

## AUDIENCE MANAGEMENT PLATFORM+

Simplify the complex

Marketers are hindered by shifting budgets, increased dependence on technology and development resources, and complex implementation demands. Allant's Audience Management Platform+ solves for this by simplifying the chaos with an all-in-one platform bringing together:



**EASILY  
INGESTIBLE  
DATA**



**HARMONIZED  
DATA SOURCES**



**ANALYTICS  
& REPORTING**



**AUDIENCE  
DEVELOPMENT**



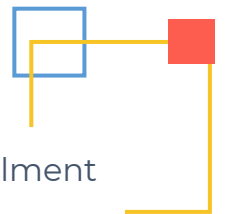
**AUDIENCE  
ACTIVATION**



Allant's Audience Management Platform+ (AMP+) is a streamlined, end-to-end analytics customer data platform built for the marketer. The AMP+ database and data repository is underpinned by a hyper-fast query engine designed for 'no code' reporting, analytics, segmentation, and data processing.

### Key Capabilities:

- Unify data ingestion, transformation, visualization, discovery, and fulfillment
- Incorporate retention and acquisition campaign audience management
- Perform basic changes without the need to move data to another system
- Attach models to the data in place – and accelerate their execution
- Dig deep into stats and predictive analytics without writing SQL
- Create and publish business intelligence-style reports to desired recipients



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Allant's Audience Management Platform+ (AMP+) brings together the people, process and technology to put your first-party data at the center of your audience orchestration strategy.

### FUNDAMENTAL FEATURES



#### **Speed to Action**

Data at rest in a single location eliminates inefficient transfers to functional data stores

#### **Low Code, No Code**

No need to interrupt development to apply models or develop segmentation

#### **Data Discovery**

Human guided AI/ML;  
Data visualization at scale

#### **Business Reporting**

Comprehensive reporting from disparate data sources

#### **Data Wrangling**

Fast, repeatable data processing and ETL

#### **Actionable Data**

Insights and action driven by atomic/granular data

#### **Data Experimentation**

Recorded analysis paths leading to automated repeatability

#### **Audience Targeting**

Enhanced capabilities for modeling, segmentation, and activation

#### **Analyst Sandbox**

Enable the data analysts to play with the data;  
Eliminates risk of data destruction

#### **Scaled TCO**

Fewer resources needed to ingest, analyze and activate your data

