The AI-Driven Customer Engagement Playbook: A Comparative Guide to Platforms
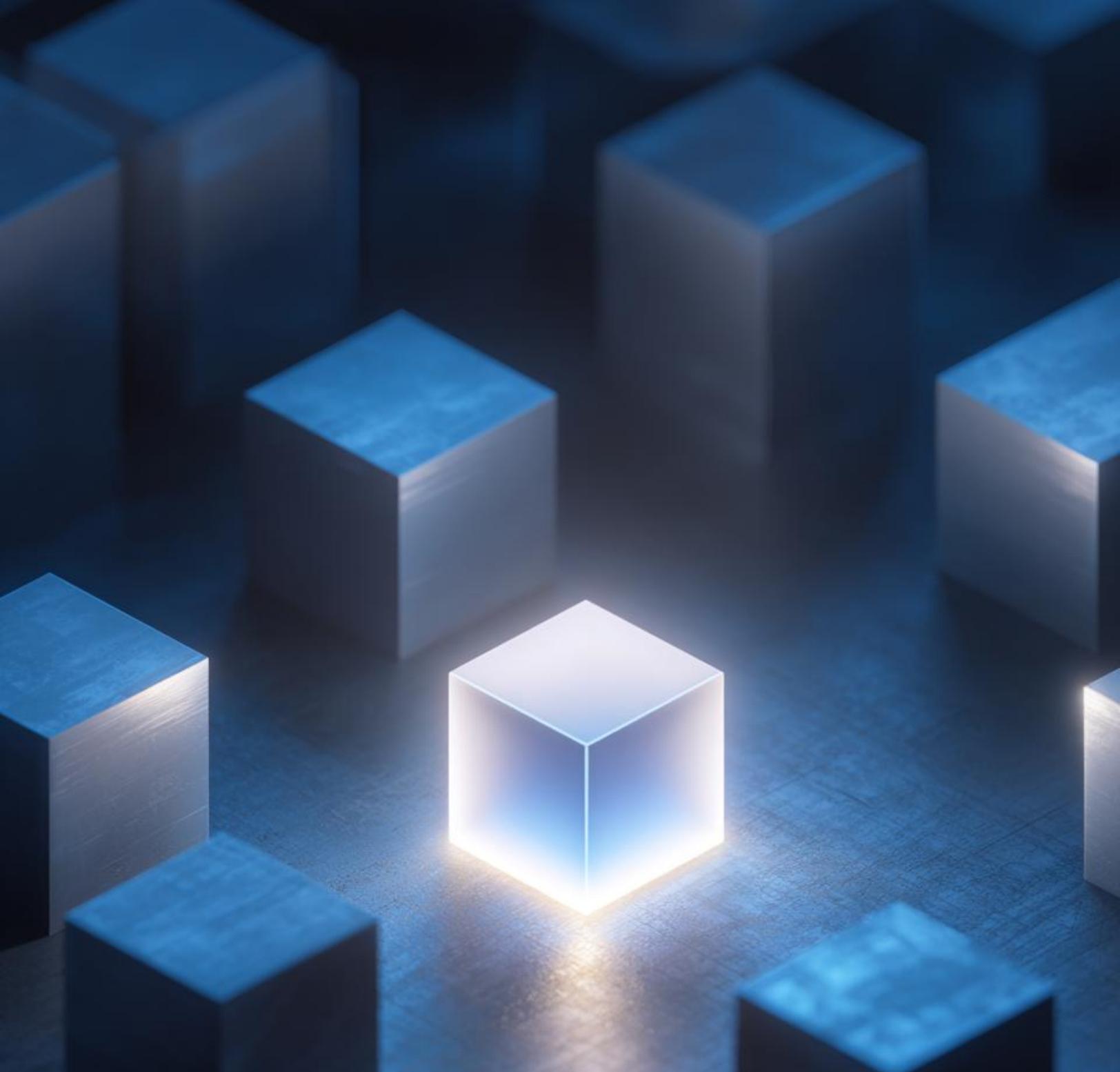
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The AI-First Advantage

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1.1 The AI-First Advantage

Established customer-engagement platforms face a paradox. They have enviable data, scale and customer trust. And yet those very strengths create friction when aiming to innovate using today's quickly-evolving AI capabilities.

Two key barriers are faced by the market. First, technical debt associated with legacy and interdependent architectures can slow down model deployment and iteration. And this is not a trivial problem. IT leaders report a sizable share of engineering time tied up in debt service, rather than specifically on new features.[1]

Second, corporate governance and risk controls, raise guardrails related to data exposure and acceptable use. Although such controls are prudent and necessary, R&D efforts within such an environment can be slowed, as compared to the agility that AI-first startups enjoy.[2]

Against this backdrop, AI-First challengers can test and ship faster, using composable stacks that let teams mix and match best-of-breed services, plugging models directly into cloud data warehouse and activation tools, thereby significantly cutting time from prototype to production.[3]

Despite these headwinds, enterprise giants like Adobe and Salesforce have rolled out mature AI-driven features, representing real capabilities, not just slideware.[4] In addition, mid-market players like Braze, Insider, MoEngage and CleverTap run lighter, API-friendly architectures that can adopt or partner to create frontier models without refactoring. For these players, new AI features tend to focus on creation, prediction and orchestration (BrazeAI for message generation and personalization, Insider's predictive audiences and journey Architect, MoEngage's Sherpa for predictive segmentation and send-time optimization, CleverTap's Scribe for emotion-aware copy).[5] Due to their leaner technical stacks, such platforms can often iterate on new features faster than enterprise giants – with new versions ready in weeks or months, rather than quarters. Yet these players have challenges of their own, especially in regard to trust, red-teaming and model governance, which their larger rivals can address more natively.

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[1] McKinsey, "AI for IT modernization: Faster, cheaper, better, December 2, 2024 (https://www.mckinsey.com/capabilities/quantumblack/our-insights/ai-for-it-modernization-faster-cheaper-and-better)

[2] For example: Salesforce, "Einstein Trust Layer Limits" (https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_limits.htm)

[3] Frans Riemersma, "How Stack Composability & AI Can Supercharge Martech Stacks," July 17, 2024, CMSwire (https://www.cmswire.com/digital-marketing/how-stack-composability-ai-can-supercharge-martech-stacks)

[4] For example: Salesforce, "Einstein Generative AI Features" (https://help.salesforce.com/s/articleView?id=ai.generative_ai_solutions.htm&type=5)

[5] Braze, "AI designed with humans in mind" (https://www.braze.com/product/brazeai).
Insider, "#1 AI-native Omnichannel Experience and Customer Engagement Platform" (https://useinsider.com).
Moengage: Shana Haynie, "Navigating the AI Revolution in Lifecycle Marketing: Challenges & Opportunities," May 28, 2025 (https://www.moengage.com/blog/navigating-the-ai-revolution-in-lifecycle-marketing).
CleverTap, "Try Scribe Now" (https://clevertap.com/scribe-ai-marketing-copy)

Another market group consists of loyalty niche players, like Capillary, Netcore, Xeno Loyalty and EasyRewardz. These platforms differentiate themselves by focusing on the needs of loyalty program administrators, facilitating the management of earn/burn metrics, loyalty tiers, rewards catalogs and accrual partners, for example. By now, all such players have devoted various levels of effort to enhance their capabilities in regard to ML or AI. Capillary offers Generative Loyalty along with an aiRA copilot. Netcore applies ML to subject-line optimization. Xeno markets 1:1 retail offers via its AI-driven CRM. And EasyRewardz positions AI as the "backbone" of its lifecycle suite.[6] It's fair to say these players benefit from working within a tight domain. (Loyalty data is structured, repeat-purchase-oriented and rich in response labels, all of which create fertile ground for uplift, propensity models and personalization.) However, loyalty niche providers depend on downstream data from POS, ecommerce, ESP and apps, and outcomes are only as good as the upstream integrations and identity resolution. If data is siloed or delayed, loyalty models will under-perform.

Against this array of options, the AI-First segment is quite far ahead.

To understand this is a concrete way, let's look specifically at SOLUS.ai which was a first mover, and is currently a market leader in the AI-First category. Notably, SOLUS has been able to implement the aspirational goal of Segment of One – acting as a system of intelligence that sits between users' existing data sources and their existing engagement channels, generating individual customer-level nudges that combine recommendations, propensity scores, and stacked models, rather than broad segments or static rules.[7]

And the business benefits of n=1 relevance are quite significant. McKinsey reports 5–15% revenue lift and 3% annualized margin improvement from personalization efforts. Consistent with these findings, SOLUS reports a 20-30% improvement in conversion rates and incremental topline revenue gains of 3-7%, achieved on top models and segments implemented by sophisticated technologies, and 4-5x higher ROI vs. best-in-class segment-led methods.[8]

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[6] Capillary, "Generative Loyalty: Artificial Intelligence Meets Customer Loyalty" (https://www.capillarytech.com/generative-loyalty-ai-meets-customer-loyalty).
Capillary, "Generative Loyalty: Transforming Loyalty Programs with aiRA" (https://www.capillarytech.com/blog/generative-loyalty-ai-meets-customer-loyalty).
Netcore, "Subject Line Optimisation" (https://cedocs.netcorecloud.com/docs/subject-line-optimisation-1).
Xeno, "Xeno Next Gen CRM and Loyalty Engagement Suite" (https://www.getxeno.com/whitepapers/xeno-next-gen-crm-and-loyalty-engagement-suite)
EastRewardz, "Easyrewardz Transforming CRM With Innovation And Vertical SaaS," June 14, 2025 (https://www.easyrewardz.com/easyrewardz-transforming-crm-with-innovation-and-vertical-saas)
[7] SOLUS.ai, "AI Platform for Personalization and Retention Marketing" (https://solus.ai)
YourStory, "SOLUS AI" (https://yourstory.com/companies/solus-ai)
[8] McKinsey & Company, "What is personalization?" March 30, 2023 (https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-personalization).
McKinsey & Company, "Unlocking the next frontier of personalized marketing," January 30, 2025 (https://www.mckinsey.com.br/capabilities/growth-marketing-and-sales/our-insights/unlocking-the-next-frontier-of-personalized-marketing)
AI Master Group, "The Solus.ai Advantage" (https://aimast.org/solus-ai/)

Other distinguishing aspects of SOLUS.ai include:

- ❑ Ten or more recommendation systems running in parallel, with a meta-learner making final recommendations selected from competing models that use both online and offline data.

