



360 Audience Profiling



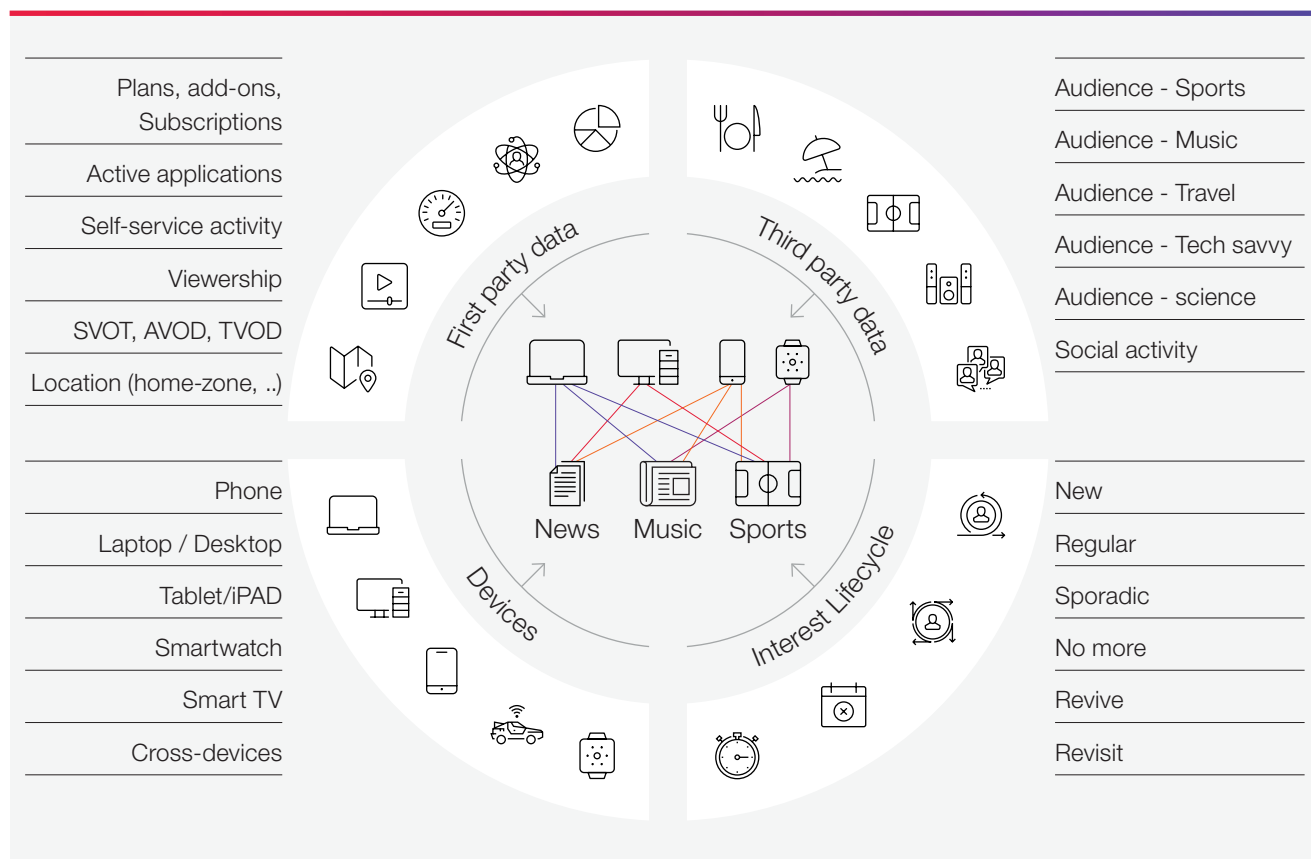
CGI Audience Profiling is an advanced audience profiling tool that uses AI to further segment audiences than is possible using first-party datasets alone. It provides an AI layer that plugs into existing systems and can search for patterns hidden within existing data, extrapolating impressively granular audience profiles from comparatively basic initial information with full data security and compliance.

Fully compliant with legislation such as Europe's General Data Protection Regulations, it allows Media & Entertainment organizations to offer increasingly sophisticated content recommendations to enhance audience engagement, provide advertisers with more accurate segments for targeted advertising, and gain better understanding and insight into their audience and their past and probable future behaviors.

Key feature:

- Data management & engineering (AI/ML)
- Data observability & governance
- AI and data platform
- Customer engagement platform
- Athlete 360 profiling
- 360 user profiling, user interest insight
- Audience personalized engagement
- Targeted advertising & attribution
- Campaign analytics
- Sports viewership & event analytics
- Ad-server ad-zone advertiser agency analytics
- Content, viewership & subscriber insight

Understanding users' interests with CGI Audience Profiling



About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally

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