Bounteous has developed a connector to seamlessly integrate Acquia’s Digital Experience Platform with Google’s best-in-class Artificial Intelligence Platform and GA 360 to create a powerful insight-driven marketing platform that delivers AI personalization at scale. As a long-standing Acquia Preferred Partner, the first Acquia Lift Solutions Partner, and a Google Marketing Platform Sales Partner, Bounteous is paving the way in improving the customer experience to maximize conversion and drive business results.

"We believe a great digital experience can transcend the digital world and create deeper brand engagement and brand loyalty. With **AI-Driven Personalization**, we drive personalized experiences at scale to make your digital property stand out from competitors and become a market leader."

**Seth Dobbs**  
SVP of Engineering, Bounteous

**Our solution to personalization at scale includes:**

- Lead prioritization
- Content attribution modeling
- Audience segmentation
- Automated metadata tagging of assets in Acquia DAM
- Feature importance measurement
How Does It Work?
Acquia DXP + Google AI Platform + Bounteous know-how combine to create a powerful insight-driven marketing platform that will enable you to deliver a personalized experience for every visitor to your digital property. We help make your customers feel seen, known, and understood to meet their needs at the moments that matter in order to drive conversion and ultimately, ROI.

Can I Make a Case for Investing in Personalization?
According to a Forrester Report, businesses are starting to determine that improving customer experience is a greater priority than increasing revenue. This is because great customer experience will improve conversion, retention, engagement, and other factors that drive business success.

Personalization at Scale
Scaling personalization beyond a few use cases can be overwhelming and time-consuming, but it can be made simpler through artificial intelligence. In fact, it’s never been easier to understand consumers and create personalized offers by adding AI capabilities on top of Acquia’s DXP platform.

Why Artificial Intelligence?
Ultimately, the proper leveraging of AI as a part of your digital marketing toolkit will help you stand out with your audience and improve your customer experience. Creating a sense of intimacy with your customer base builds loyalty, confidence, and joy in buying. This will help you stand out from your competitors to drive increased revenue.

Where Do Your Competitors Stand?
89% of digital businesses are investing in personalization, according to a Forrester Report. As tools have evolved, the ways that we personalize content and the type of content that we can personalize has also changed. Larger marketing budgets are now being dedicated to personalization efforts given the ROI and effectiveness we’ve proven in the market.

For more information or to set up a complimentary consultation with a member of our award-winning digital transformation team, reach out today.

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