketing Assistant (JeMA) allows you to deliver hyper-personalized engagement at scale.

## Understand the "New Normal" of customers emerging for COVID-19

- The Coronavirus is changing people's behavior. Each individual will react differently
- Anagog offers the perfect solution to understand the 'New Normal' behavior per each customer
- Anagog allow brands to address and engage everyone according to their new lifestyle
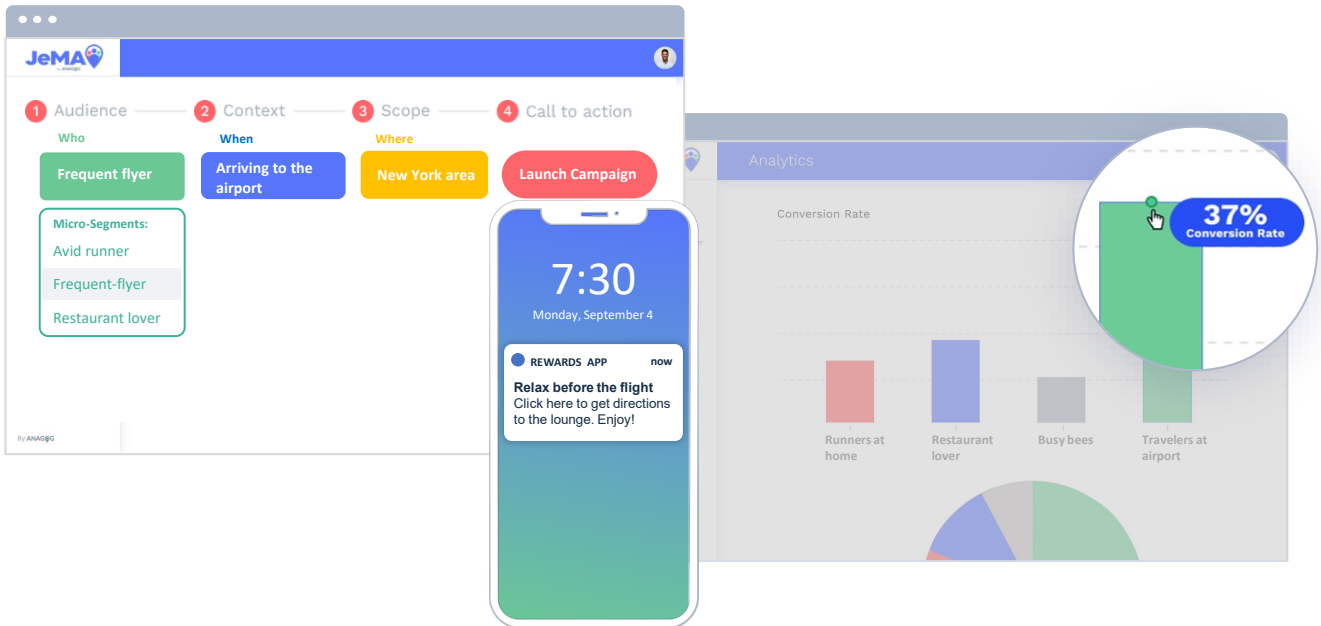


## Understand who your customers are, what they need, and when they need it

**Persona**

*Micro-Segments*

Parent
Socialite
Pet owner
Avid runner
Frequent-flyer
Restaurant lover
Busy professional
Shopping (high-end)

**Busy professional**
Works long hours, restaurant lover

**Food delivery** to the office

18:50
Monday, September 4

Dinner?
Get your dinner delivered to your office

**Staying late** at the office

**Context**

*Micro-Moments*

Lunch break
At the airport
Left/arrived home
On her way to shop
Staying late at work
Commuting to work
On the way to the gym
At a shopping mall/store

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## Cater each customer the right offer at the right time, every time

Deliver personalized, contextual, and real-time engagements, at scale, with JedAI's powerful marketing platform that integrates with your marketing stack. We call it JeMA, and it will change the way you engage with your customers



By connecting the online and offline world, JeMA allows you, in just a few clicks, to automate the delivery of specific, context base campaigns at scale. Engage with each customer in the most relevant moment and context. Personalizing and humanizing customer engagements has never been easier.

| Hyper-personalized campaigns at scale | Advanced Customer Clustering | The first privacy-focused marketing platform | Automated campaign optimization | Seamless integration |
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## What Makes Anagog JedAI Suite Unique

**Anagog's patented EDGE AI technology means that all insights are generated on the phone, no cloud dependency**

Battery consumption **less than 1%** per day

**Machine learning** on a mobile phone with no cloud support

**Privacy-by-design** - all info remains on the phone

Industry's best **Micro-fencing**

Own POI **discovery technology**

On-handset **marketing automation**

## Get onboard with JedAI and disrupt!



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