- ❑ For situations where larger segment groups are desirable, SOLUS offers more than 100 ready-to-deploy segments. (User-specified on-demand segments are also supported.)

- ❑ A flexible journey builder with multi-channel campaign orchestration within a consolidated interface, supporting always-on lifecycle campaigns that dynamically optimize themselves at the n=1 level using contextual multi-armed bandits

- ❑ EIGEN: An agentic capability that automatically generates smart campaign blueprints, covering everything from onboarding to win-back sequences, while handling governance elements like prioritization, scheduling, and cool-off periods.

- ❑ ARC: An agentic capability that detects real-world events and weather patterns, enabling dynamic opportunity identification and corresponding adjustments to existing campaigns. (For example, automatically emphasizing cool treats as recommended add-on items on hot days.)

- ❑ RIG: An agentic capability that automates performance analysis, distilling what works within previous campaign strategies, leveraging insights regarding repeat behavior, retention and churn. Also, the platform automatically identifies and reports in natural language which aspects of each campaign contributed to its success.

- ❑ And with generative AI built into its campaign planning and segmentation modules, SOLUS allows marketers to define strategies using plain-English prompts. The system then translates those requests into precise execution logic, democratizing agentic behavior and accelerating adoption.

Aside from this, SOLUS is able to achieve remarkably fast speed-to-value, enabled in part by an array of out-of-the-box propensity models, including 120 always-on campaigns and fully-automated control groups, plus same-day turnaround on new models. Full implementation takes one week.

This "ship fast, measure fast" posture is a very big differentiator for ROI vs big, expensive platforms. Of course, as with any vendor, such claims should be validated in a pilot with your own data and channels, but taken together, an n=1 system of intelligence plus remarkably fast time-to-value, combine to create a very compelling ROI story, as compared to other market options.

1.2 But how is the AI-First segment able to achieve all this?

As noted, one reason is less technical debt. Members of this segment have typically embraced the broader MACH movement (microservices, API-first, cloud-native, headless), all of which exist in order to enable exactly the pace of innovation that we see from such players. Even mainstream observers note that many "leaders" in packaged suites still lag on real-time activation when judged against composable approaches.[9]

Also, members of the AI-First segment (including SOLUS.ai) tend to focus on narrow problems that show value quickly. Their roadmap generally entails a tight surface area, such as lifecycle triggers, next-best-offer and send-time optimization. With their nimble organizations, decisions are taken quickly based direct customer feedback. And this is exactly the sort of speed and agility that analysts identify as core to long-term success in the marketplace. In fact, MACH guidance explicitly links composable architecture with nimble, decentralized innovation cultures—precisely the operating rhythm that enables AI-First vendors to out-ship slower incumbents. As a result, members of this segment can reach market with AI capabilities that are noticeably ahead of enterprise giants, mid-market players and loyalty specialists alike.

With this as context, let's now review 11 different platforms against 8 different evaluation criteria, with a particular focus on today's emerging AI-driven capabilities.

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[9] MACH Alliance, "About the MACH Alliance" (https://machalliance.org/the-alliance).
MACH Alliance, "Creating the AI-Ready Enterprise" (https://machalliance.org).
Gartner, "Customer Data Platforms Reviews and Ratings" (https://www.gartner.com/reviews/market/customer-data-platforms).
SimonData: Dylan Flye, "Beyond the Magic Quadrant: Discussing Gartner's CDP assessment and Simon's vision for the category," February 28, 2024 (https://www.simondata.com/blog-posts/beyond-magic-quadrant-gartners-cdp-simons-vision)

AI-Driven Capabilities

1.3 AI-Driven Capabilities

In today's hyper-competitive marketplace, customer expectations are evolving faster than ever. Marketing leaders are under pressure to deliver personalized, meaningful engagement across every channel, and they must do this while navigating an increasingly complex technology landscape.

In particular, artificial intelligence has quickly transitioned from the Early Adopter to Late Majority phase. Today, AI powers everything from smarter recommendations and predictive analytics, to adaptive campaign management, agentic automation, and Segment of One at a scale of a hundred million customers. But with so many platforms promising to redefine engagement, it's not always clear which solution is best suited to an organization's needs.

In response, the Customer Engagement Playbook presents a framework that delivers relevant information across an array of technology options, presented in a structured manner, mapping leading solutions across the dimensions that matter most today:

- ❑ Customer 360 View & Data Integration

- ❑ AI-Powered Recommendations

- ❑ Propensity Modeling & Predictive Analytics

- ❑ Advanced Segmentation

- ❑ Campaign Intelligence & Lifecycle Management

- ❑ Analytics & Incrementality Measurement

- ❑ Agentic AI & Innovation

- ❑ Service & Support Models

In this book, we'll explore how established Enterprise Giants like Adobe and Salesforce compare with Mid-Market Players such as Braze, Insider, MoEngage, and CleverTap, as well as with Loyalty Niche Players such as EasyRewardz, Netcore, Xeno Loyalty and Capillary Loyalty. And all of these will be compared to an important new segment: the AI-First category, as represented by SOLUS.ai

By organizing these solutions into clear competitive segments, this guide highlights who is leading in various capability areas, and provides the crucial context that marketers need to make more informed technology decisions in this important and rapidly-evolving area.

Ultimately, the goal is to equip you with actionable insights. After reading this book, you should be able to:

- ➢ Identify strengths and gaps among competing platforms

- ➢ Align technology choices with your brand's growth strategy

- ➢ Understand the innovations that will shape the next generation of customer engagement

In the pages that follow, you'll find detailed platform analyses, segment-level definitions, and a comprehensive grid that summarizes where each segment is positioned.

This is more than just a comparison. It can serve as a roadmap for marketers who want to confidently choose the right AI-driven partner to deliver more personalized, impactful customer experiences.

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1.4 Mapping the Landscape

This book covers the following technology providers.

Adobe

Adobe brings the strength of its Experience Cloud and Adobe Real-Time CDP to customer engagement, offering marketers an end-to-end suite that spans data unification, personalization, AI-powered recommendations, and advanced analytics. With Adobe Sensei AI embedded across its ecosystem, brands gain predictive insights and content intelligence that scale well across the enterprise. Adobe is positioned for global organizations that demand an integrated, enterprise-grade solution for omnichannel engagement.

salesforce

Salesforce leverages its Customer 360 platform and Marketing Cloud to deliver unified engagement across sales, service, marketing and commerce. Powered by Einstein AI, the platform offers advanced segmentation, propensity modeling and journey orchestration, underpinned by one of the market's most mature ecosystems of integrations and partner applications. For enterprises looking for both scale and deep CRM integration, Salesforce remains a leader in the engagement technology landscape.

braze

Braze is an upper-end mid-market engagement platform, focused on real-time customer messaging across mobile, email, web, and in-app channels. Known for its ease of integration and developer-friendly APIs, the platform excels in personalization, lifecycle management, and campaign automation. Its strengths lie in campaign intelligence and multichannel orchestration, making it a popular choice for fast-scaling digital-first brands.

Insider

Insider offers a growth-focused engagement platform with strong capabilities in personalization, AI-driven recommendations and predictive segmentation. With its cross-channel orchestration and analytics, the platform helps marketers to optimize engagement across web, app, email and digital messaging services. Positioned as a mid-market challenger, Insider is particularly attractive to brands seeking measurable uplift in conversion and retention without the overhead of large-scale enterprise suites.

CleverTap focuses on retention-led engagement, combining behavioral analytics, segmentation, and AI-powered recommendations. Its platform is designed to help consumer brands understand user journeys, predict churn and trigger personalized campaigns in real time. With strengths in mobile-first engagement and predictive modeling, CleverTap is a solid choice for businesses looking to deepen loyalty and reduce churn in competitive digital markets.

MoEngage is an insight-driven engagement platform that emphasizes analytics, AI-based segmentation, and omnichannel orchestration. With strong capabilities in lifecycle management and campaign optimization, MoEngage enables marketers to craft personalized experiences across mobile, web and messaging platforms. Its focus on advanced segmentation and campaign intelligence makes it a go-to platform for mid-market organizations seeking growth acceleration.

EasyRewardz positions itself as a loyalty-first engagement platform, helping brands connect rewards, engagement campaigns and customer service into a unified ecosystem. It offers capabilities in customer data integration, advanced segmentation and predictive loyalty modeling, making it especially relevant for retailers and service-driven companies. EasyRewardz bridges traditional loyalty programs with modern engagement strategy, offering a pragmatic path for organizations evolving toward digital-first engagement.

Netcore delivers an AI-driven marketing automation and customer engagement suite, with particular strengths in personalization, campaign orchestration and messaging. Its Smartech platform combines CDP functionality with advanced analytics and propensity modeling to drive measurable impact across channels. With a strong presence in Asia and emerging global reach, Netcore appeals to brands that need a balance of scale, affordability, and AI-driven innovation.

