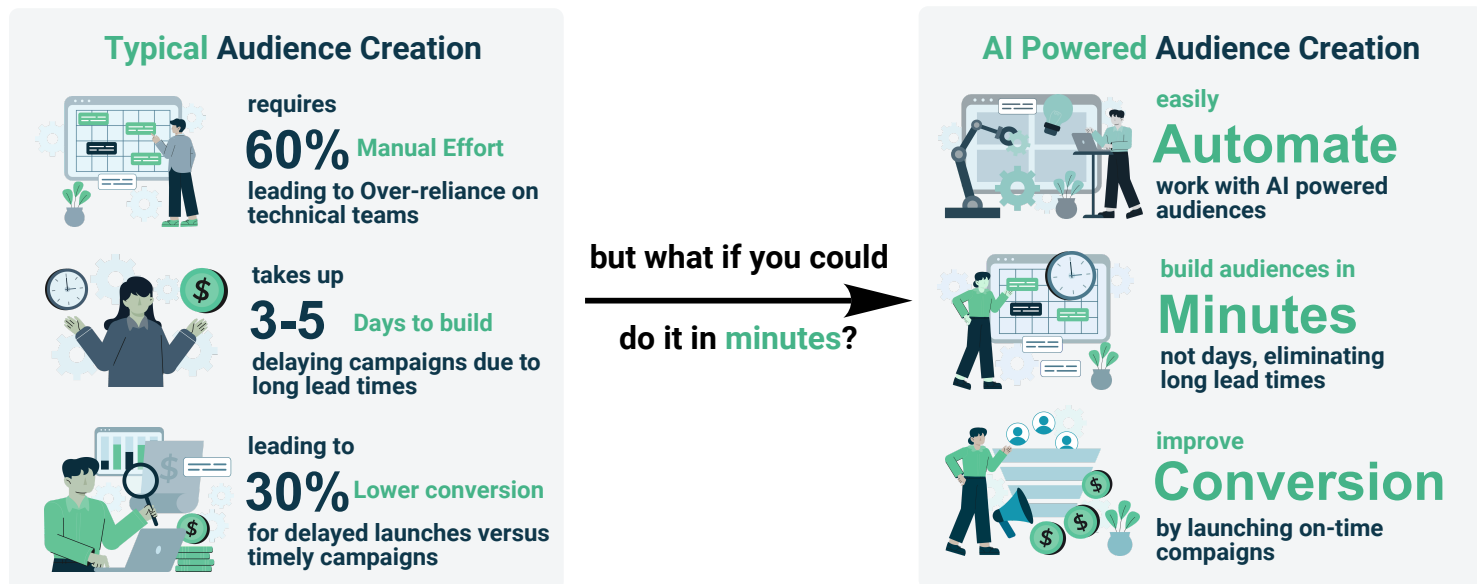# Build Behavioural Audiences powered by AI
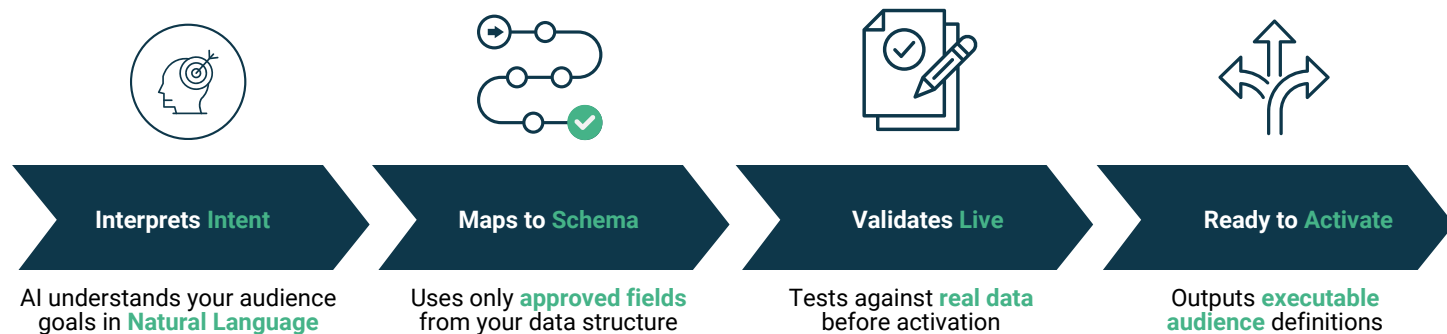
No Code. No technical bottlenecks. No governance compromise.

In the age of AI, relying on Manual Audience Creation is equivalent to losing time, money & opportunities
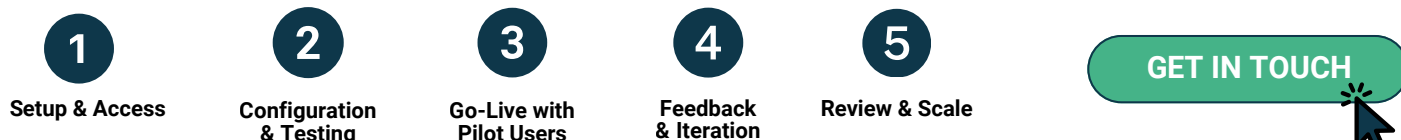
Typical Audience Creation

requires **60%** Manual Effort
leading to Over-reliance on technical teams

takes up **3-5** Days to build
delaying campaigns due to long lead times

leading to **30%** Lower conversion
for delayed launches versus timely campaigns

but what if you could do it in minutes?

AI Powered Audience Creation

easily **Automate**
work with AI powered audiences

build audiences in **Minutes**
not days, eliminating long lead times

improve **Conversion**
by launching on-time compaigns

Syntasa makes it possible
with its Customer Audience Agent

How it works

Interprets Intent
AI understands your audience goals in Natural Language

Maps to Schema
Uses only approved fields from your data structure

Validates Live
Tests against real data before activation

Ready to Activate
Outputs executable audience definitions

We adhere to Responsible AI Principles: Trust, Transparency, Privacy & Reliability

Not convinced yet? Test our agent in a pilot stage to ensure usability and confidence before wider adoption.

1 Setup & Access

2 Configuration & Testing

3 Go-Live with Pilot Users

4 Feedback & Iteration

5 Review & Scale

GET IN TOUCH

SYNTASA

Syntasa's Composable CDP: A warehouse-native, modular platform that captures and unifies customer data to enable personalization, segmentation, insights, and AI with full transparency and scalable data architecture.

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