Jivox enables global brands to deliver personalized digital advertising and marketing experiences to millions of consumers.

Jivox IQ is the company's flagship machine learning-driven platform purpose-built for real time personalization. Jivox IQ is designed to access proprietary, consumer, contextual and campaign data, and integrates it--in real time--with thousands of creative and messaging variations that result in millions of personalized digital ads. Every message is customized to an individual and delivered programmatically, in all formats and to all channels, giving global brands a scalable, market-tested solution for engaging consumers at the right place and the right time, and with the right message.

Business benefits of Jivox

- **Accelerated conversions** and cost savings
- **Continuous** customer engagement
- **Relevant 1:1 messaging** to each consumer

- **Seamless customer experience** across marketing channels
- **Future ready** for emerging marketing channels
- **Easy integration** into the marketing cloud

Why Jivox is different

Over 140 large enterprises rely on our technology to deliver personalization at a scale:

250K
Zalora
combining a 250,000 product inventory with daily offers to deliver precise messaging in 6 languages across Asia

6M
Cars.com
6 million SKUs of car inventory monitored in real time to power personalized ads

4.4K
Toyota
4,400 placements managed with 110 rules to track continuously updated local offers in two languages

20
Priceline.com
Over 20 individual hotel, price and category related data variables used to personalize travel ads

6K
Showtime
Weekly automated creative updates across 22 audience segments using parallel decision trees on a per-segment basis

Jivox leads the market by innovating technology

Big Data Integration
Collects, integrates and makes available vast amounts of audience, contextual and campaign data to determine the optimal creative format and messaging for a 1:1 consumer experience.

Neuron™ Machine Learning
Powers all of the core algorithms that drive personalization across our platform. Machine learning enables us to process vast amounts of data, learn and detect patterns, predict and optimize outcomes to produce the best performing marketing campaigns.

Dynamic Canvas™
Assembles ad content on-the-fly from thousands of assets and real-time content feeds, using lightweight assets stored in and assembled by the Jivox Content Management System. This is done without using templates or restricting creative design.

Jivox is scalable cloud marketing infrastructure

- **Data-level personalization** – directs and decides creative output at the data layer

- **Real-time** – under 10 milliseconds between trigger, decision and action

- **Open** – integration with enterprise partners including AppNexus, Bluekai, LiveRamp, Adobe and others, plus APIs for extensibility

- **Flexible** – edits propagate instantly and campaign-wide

Jivox is omni-channel

Display, Video, Mobile, Social, Email

Jivox is the preferred technology provider

for personalization

XAXIS

MINDSHARE

AppNexus

IPG MEDIABRANDS

Jivox is market-tested by leading global brands

JACK DANIEL'S Tennessee Traditions

REI

BAYER

TOYOTA

priceline.com

BOSE

dyson

SHOWTIME

JBL

DICK'S SPORTING GOODS

SONY

TIME