Xeno Loyalty specializes in AI-powered loyalty and personalization for retailers, consumer brands, and service industries. Its platform leverages predictive analytics to deliver hyper-targeted campaigns that strengthen retention and maximize customer lifetime value. Xeno is a niche specialist that blends traditional loyalty mechanics with data-driven engagement, giving mid-sized companies a cost-effective, yet innovative loyalty solution.

capillary

Capillary Loyalty is a global loyalty and engagement provider, known for powering large-scale customer programs across retail, hospitality, and lifestyle industries. Its platform integrates loyalty management, AI-based recommendations, advanced segmentation, and campaign automation. With strong enterprise credentials and geographic breadth, Capillary positions itself as a versatile partner for organizations seeking both loyalty depth and scalable engagement.

SOLUS

SOLUS.ai is an important AI-first innovator, focused on creating deeply personalized Segment of One journeys. SOLUS.ai is able to leverage predictive modeling, lifecycle intelligence and hyper-segmentation to deliver next-best-action recommendations at the individual level at scale. With an emphasis on innovation, agentic AI and lean execution, SOLUS appeals to brands seeking to leapfrog traditional engagement strategies in favor of highly adaptive, AI-driven customer experiences.

1.5 Honorable Mention

blueshift

Blueshift delivers an AI-native platform that unifies, analyzes, and activates customer data across all marketing channels. Its CDP is designed to deliver 1:1 real-time experiences, automating personalization across email, mobile, web and more through AI-driven logic. Its AI-centric foundation makes it a member of the AI-First segment, enabling data-driven, autonomous engagement.

SYNERISE

Although less globally renowned than SOLUS.ai, Synerise is a noteworthy AI-driven growth platform that's strong in data processing and real-time personalization at scale. It offers its own in-memory database, behavioral scoring and advanced segmentation, enabling AI-powered customer journeys. Synerise may warrant evaluation if you'd like to extend your due diligence, beyond the top names the AI-first category, in order to include emerging players.

Evaluation Criteria

1.6 Evaluation Criteria

In order to make useful comparisons across platforms, we propose eight criteria that reflect the capabilities most critical to marketers today. Each criterion highlights a different dimension of customer engagement technology, helping to ensure a balanced and comprehensive assessment of how each of these platforms deliver value.

Customer 360 View & Data Integration

At the heart of effective engagement is a unified view of the customer. A Customer 360 brings together data from disparate sources such as CRM, web, app, loyalty, and offline interactions into a single profile. Strong data integration is essential for everything from predictive analytics, to product recommendations. Therefore a single customer view acts as an enabler, allowing the technology to successfully optimize the way that customer experiences are personalized.

AI-Powered Recommendations

Customers expect brands to anticipate their needs. AI-powered recommendation engines analyze behavior, context and preferences in order to suggest relevant products, content or offers. This drives incremental revenue and enhances customer satisfaction by reducing friction and by improving discovery.

Propensity Modeling & Predictive Analytics

Propensity modeling uses machine learning or AI to predict the likelihood of customer actions such as purchase, churn or engagement. This capability is essential for allocating resources efficiently, to target relevant segments or to proactively intervene when risks emerge. Predictive analytics transform marketing communications from reactive to proactive.

Advanced Segmentation

Segmentation allows marketers to group customers based on shared characteristics. Advanced segmentation goes further, by combining demographic, behavioral and predictive data into micro-segments, and doing so dynamically as behaviors change. This enables brands to deliver messages with greater relevance, improving both engagement and ROI.

Campaign Intelligence & Lifecycle Management

Engagement is not a single interaction. It's a journey. So campaign intelligence and lifecycle management exist in order to ensure that communications are orchestrated in a logical manner across the customer lifecycle, from acquisition to retention. Platforms with strengths in this area automate timing, channel and sequencing, resulting in better journeys and stronger relationships.

Analytics & Incrementality Measurement

Measuring what works is essential. Platforms that provide insightful analytics with reliable incrementality measures allow marketers to isolate campaign impact, demonstrate ROI and continuously optimize strategies. Incrementality measures ensure that efforts are driving true business value, rather than simply capturing demand that would have happened anyway. Best-

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in-class platforms provide reliable measures of top-line impact, calculated in a way that is usable by a CFO.

Agentic AI & Innovation
The next frontier of engagement lies in agentic AI: Systems that can autonomously design, execute, and adapt campaigns based on goals. Innovation in this area signals which platforms are forward-looking and capable of supporting marketers as AI continues to reshape engagement. Best-in-class platforms can suggest new campaigns, based on patterns from previous ones. For organizations seeking a competitive edge, this is a key dimension.

Service & Support Model
Even the most sophisticated platforms would fall short without the right support. The service and support model includes onboarding, training, ongoing assistance, and the quality of customer success teams. There is a cost and resource dimension to this as well. Ultimately, the goal is to ensure that the full value of the technology is achieved as quickly and effectively as possible, but with as low a cost as possible.

2.1 Customer 360 View & Data Integration

One challenge that's common to all the solutions mentioned in this book is that effectively implementing a Customer 360 view or data integration can require substantial data engineering expertise. In particular, setting up user identifiers typically requires careful planning. Successful identity resolution and segment accuracy can require substantial technical effort. As a result, integrating customer data into a CDP can be tedious and slow, and leveraging deeper CDP features can require significant effort and technical understanding. With that said, we'll focus next on strengths and weaknesses that are specific to each of the solutions.

Adobe

5/5

Adobe's Experience Platform is designed to centralize and standardize customer data from numerous online and offline sources in real time, resulting in Customer 360 profiles that are enriched through identity resolution. Data can include transactional, behavioral, CRM and loyalty activity. The platform includes a range of ingestion capabilities, including batch or streaming pipelines, connectors, APIs and SDKs, plus data governance and privacy controls. Adobe uses open architecture and RESTful APIs, so partners and developers can build custom integrations to extend functionality, which can be especially relevant for complex enterprise environments. However, Experience Platform is a premium solution, with correspondingly high cost and resource requirements, and it typically delivers maximum value only if used in conjunction with other Adobe products, making it more appropriate for enterprises that invest in the full Adobe ecosystem.[10]

salesforce

4/5

Powered by Data Cloud, Salesforce Customer 360 creates a single customer profile that unifies data across sales, service, marketing, commerce and other sources, enabling real-time activation through tools like MuleSoft or Einstein AI. In addition, Salesforce is noted for over 2,500 pre-built integrations on AppExchange plus extensive APIs, enabling data exchange with partners like Mailchimp, Zendesk and Slack, which can reduce custom coding efforts. However, syncing Salesforce with enterprise systems such as SAP requires external tools like Overcast in order to achieve a true unified customer view that spans both platforms.[11]

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[10] References: 4-6, 12, 106, 123-24, 168, 185, 225, 249, 256
[11] References: 79, 82, 105, 108, 119, 142, 243, 281-82, 302

braze

2/5

The Braze data platform offers first-party data unification, real-time activation and 150 two-way integrations with major data warehouses like Snowflake, Redshift and BigQuery, as well as with CDPs like Amperity and Tealium. The resulting customer profiles can then be pushed directly into campaigns, or close the loop by pushing real-time engagement data back to customer profiles. However, while users can stitch together a good view of the customer via integrations, Braze is not itself a full Customer Data Platform (CDP). Consequently, some users have reported limitations regarding how the platform handles unified user profiles and enrichment of cross-system data. Achieving true Customer 360 requires leveraging external resources and tools. Also, some users have reported challenges syncing revenue attribution or Shopify events.[12]

Insider

3/5

Insider offers a true CDP, consolidating data from web, mobile app, email, CRM, DMP, ads, POS and other sources to create unified 360-degree customer profiles, enabling personalization across more than a dozen native channels, like SMS, email, web, in-app and WhatsApp. Insider also offers more than 100 out-of-the-box integrations, spanning CRM, ads, analytics and data warehouses. In addition, tools like Hightouch enable reverse ETL flows, allowing warehouse data to enrich Insider profiles in real-time. However, some users have reported inconsistencies between documentation and actual platform behavior, plus data sync issues that apparently can impact campaign execution.[13]

2/5

CleverTap is often described as a "lightweight CDP," tailored for mobile-first businesses, enabling real-time ingestion of behavioral and demographic data into consolidated, user-level profiles to power segmentation and personalization. Integrations are achieved using APIs, SDKs and partner tools. However, while CleverTap delivers a strong mobile engagement stack, its capabilities are narrower for non-mobile businesses. There is limited support for web or offline data, or for deep third-party platform integrations, and those limitations can limit effectiveness of some omni-channel strategies. On a related note, integrations with external systems such as ERPs or extensive e-commerce stacks will generally require custom engineering, making unified 360 profiles more difficult at scale.[14]

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[12] References: 36, 39, 41, 74, 117, 126, 148, 159, 166, 174, 232, 283
[13] References: 103, 118, 133, 136, 163, 176, 178, 226, 260, 280
[14] References: 69, 76, 88, 99, 129, 173, 186, 233, 246

moengage

2/5

MoEngage supports connectivity to platforms like Snowflake, Redshift and BigQuery, as well as to cloud storage options like S3, GCS and Azure Blob, enabling ingestion of both online and offline data for unified customer profiles, including identity resolution through email, phone number or customer IDs. However, MoEngage isn't a complete Customer Data Platform. Some features in areas like advanced personalization or loyalty integration require external CDPs or complementary tools in order to deliver full Customer-360 functionality, and some users have reported occasional backend errors, when connecting to CRM providers or external systems. Also the platform lacks support for lookback windows beyond 180-days, which can make it challenging to identify and target inactive users or other types of historical cohorts.[15]

easyrewardz®

3/5

EasyRewardz offers a 360° customer view that consolidates profiles, transaction history, interactions, feedback and loyalty data into a unified dashboard, which is then used to support real-time segmentation and personalized campaign activation via channels like email and WhatsApp. However, while the platform claims data unification with payment and other systems, details about this are lacking, so its not clear whether, or to what extent, customization or technical resources may be required. Also, support for complex enterprise systems, such as ERP or legacy CRMs isn't mentioned in available sources. Most likely, integration with such systems would require bespoke technical efforts.[16]

