CUSTOMER & SALES JOURNEYS

Turning audience signals into real-time opportunities

Smarter targeting. Stronger engagement. Measurable online and offline outcomes.

Brief Description

Consumer journeys now span multiple screens and channels, making it hard for brands to know who is likely to convert, when to reach them, and what will land in that moment. Static targeting and post-campaign reporting arrive too late to act on.



How AI Was Applied

AudienceConnect applies AI-led audience intelligence to installed-app and intent signals through its proprietary Appography layer, scoring users on conversion likelihood in real time. The platform refines audience selection, creative delivery and bidding mid-flight, and links online exposure to offline action through hyperlocal footfall attribution.

Impact

30–35%
Increase in ad engagement

15–20%
Uplift in offline store footfall

Real time
Decisioning, not post-campaign reporting

AI moved campaign intelligence from post-campaign reporting to real-time decision-making, turning audience signals into measurable online and offline outcomes.

About AudienceConnect | AudienceConnect is an AI-powered omnichannel DSP operating across India, MENA and Southeast Asia, with a proprietary identity and audience layer built on installed-app signals.