Netcore

3/5

Netcore offers a Customer Data Platform that aggregates data from both online and offline sources including web, app, in-store, CRM systems and email, including identity resolution, which is then used to create unified, real-time customer profiles. The platform offers an extensive catalog of prebuilt connectors via its CDP, covering CRM systems such as Zoho CRM and Microsoft Dynamics, or analytics tools, as well as data storage on Amazon S3 or Google Cloud, plus support for e-commerce platforms such as Shopify or BigCommerce, along with support for various marketing tools. However, although integration coverage is wide, users have reported that some CRM systems or other external resources require backend support or vendor involvement for full integration. Also, some customers have reported slow performance, especially when handling large datasets.[17]

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[15] References: 137, 167, 188, 198, 200, 235, 247, 261
[16] References: 111, 157, 253, 264, 268, 285
[17] References: 71, 83, 139-40, 154, 158, 210, 214, 217

xeno

3/5

The Xeno CRM & Loyalty Suite provides customer 360° profiles that consolidate data from e-commerce, POS, loyalty programs, feedback, and social interactions (WhatsApp, Facebook, Instagram) for a unified view. However, while the platform describes itself as offering rich data consolidation, there's a scarcity of independent user reviews or technical documentation detailing scalability, performance or flexibility of the available architecture, so it remains uncertain how reliably the platform actually handles large-scale, real-time data flows. In particular, independent sources fail to mention integration with broader enterprise systems such as ERP or legacy CRM platforms, so organizations with diverse tech stacks may likely face integration gaps. Some users have also reported concerns about accuracy of the platform's revenue reporting.[18]

capillary

3/5

Capillary CDP+ (Customer Data Platform Plus) consolidates data from diverse sources such as POS, e-commerce, WeChat and social platforms, to deliver real-time, unified customer profiles. However, although Capillary claims deep CDP integrations and data unification, there's actually very little information available from independent customer feedback or technical reviews regarding the speed, scalability or flexibility of integration workflows, so it's difficult for a diverse enterprise environment to confidently benchmark this platform against other options whose capabilities are better documented.[19]

SOLUS

4.5/5

SOLUS.ai includes a CDP that centralizes data across a full array of online and offline sources, including transactions, engagement and loyalty data, enablimg a unified Customer 360 view, and forming the foundation for segmentation, personalization and lifecycle orchestration. Notably, SOLUS.ai supports same-day implementations for models, segmentation, and analytics, enabling rapid Customer 360-driven execution without extensive manual setup.[20]

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[18] References: 81, 146, 267, 270, 277, 308
[19] References: 56, 59, 67, 73, 75, 127-28, 155, 257
[20] References: 145, 271

Segment-Level Summary: Customer 360 View & Data Integration

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
4.5/5 Comprehensive but requires significant custom development. Strong on digital. Weaker on offline data integration.	2.3/5 Good for mobile first data, but limited multi-source integration. Requires significant work creating custom variables.	3.0/5 Primary data focus is loyalty. Weaker on broader customer interaction data outside the loyalty platform.	4.5/5 Core strength. Excellent integration from multiple data sources, not just digital. Single customer view across all touchpoints.

2.2 AI-Powered Recommendations

Several challenges are common to all systems mentioned in this report, so we'll cover those here first before getting to platform-specific feedback. One challenge is that naturally, all such systems depend on adequate data volume and time for training, so sparse datasets will not perform at the same level as rich ones. Another factor that's common to all such systems is that customization that is limited to the methods adopted by that platform. None of the options cited in this report offer fine-grained control over the recommendation logic or algorithmic behavior. On a related note (and not surprisingly), none of the platforms offer full visibility into the mechanics of their recommendation models, or specifics about how the models are trained, validated or fine-tuned.

Adobe

4/5

Adobe Sensei processes aggregated visitor behavior and catalog data, and supports up to nine distinct recommendation types, including shopper-based, item-based, popularity-driven, trending, and "More Like This." These options can be accessed from within the Adobe Commerce Admin interface. In support of this, features like auto-tagging and catalog synchronization help to reduce manual configuration. However, for brands that are heavily invested in technology other than Adobe Commerce environments, more complexity and deployment overhead should be anticipated when using Adobe to drive recommendations.[21]

salesforce

2/5

Salesforce Einstein includes "Next-Best-Action," which uses business rules plus AI-driven scoring to suggest personalized actions, such as upsell, follow-up or discounts. These actions take place within CRM workflows, helping to ensure that recommendations are contextually relevant and accessible to users. However, several analysts have noted that Salesforce's pace of innovation in regard to recommendations, lags behind that of agile startups, which is partly due to platform breadth and a focus on foundational infrastructure. Consequently, in head-to-head independent testing, standalone players outperform Salesforce Einstein by up to 2.5x in click-through rates among known audiences and up to 5x among anonymous users, which implies that Einstein's recommendation models may be less optimized, as compared to best-in-class specialist alternatives. Also, deploying AI-powered recommendations through Commerce Cloud or Einstein is often described by users as complex and costly. Reviews frequently indicate that significant technical expertise and investment are required.[22]

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[21] References: 16-17, 23, 313
[22] References: 24-25, 184, 239, 301, 303

braze

3/5

BrazeAI offers AI-driven item recommendations, and those recommendations and related messages can be orchestrated in real time. The system allows marketers to assess a model's historical and real-world performance before deploying it. However, implementing and optimizing these AI features often requires significant setup, developer support and familiarity with ML tools. According to several reviews, launching these capabilities can be cumbersome, slow to scale and resource-intensive. Also, Braze's recommendation capabilities come at a cost. Unlocking full AI functionality reportedly requires higher-tier plans. (Users report pricing starting in the tens of thousands per year, but pricing tiers are not published by the company online.)[23]

(Insider

3/5

Through its Sirius AI platform, Insider offers AI-powered recommendations across digital channels, including web, email, mobile and in-app. And these recommendations that have improved conversion and average order value for some users. But although the platform enjoys high usability scores, some users report that unlocking the full potential of AI-driven recommendations entails a steep learning curve in regard to setup, logic tuning and configuration of advanced recommendations.[24]

2/5

CleverTap offers a Recommendation" feature that supports "items other users bought" or "top categories engaged." Suggestions are generated within approximately 24 hours. Recommendations can be embedded within-app experiences, push alerts or batch campaigns. However, publicly-available reviews and comparisons indicate that CleverTap recommendation capabilities are fairly basic. It supports only foundational cross-sell or upsell use cases and lacks richer algorithmic diversity or customization, seen in more specialized platforms. Consequently, there is limited independent review or user commentary specifically evaluating the effectiveness or business impact of CleverTap recommendations. (Most feedback focuses on broader personalization and segmentation capabilities rather than recommendations.) Also, users report that creating and managing the platform's recommendation logic — including catalog ingestion and rule definition — can be quite challenging. On a related note, reports indicate that the UI for configuring recommendations is not very intuitive, as compared to competing platforms.[25]

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[23] References: 30, 32, 107, 117, 149
[24] References: 28, 172, 288
[25] References: 96, 208, 233

moengage

MoEngage supports rule-based recommendations, plus recommendation types such as "recommended items," "similar items," "frequently viewed together," and "frequently bought together" (capabilities similar to those found on amazon). However, Moengage does not natively inject recommendations into web page HTML upon load. Instead, integration requires pop-ups or APIs, which adds complexity for real-time web delivery. On a related note, recommendations to be included in emails require placeholders that must be populated at send time via pop-ups or API's. In addition, users report that the interface can be overwhelming when working with advanced features or complex journeys, making it challenging for new users to fully use the platform's capabilities. On a perhaps related note, although some MoEngage users praise its personalization and campaign capabilities, there's very little independent, quantitative information available about recommendation accuracy or direct business impact from those capabilities. Anecdotal positive experiences exist, but empirical benchmarking is lacking.[26]

easyrewardz®

The EasyRewardz Zence platform includes Atlantis, which is an AI suite designed to predict purchase behavior and power personalized offers. Supported channels include WhatsApp and digital receipts in physical stores. However, there's very little public information about whether or how users can tune recommendation rules. And unlike platforms with extensive benchmarked results, information about performance of the EasyRewardz recommendation engine is currently limited to vendor claims.[27]

Netcore

Netcore offers a recommendation engine that is powered by real-time customer behavior, RFM data and predictive models, and which enables multichannel campaigns in real time, across email, app, SMS and web. The platform's recommendation capabilities garner praise from users and independent reviewers alike. However, the platform's UI for managing recommendations is described by some users as unintuitive. And external reviews report that Netcore lags behind some of its competitors in breadth of integration. Also, some users have reported delays in campaign delivery.[28]

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[26] References: 138, 189, 205
[27] References: 102, 111-12
[28] References: 78, 140, 231, 236

xeno

2/5

The Xeno CDP supports AI-powered recommendation engines that analyze individual purchase history and preferences to deliver targeted promotions and product suggestions. But unlike platforms with extensive benchmarked results, information about performance of the Xeno recommendation engine is currently limited to vendor claims.[29]

capillary

2/5

Capillary's Nudge framework makes recommendations based on customer segments. However, user reviews on platforms like Capterra and G2 tend to focus on the platform's overall ease of use and campaign execution. There is little mention specifically about the quality or impact of the recommendations made by the Nudge framework.[30]

SOLUS

5/5

SOLUS.ai deploys multiple recommendation algorithms that combine behavioral signals, catalog data, and propensity models in order to deliver individual-level (Segment of One) personalization. The system features intelligent decision governance that continually optimizes which recommendation algorithm to be used for each customer. Reinforcement learning and expert systems dynamically adjust timing, offer type and messaging logic. User feedback underscores the resulting precision and strong, quantifiable outcomes as a key differentiator for the platform. This level of precision has been shown to deliver 20–30% improvement in conversion rates, a 3–7% boost in incremental sales, and 4-5x higher ROI vs. segment-led methods.[31]

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[29] References: 279, 298, 308
[30] References: 60, 75, 257
[31] References: 145, 196, 271

Segment-Level Summary: AI-Powered Recommendations

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
3.0/5 Basic recommendations limited to browsing history. Bias towards last-browsed approach or 'trending'.	3.5/5 Limited recommendation engines, mostly based on mobile app behavior. Minimal offline data integration.	2.3/5 Focus is on points-based engagement, rather than on intelligent product suggestions.	5.0/5 Ten or more recommendation systems running in parallel, with a meta-learner making final recommendations selected from competing models that use both online and offline data.

2.3 Propensity Modeling & Predictive Analytics

There are certain challenges related to propensity modeling and analytics that are common to all platforms, so we'll cover those here first. For instance, propensity and predictive modeling rely on clean, high-quality data which must be consolidated across sources, so an excellent single customer view is essential for best results. Also, none of the platforms covered in this paper provide full transparency into how their scoring models work, or how to fine-tune them. And for all these platforms, model updates or validations are a function of the pre-defined model prediction window. For example, a two-week prediction window means that users must wait at least that long before they'll know final performance outcomes.

Adobe

4/5

Adobe Sensei offers a suite of predictive analytics tools, including propensity scoring, audience clustering, anomaly detection and attribution models. Within the Experience Platform, Adobe Customer AI allows users to create customer-level propensity scores, such as churn risk or likelihood to convert, with no need to choose algorithms or manage ML pipelines. Adobe Analytics combines historical and real-time data streams to anticipate behavior, so users can refine campaign strategies as needed in order to optimize conversion, or pivot quickly if trends shift. However, it should be noted that setting up Customer AI is not easy. Deploying Adobe's tools can require significant technical effort. On a related note, Adobe's predictive analytics tools come as part of its enterprise-grade ecosystem, which requires a significant investment in licensing, implementation and ongoing maintenance.[32]

salesforce

3/5

The Salesforce Einstein suite offers comprehensive predictive features, including lead and opportunity scoring, forecasting, churn prediction and next-best actions. These capabilities are embedded within the platform's Sales, Marketing and Service Clouds. Tools are designed to guide decision-making by directly identifying high-potential leads or at-risk accounts within existing workflows, without requiring data science expertise. Einstein's machine learning models are generated automatically using Salesforce Optimus Prime infrastructure. Users can deploy predictive models, such as lead scoring or forecasting without building them from scratch. Actionable recommendations, such as next-best-action are available in context. For example, sales reps might see intelligent prompts, such as follow-up calls or discounts within opportunity stages or service cases. This capability is designed to increase relevance and adoption. However, in head-to-head tests with specialized engines, Einstein typically underperforms, which suggests that the platform currently lags behind best-in-class solutions in regard to model precision. Also, Salesforce Einstein is often described by users as expensive, due in part to the breadth of

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[32] References: 9-10, 110

deployment, required customization, and recurring licensing costs, and the predictive features might cost more than the business value they deliver in some cases.[33]

braze

3/5

Braze offers a Predictive Suite that includes capabilities such as Predictive Churn and Predictive Purchase. This suite is designed to be intuitive. Once a user selects the relevant campaign outcome, Braze builds and delivers a model without the need for technical expertise. In addition, performance is reported by means of a Prediction Quality score that's designed to measure the accuracy of the model's predictions. On a related note, the platform implements ongoing model health checks to guard against model drift and data leakage. Implementation takes about six weeks according to one report, provided that deployment is all within the Braze environment. However, although Braze offers tools for model validation by users, there's a notable lack of independent comparisons or benchmarking against more specialized predictive analytics platforms.[34]

Insider

2/5

The Insider platform includes tools that are designed to forecast customer actions such as churn risk or next-step behavior, using first-party data in real time. The platform's overall capabilities are often rated highly by users, but the praise tends to be general and does not explicitly cite the accuracy or effectiveness of its predictive models. Also users report the need for support and guidance when engaging with the platform's more advanced features.[35]

2/5
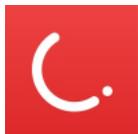
CleverTap offers intent-based segmentation that classifies users into segments such as Most Likely, Moderately Likely, or Least Likely to take a targeted action, and these segments are dynamically updated based on real-time behavior. But although the platform has published case studies that report improvements in click-through rate, uplift and other metrics linked to predictive targeting, there are few independent benchmarks or third-party evaluations quantifying predictive accuracy, comparability to peers, or ROI metrics across diverse use cases.[36]

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[33] References: 24-25, 219, 223, 304
[34] References: 42, 45-46, 48-49, 232
[35] References: 135-36, 182, 234
[36] References: 84, 92

moengage

2/5

MoEngage offers embedded predictive models that categorize audiences based on likely future behaviors such as churn risk, app uninstalls and conversions. However, some users have reported slower responsiveness when working with large datasets or during high-volume events.[37]

easyrewardz®

2/5

The EasyRewardz Zence platform, offers a SaaS engine that continuously analyzes transactions, channel behavior and customer feedback in order to update customer cohorts in real time and, using that as a basis, to identify a Next-Best-Action that can trigger relevant nudges, offers or engagement steps. However, there is very little independent commentary or validation of outcomes or metrics of the accuracy or business impact of the platform's predictive models, aside from vendor claims.[38]

Netcore

2/5

Netcore Cloud offers predictive models that forecast behaviors such as purchase intent, churn risk and product affinity. And users report higher conversion rates and more efficient new customer acquisition, when filtering targeting based on those models. Netcore also enables brands to customize customer journeys in real time, segmenting shoppers by shifting style preferences to enable content personalization across channels, or to deliver a personalized lookbook, for example. However, the bulk of available information about these models comes from case studies published by Netcore itself. Independent user reviews on platforms like Capterra and TrustRadius focus primarily on campaign tools and segmentation, without specific feedback or insights about the reliability or usability of the predictive models. Also, some users report that the initial parameters for models involves manual configuration, and that setting up predictive models and related integration can take up to a month to complete.[39]

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[37] References: 86, 160, 203, 296
[38] References: 114, 309
[39] References: 2, 71-72, 78, 101, 104, 120, 131, 152, 154, 158, 212, 218, 255, 263, 295, 297

xeno

2/5

Xeno reports that its Customer Data Platform is able to determine what product customers are likely to buy next and when, as well as customer tendencies such as discount-seeking. This is done using data from multiple touchpoints, including in-store, e-commerce, loyalty and feedback. And Xeno has case studies that report better conversion and uplift linked to those capabilities. However, those case studies do not cover some important use cases, such as churn prediction, lifetime value modeling or loyalty threshold forecasting. And no third-party reviews or independent benchmarks are currently available to validate Xeno's claims.[40]

capillary

2/5

The Capillary platform includes an AI engine called aiRA, which enables propensity-based audience filters, based on purchase patterns or loyalty stage. These signals can be used to trigger interventions such as personalized offers or loyalty reminders. But despite such capabilities, online user feedback tends to focus on other aspects of the platform, such as campaign deployment and UI aspects. Commentary or benchmarking specifically pertaining to modeling and predictive analytics is scarce, and there's a lack of third-party benchmarking about this as well.[41]

SOLUS

5/5

SOLUS.ai offers market-leading propensity prediction capabilities enabled by a suite of AI/ML-powered tools, including hybrid recommendation engines, propensity models, and contextual multi-armed bandits for continuous optimization to drive personalization at the individual level. One verified G2 review describes the prediction engine as exceptional ("by far the best that I have seen"). The user goes on to state that SOLUS' predictive capabilities form part of the unique selling proposition of the platform. These capabilities allow brands to deliver hyper-targeted nudges and campaigns with remarkable precision. And SOLUS.ai goes beyond purchase propensity. It also supports business questions such as propensity to engage via specific channels, helping marketers determine, not just who to target, but how, when and through which channel. The platform is also able to forecast campaign revenue and ROI, and it is able to measure top-line incremental impact. SOLUS can also build comprehensive new models in under two hours.[42]

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[40] References: 132, 170, 206, 251, 254, 274, 278, 305-07, 310
[41] References: 57-58, 64, 75, 80, 294
[42] References: 145, 271

Segment-Level Summary: Propensity Modeling & Predictive Analytics

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
3.5/5 Available as an expensive add-on. Model build can take weeks.	2.3/5 Limited propensity capabilities.	2.0/5 Very limited propensity capabilities. Focus is on tier progression or simple transaction-based triggers.	5.0/5 A wide array of ready-to-use models. Can also build comprehensive new models in under 2 hours.

2.4 Advanced Segmentation

There are certain challenges related to advanced segmentation that are common to all platforms, similar to the ones we mentioned in the previous section. These are: (1) the need for clean, consolidated, high-quality data as a prerequisite for best results; and (2) a lack of full details about how the segmentation mechanics are designed. With that said, let's turn our attention to the specific capabilities and weaknesses of each solution.

Adobe

4/5

The Adobe Experience Platform (AEP) enables marketers to build granular audiences in real time using a combination of rules-based segmentation and algorithmic logic. These capabilities are enabled by the Adobe Segmentation Service. They include multi-entity segmentation, which combines customer profiles, product data and a store dimension. Edge segmentation allows updates to be evaluated and acted upon in milliseconds, enabling same-page or next-page personalization. Once segments are created, they are centrally managed and can be reused across Adobe applications, including Campaign, Journey Optimizer or analytics suites, which facilitates consistent segmentation logic across channels. However, the power and flexibility of these tools come at a cost. They require a strong understanding of data modeling, such as XDM schemas and merge policies. They also require familiarity with Segment Builder, or APIs or Profile Query Language (PQL). Also, some users have found aspects of the segment logic to behave unexpectedly (especially exclusion conditions or container matching). Seasoned users have also reported that some segmentation definitions can yield unintuitive results if not correctly specified.[43]

salesforce

3/5

Salesforce Marketing Cloud offers several segmentation options, including drag-and-drop filters that enable basic audience segmentation, or SQL-based segmentation for more complex segment definitions, or Contact Builder, which enables control over unified customer profiles and their data relationships. Since these capabilities are integrated into the platform's other tools, segment-led campaigns or journeys can be implemented right with CRM workflows. However, although complex logic is supported, setting up and maintaining such logic requires expertise. And this work, combined with high licensing and consulting costs, can make it expensive and resource-intensive for teams to implement and evolve more nuanced segmentation logic.[44]

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[43] References: 11, 13, 20-21
[44] References: 190, 237, 248

braze

3/5

Braze offers event-based triggers to enable real-time segmentation based on customer actions like completing a purchase or cart abandon. The platform's Segment Extensions allow users to define cohorts based on user-specified events, or on behaviors that occur over extended windows of up to one year. Also, nested filters and multi-step logic are supported. Overall, users describe the platform interface as intuitive, especially for basic segmentation. However, they also report that the UI can become cumbersome as complexity grows, and feedback suggests that the platform's advanced segmentation features often require developer or technical support.[45]

Insider

3/5

Insider offers AI-powered segments based on behaviors or attributes such as cart abandon, likelihood to purchase or churn. Built on the Customer Data Platform, the platform supports more than 120 segmentation options across more than 12 touchpoints. However, users indicate that many of the more advanced features require help, so the ramp-up process can be time-consuming before segmentation tools can be fully leveraged.[46]

3/5

CleverTap supports real-time user segmentation that updates dynamically based on live interactions, behavioral patterns, and predicted behaviors like churn risk or purchase intent. Users can target cohorts such as high-value customers, power users or users showing purchase intent, and those segments can evolve automatically as behavior changes. Also, CleverTap has published case studies that report higher click-through-rates, conversion or uplift for campaigns that were filtered to include only targeted segments. However, several users report that the UI can feel unintuitive when dealing with more complex segmentation rules or filters, and advanced segmentation workflows often require significant ramp-up time and learning. Also, some users have reported latency issues when working with larger databases or when working with complex queries.[47]

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[45] References: 33, 74, 117, 126, 171
[46] References: 135-36, 178
[47] References: 26, 92, 129, 233

moengage

2/5

MoEngage enables segmentation based on real-time events, demographics, preferences and user behaviors. Reviews describe the platform interface as intuitive and easy to use. However, users report that MoEngage does not allow setting event criteria prior to the most recent 180 days, which may create a problem if users intend to create a segment that targets dormant accounts. Also, some users report unexpected results if workflows aren't intended to be dynamically updated. Some users also report slow loading when duplicating templates or when updating the logic for large customer segments.[48]

easyrewardz®

3/5

EasyRewardz offers various segmentation options within its Zence platform, allowing users to apply multiple conditions, such as demographics, online behavior, preferences or lifecycle stage. Powered by its CDP, EasyRewardz enables real-time segments, based on live behavior and profile changes. In order to help marketers launch segment-driven promotions in its target niche verticals, the platform integrates its segmentation capabilities with its campaign and analytics tools. Users can also track results and iterate to improve results. However, user reviews or expert evaluations focusing specifically on segmentation performance are scarce. On a related note, it's unclear whether EasyRewardz would be a good fit for advanced enterprise-grade segmentation scenarios, such as deep predictive clusters or multi-dimensional logic across large datasets.[49]

Netcore

3/5

Netcore enables users to build segmented audiences using granular and customizable logic, based on user attributes, behaviors, device data and cross-channel contactability. Segments can include up to 50 conditions per block and up to three blocks, and the resulting segments can then be combined using AND/OR logic. Users generally describe Netcore's segmentation tools as intuitive and easy to use. However, some reviewers have reported that the user interface can feel sluggish or clunky when working with large datasets or when generating reports. Also, reviewers have reported a learning curve and significant ramp time for those who wish to setup more advanced segmentation features for the first time. In addition, independent evaluation or testing of the platform's segmentation capabilities is quite limited.[50]

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[48] References: 77, 86, 137, 151, 235, 262, 296
[49] References: 100, 113, 115, 264, 311-12
[50] References: 140, 153, 215

xeno

2/5

The Xeno Loyalty toolset includes segmentation designed to identify customers who are most likely to engage with promotional content. And users have reported better conversion rates when target lists have been filtered based on such criteria. However, as with other solutions in the loyalty segment, independent reviews or segmentation case studies are quite limited. Partly as a consequence, although Xeno clearly supports grouping by next-buy likelihood, it's unclear whether the platform also supports multi-condition filtering, nested logic or time-based cohorts.[51]

capillary

2/5

Capillary's behavior-based segmentation capabilities are managed by the platform's aiRA engine and its Nudge framework. However, most external reviews focus on overall tool capabilities or campaign outcomes. There is little or no third-party evaluation data specifically focused on its segmentation capabilities. Also some users report that navigating Capillary's toolset can be daunting. Also, apparently vendor support is often needed, due to the fact that segmentation implementation steps can require inputs from multiple modules.[52]

SOLUS

5/5

SOLUS.ai goes far beyond broad customer cohorts. The solution enables individual customer-level targeting, and this can be done using either a visual or a plain-English segment builder. In addition, for situations where larger segment groups are desirable, SOLUS offers more than 100 ready-to-deploy segments. (User-specified on-demand segments are also supported.) Regardless of the type, the resulting segments can all connect to downstream activities such as journey management, multi-channel orchestration and campaign analytics. Users report that the interface is generally intuitive overall, however some users have reported feeling a need for guided training (which is available).[53]

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[51] References: 109, 132, 252, 279, 298, 308
[52] References: 61, 63, 68, 257, 294
[53] References: 144-45, 269

Segment-Level Summary: Advanced Segmentation

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
3.5/5 Good segmentation tools for campaign list selection, but with limited segmentation analytics.	2.8/5 Good segmentation for mobile engagement, including auto-refresh. Limited pre-built options.	2.5/5 Limited segmentation beyond tier-based loyalty or transaction-based parameters.	5.0/5 GenAI-powered segmentation with very good flexibility for both campaigns and analytics. Robust profiling (100+ segments).

2.5 Campaign Intelligence & Lifecycle Management

One challenge that is common to all the solutions mentioned here is that nuanced campaign targeting and lifecycle management can quickly become complex, so it's not surprising that reviews of all of the solutions covered in this report eventually mention a challenging learning curve for mastering advanced functionalities, especially for lifecycle orchestration and adjustments to campaign logic. With that said, let's focus next on the specific capabilities and weaknesses of each solution.

Adobe

4/5

Adobe offers a full suite of tools for campaign and lifecycle management, task tracking and budgeting. The suite can handle cross-channel campaigns and complex organizational structures. Users can edit and run multiple automated campaigns on-the-fly, without pausing workflows. However, many users report that Adobe Campaign is especially challenging to master, as compared to other platforms. Also, some reviewers report that the suite can become sluggish when handling large datasets, or when editing in real-time at scale.[54]

salesforce

4/5

Salesforce's Marketing Cloud Intelligence platform is able to ingest data from multiple channels, such as email, ad platforms and CRM, and present the results in a unified dashboard with real-time analytics and automated reporting. This data can be used to configure intelligent campaigns and to iterate them, based on insights, enabling continuous improvement of results. The platform also offers lifecycle management that's designed specifically for subscriber-based business models, from onboarding and billing to ongoing engagement and retention. However, many users describe the platform as especially challenging to master and slow to configure, often requiring training or external resources. In addition, the platform's lifecycle and campaign intelligence tools are widely considered to be expensive, even for larger organizations.[55]

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[54] References: 66, 122, 165, 230, 293
[55] References: 143, 162, 301

braze

3/5

The Braze platform enables acquisition, retention or reactivation campaigns, driven by triggers such as inactivity or purchases. With its Canvas tool, Braze enables marketers to design multi-touch customer journeys across email, push, in-app messaging and SMS, and those journeys can be updated dynamically based on live data, and can be optimized using in-suite tools for A/B testing. Braze also offers a tool called AI Liquid Assistant, which is designed to guide dynamic personalization via natural language input. However, advanced campaign setup such as for branching logic or API-powered triggers often requires developer support, and some users have reported that the interface becomes slow and unwieldy in the face of complex workflows. Also, users have reported that versioning or workflow-approval tools would make it easier for teams to work together on the platform, but such tools are not currently part of the platform's built-in capabilities.[56]

Insider

3/5

Insider offers more than 70 pre-designed journey templates, based on typical business goals, use cases and channels. The platform facilitates rapid campaign launch as well as A/B testing of journey strategies. In addition, the Insider Architect platform offers a canvas-based interface for designing omnichannel customer journeys across web, app, email, SMS, WhatsApp or other channels. This platform has been highly rated by third-party reviewers like Forrester Wave and Gartner. However, it can be daunting to fully leverage these capabilities. Many users feel the need to rely on guided support in order to implement advanced workflows. And some users have reported that the user interface is not as flexible as they might wish. Also, some users have reported slow response times when working with complex or high-volume campaigns.[57]

3/5

CleverTap IntelliNODE helps users to orchestrate customer journeys across more than 15 channels, including push, SMS, in-app, email and web, adapting messaging in real time as customers progress through their journeys across lifecycle phases such as onboarding, engagement, retention or reactivation. These capabilities are supported by tools and dashboards that include retention analysis and A/B testing. However, several users report that the toolset can be overwhelming, so training support is needed. On a related note, some reviewers report

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[56] References: 47, 53, 74, 117, 193
[57] References: 135-36, 180-81, 234

that some of the tools feel cumbersome to use, due to overly complex interfaces or multiple nested filters. Also, costs can escalate quickly as usage scales.[58]

moengage

2/5

The MoEngage platform enables marketers to build automated, multi-step customer journeys that dynamically respond to user behaviors across channels like email, push, in-app messages, SMS and web. Its drag-and-drop journey builder pairs with in-suite tools like the Intelligent Path Optimizer, to help ensure that campaigns are optimized. And the platform merges campaign management and analytics in one place, offering dashboards for funnel tracking, user behavior insights and performance reporting. Also MoEngage is recognized for being easy to launch and scale, especially for digital-first or mobile-heavy businesses. However, users report that documentation for advanced features is insufficient, so training or support will likely be required in order to fully leverage the platform's capabilities. Also, some users have reported delayed synchronization of time-sensitive data, such as cart abandon or flash offers. In addition, user feedback suggests that some campaign types lack flexibility.[59]

easyrewardz®

3/5

The EasyRewardz Zence platform offers modules that cover marketing, loyalty, service, automation and analytics. Taken together, these are designed to support end-to-end customer lifecycle orchestration, from acquisition and activation to retention and cross-sell. Supporting this, the Smart Segments engine continuously analyzes transactional and behavioral data to auto-update cohorts in real time. Paired with a Next-Best-Action capability, the engine is designed to identify the most relevant message, offer or engagement step for each customer. Zence also supports multichannel campaign execution, including email, WhatsApp, digital receipts, feedback tools and push messaging. However, most of the information about these capabilities comes from vendor claims. There are very few third-party evaluation or reviews, specifically focused on campaign orchestration flows or lifecycle setup experiences.[60]

Netcore

2/5

Netcore allows marketers to run unified campaigns and lifecycle workflows across multiple channels, such as email, push, SMS and WhatsApp. And many users praise the platform's send-time optimization and its predictive segmentation. However, not all channels are fully integrated within the core reporting dashboards. Supported journeys include onboarding, retention and churn reactivation. On the other hand, some users report that the campaign interface feels disorganized or difficult to navigate when managing multiple campaigns or large content repositories. And many customers report that fully leveraging lifecycle automation requires

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[58] References: 26, 97, 130, 186, 233
[59] References: 86, 138, 235
[60] References: 70, 114, 157, 264

vendor help. (It's not purely self-service.) Also, some users have reported frustration with limited insights regarding under-performing campaigns.[61]

xeno
2/5

Xeno's platform empowers marketers to launch campaigns based on customer personas, with quick access to lifecycle metrics and campaign performance indicators. However, users report that Xeno's current campaign management suite lacks useful features, such as handling complex multi-step journeys, lifecycle branching, scheduling or conditional campaign paths.[62]

capillary
2/5

Users generally describe Capillary's campaign automation capabilities as insightful and easy to use, with good tracking of customer lifecycle data. Campaign changes such as voucher configuration or points allocation, can be implemented quickly with minimal effort. Also, the platform supports campaigns that have a large number of conditions or filters, enabling nuanced targeting. However, some users report that the platform has been split into multiple modules, and that the interface can feel cluttered when managing many campaigns. Occasional performance delays have been reported as well, and user feedback indicates that reports are not mobile-optimized and don't update in real time. (They reflect data from the previous delay.)[63]

SOLUS
5/5

SOLUS.ai offers a flexible journey builder with multi-channel campaign orchestration within a consolidated interface. Capabilities includes the EIGEN agent, which auto-generates campaign blueprints, from onboarding to win-back, using AI to guide journey structure, timing, and channel mix. This capability includes governance features like cool-off periods, prioritization and scheduling optimization. SOLUS also supports continuous, always-on lifecycle campaigns that dynamically optimize themselves using Contextual Multi-Armed Bandits. These campaigns deliver individual customer-level nudges across channels such as email, SMS and WhatsApp, and those nudges automatically adjust in real time based on customer behavior. The platform also automatically identifies and reports what aspects of each campaign contributed to its success.[64]

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[61] References: 78, 140, 152, 207, 209
[62] References: 146-47, 238, 279
[63] References: 75, 80, 127, 257
[64] References: 144-45, 271

Segment-Level Summary: Campaign Intelligence & Lifecycle Management

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
4.0/5 Excel on campaign setup capabilities, but without built-in strategic guidance. Limited integration of model scores and recommendations.	2.8/5 Good for mobile lifecycle campaigns, but without built-in strategic guidance.	2.3/5 Campaigns focus on loyalty program mechanics. Very limited capabilities outside of points and tiers.	5.0/5 Strategically-guided campaigns. Full integration of recommendations and model scores. AI-driven campaign suggestions.

2.6 Analytics & Incrementality Measurement

One challenge that is common to all the solutions mentioned here is that accurate analytics and ROI measurement require consistent data hygiene and technical know-how. Setting up reliable reporting of campaign ROI, journey attribution, and dashboards can involve significant setup and configuration. In particular, Marketing Mix Modeling (MMM) demands high-quality data and solid statistical literacy, so internal or external analytical talent must be in place to set up variables and model parameters, and to interpret outcomes. With that said, let's focus next on the capabilities and weaknesses that are specific to each solution.

Adobe

5/5

Adobe's Mix Modeler unites Marketing Mix Modeling (MMM) and Multi-Touch Attribution (MTA) within one AI-driven platform. By modeling factors like seasonality, promotions, macroeconomic shifts and non-linear effects, it delivers fast, granular insights into channel effectiveness, lift from media spend, optimal budget allocation and campaign-level ROI. Vendor case studies indicate significant increases in return on media spending and growth in digital subscriptions, stemming from improved incremental impact measurement and budget reallocation. In addition, Attribution Lift Measure (ALM) enables comparison of attribution models, measuring how well each model predicts conversions. However, it should be noted that the Adobe analytics suite places comparatively less emphasis than other platforms on classic experimentation methods such as A/B holdouts, within its standard workflows.[65]

salesforce

3/5

Marketing Cloud Analytics supports real-time, cross-channel performance tracking, covering email, SMS, push, mobile and web engagement. Custom dashboards, journey analytics, and a consolidated view of touchpoints are all supported. Also, within Marketing Cloud, the Campaign ROI Analysis Report allows marketers to measure incremental returns and campaign ROI directly, linking campaign performance to revenue and costs. However, while Salesforce offers attribution and ROI tracking, it does not offer built-in support for incrementality testing using holdout control groups or randomized experimentation. Also, for situations where marketing funnels are evolving, fine tuning of channel impact measurement can quickly become complex, often requiring custom configuration.[66]

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[65] References: 7, 15, 18, 55, 195
[66] References: 1, 3, 31, 221, 241, 250

braze

3/5

Braze Canvas Analytics supports funnel performance tracking, retention analysis, conversion lift measurement and confidence metrics for A/B tests where incrementality measurement is calculated in relation to global control groups. In addition to A/B testing, Braze also supports testing the version of a message that each user is most likely to respond to, based on predictive models. However, Braze dashboards aren't fully customizable, so data often needs to be exported for deeper insights or for custom modeling. Also lift measurement requires manual setup, including defining control cohorts and managing reshuffles. Plus, methods such as randomized holdouts, multi-touch attribution modeling or media mix modeling aren't natively supported, and therefore require external platforms or integrations to execute.[67]

Insider

2/5

Insider offers real-time dashboards that display campaign performance, user engagement and conversion trends. The platform also supports A/B testing, and the analytics interface aggregates performance of email, web, push, SMS and other channels into a single view. However, while Insider enables measuring incremental outcomes such as uplift, the methodology or statistical rigor behind those metrics isn't well documented, which has raised questions for some users about validity of the metrics reported. And there's apparently no third-party validation confirming how well Insider analytics correctly isolate causal effects.[68]

4/5

CleverTap offers an analytics suite that covers cohorts, funnels, trends, pivots and other situations. Consequently, users can monitor campaign performance over time, including conversions, dropout points and trends. The platform also supports various forms of control groups, including system-wide, custom, campaign-specific or journey-based, enabling direct comparisons between targeted customers and control groups. And the dashboard consolidates engagement performance over time, tying it to business outcomes like conversion, retention, active users, or average revenue per customer. However, some users have noted that analytics capabilities are slow, with limited flexibility, and that external tools are needed for deeper analysis, or for custom views across multiple projects or brands.[69]

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[67] References: 40, 50, 52, 117, 187
[68] References: 27, 220, 234, 280
[69] References: 76, 87, 89, 93, 134

moengage

2/5

MoEngage campaign analytics support funnel visualization, cohort tracking, conversion rates, retention metrics, daily/monthly active users, trends, and other engagement indicators. The platform also has built-in A/B testing tools, plus segmentation that facilitates performance comparison across variants within campaigns. Moreover, independent third parties have given MoEngage high ratings for its analytics and reporting. However, several users have reported that responsiveness degrades at scale. Users also report limited flexibility, with few customization options. Also, MoEngage lacks built-in tools for structured incrementality testing, or holdout validations to isolate causal impact, so users generally are forced rely instead on variant-level insights rather than on statistically-controlled control groups.[70]

easyrewardz®

1/5

EasyRewardz offers a unified analytics dashboard that covers loyalty and campaign metrics, feedback and transactions. The system can leverage analytics, to deliver vouchers and coupons that are designed to drive incremental sales. However, EasyRewardz apparently doesn't support structured incrementality testing methods, such as control-groups. Therefore it's unclear whether true causal impact of campaigns can be accurately measured. Also, some users have reported that some aspects of the reporting platform are hard to use or understand.[71]

Netcore

3/5

Netcore has been recognized by third parties for superior analytics, reporting capabilities, and predictions for customer behaviors, and users frequently praise Netcore for campaign tracking and analytics workflows, but others indicate that reporting about why a campaign underperformed can lack clarity and granularity. Users also mention that customization options for detailed views are limited, which hampers their ability to tailor analytics to specific business questions. And there's no indication in product literature or user feedback that Netcore provides built-in tools for structured incrementality testing, such as holdout groups or measures of causal lift vs. a control group. Also, some customers report performance bottlenecks and slow loading when running complex analytics or refreshing dashboards on big campaigns.[72]

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[70] References: 29, 77, 169, 192, 201, 235
[71] References: 102, 111, 116, 157, 264
[72] References: 139, 183, 213

xeno

1/5

Users report that Xeno delivers useful analytics for defining campaigns and strategies, especially in regard to loyalty and segment tracking. They also praise Xeno's persona-based analytics. However, some reviews describe the analytics interface as cluttered, making it hard to see the big picture. Users have also raised questions about the accuracy of reported metrics. Says one reviewer: "Calculation of revenue from Xeno is not correct. It's overstated." On a related note, there's no public indication that Xeno supports controlled experiments, such as control groups or randomized A/B lift tests. Without such tools, assessing true causal impact or measuring campaign lift may require tools that are not part of the Xeno platform.[73]

capillary

1/5

Users have praised Capillary's analytics usability, highlighting quick report generation, covering key KPIs. However, there's no evidence that Capillary offers built-in mechanisms for measuring causal impact via control groups. Also some user report that the platform dashboard can become dense and difficult to interpret when dealing with many or varied use cases. In addition, users have reported that cross-referencing multiple filters is not possible as a self-service option, and requires intervention from the Capillary team.[74]

SOLUS

4.5/5

Within SOLUS.ai, the Campaign Insights module delivers metrics like conversion, lift, incremental revenue, and return on ad spend vs. control groups. The platform also includes an AI-performance agent that automatically generates in-depth reports (not just raw numbers), to highlight what's working, such as repeat rates, retention dynamics, and churn drivers. SOLUS also enables drilling into insights across campaigns, customer segments, product performance, and site-level trends, so dashboards include filters, downloadable reports, and comparative analyses, offering nuanced views of incremental impact across dimensions.[75]

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[73] References: 81, 146, 164, 276
[74] References: 62, 65, 75, 257
[75] References: 271-72

Segment-Level Summary: Analytics & Incrementality Measurement

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
4.0/5 Good campaign reporting. Focus on conversion metrics. Weaker on measuring incrementality & ROI.	2.8/5 Good mobile analytics. Limited cohort capabilities. Missing measurement of comprehensive business impact.	1.5/5 Focus on loyalty-specific metrics (enrollment, tier contribution). Lacking measurement of deeper business impact.	4.5/5 Comprehensive measurement of target vs control. Deep customer, product, site analytics. Insights about what works.

2.7 Agentic AI & Innovation

One challenge that's common to all the solutions mentioned here is that agentic AI requires robust, unified data for best results. Since disconnected systems or imperfect data can cripple performance, any platform that offers true agentic AI should also have access to full data integration and an excellent customer 360 view, in order to fully realize the potential of its agentic capabilities. With that said, we'll focus next on strengths and weaknesses that are specific to each of the solutions.

Adobe

4/5

Adobe's Agent Orchestrator manages purpose-built AI agents across the customer lifecycle, from content production and audience analysis to experimentation and journey optimization. This multi-agent architecture mimics human workflows, helping to scale personalization and creativity. In addition, tools like Firefly Boards offer an AI-assisted canvas for creating, remixing, and collaborating on visual content using GenAI models, including integrations with OpenAI's GPT and Google Imagen, blending ideation and execution.[76]

salesforce

3/5

Salesforce's Agentforce platform offers infrastructure for deploying AI agents across enterprise workflows, with tools for testing, supervision and deployment, integrated with existing systems, such as Data Cloud and CRM. And on the backend, the Salesforce AI Research team has created a digital-twin simulation environment for validating agent performance in realistic enterprise scenarios like sales forecasting or service workflows.[77]

braze

3/5

Through its acquisition of OfferFit, Braze has integrated a multi-agent AI decision engine that autonomously experiments to deliver personalized offers and messaging at scale, across content, timing, channel and incentives. Several brands have reported good performance gains from using these agents, without the need for manual A/B test cycles. However, users report a steep learning curve, requiring significant effort to fully understand and utilize OfferFit. Braze also has plans to launch an AI agent called Project Catalyst, which will generate, test and optimize individualized experience variants automatically, with customized subject lines, tone, offers,

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[76] References: 8, 19, 194, 227, 286, 290
[77] References: 240, 242, 244, 287, 291

channels, and timing at the individual customer level, but those capabilities are still in beta at this time, with limited availability and as-yet uncertain performance.[78]

3/5

Insider offers Sirius AI, which combines agentic, generative and predictive AI to automate core marketing workflows. It can build targeted segments, orchestrate customer journeys and generate campaign copy. However, users report a steep learning curve and lengthy onboarding, when implementing Sirius AI. In addition, Insider offers Agent One which can initiate interactions and optimizations without manual intervention. However as yet, there is little or no third-party validation or user testimonials to quantify how much lift, if any, has come from Insiders agentic capabilities, such as Agent One.[79]

4/5

CleverTap offers a decisioning engine called Clever.AI, which acts as a network of intelligent agents, designed to personalize customer engagement autonomously at scale. The agents are designed to predict intent, match customers with relevant offers and suggest insights. Other agents generate personalized messages, creatives and templates aligned with customer preferences and emotions. This system orchestrates interactions across touchpoints, calibrating and auto-adjusting based on performance goals. CleverTap also emphasizes that its agentic system is explainable, auditable and adjustable. Users define their own goals and guardrails. However, users report that these agents are difficult to set up initially.[80]

3/5

MoEngage offers an agent-like capability called Sherpa AI which can automate decision-making using real-time and historical customer data. This capability powers features such as intelligent path optimization, next best action, smart recommendations, and best time to send, facilitating personalization that adapts to context and engagement goals. In addition, the platform offers Merlin AI which is used to deliver generative AI content for push notifications, email, SMS, in-app messages or other channels. This capability is embedded within the Campaign Builder. The platform also supports A/B variant generation directly within the workflow. In addition, the predictions feature allows users to foresee future customer behaviors such as likelihood to convert, uninstall or go dormant, so users can trigger early interventions at scale. However, these capabilities reportedly require a steep learning curve, and several users say that the

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[78] References: 34-35, 37-38, 44, 51, 141, 292
[79] References: 135-36, 177, 179, 260, 280
[80] References: 85, 90-91, 94-95, 130, 208

platform is hard to navigate initially, requiring guided training to fully realize its AI-powered capabilities.[81]

easyrewardz®

1/5

EasyRewardz offers a Smart Segments engine and an agent-like Next-Best-Action capability. Taken together, these tools analyze transactions and other signals to auto-update customer cohorts, and to select and deliver the most relevant nudges or offers in real time. Looking ahead, EasyRewardz also has a product development roadmap that includes true agentic AI. For example, the company plans to create agents that can resolve service tickets, orchestrate fulfillment workflows, and scale personalized journeys end-to-end. However, for now, much of EasyRewardz agentic capability is aspirational. While Smart Segments and Next-Best-Action are live, the true agents are still in development.[82]

Netcore

2/5

Netcore offers agent-like capabilities that are able to design and optimize customer journeys (touchpoints, timing, flow logic), create audience segments, derive insights and create simulations from user data. However, many of these capabilities are still in development. So far, all of the available success stories are internal or are part of early-adopter programs.[83]

xeno

1/5

Xeno Loyalty offers agent-like capabilities that enable automatic identification of customers most likely to engage, and to enable segmentation and campaign execution without manual filtering. However there are no claims, case studies or other evidence of genuine agentic capabilities at Xeno at this time.[84]

capillary

1/5

Capillary offers a chatbot called aiRA, plus a Nudge framework that's designed to enable data-informed reminders or personalized incentives for enhanced customer engagement. However, the platform does not yet have fully-autonomous agentic capabilities, such as launching self-triggered campaigns, or initiating loyalty journeys autonomously, or implementing adaptive optimization, beyond standard personalization.[85]

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[81] References: 138, 199, 202-03, 235
[82] References: 114, 222
[83] References: 211, 216, 224
[84] References: 277, 305
[85] References: 58, 61

AI MASTER GROUP

SOLUS

5/5

SOLUS.ai features a modular system of AI agents, including its EIGEN Agent, which automatically generates smart campaign blueprints, covering everything from onboarding to win-back sequences, while handling governance elements like prioritization, scheduling, and cool-off periods. Another agent (ARC) detects real-world events and weather patterns, enabling dynamic opportunity identification and corresponding adjustments to existing campaigns. Yet another agent (RIG) automates performance analysis, distilling what works within previous campaign strategies, leveraging insights regarding repeat behavior, retention and churn. The platform also deploys Contextual Multi-Armed Bandits (CMAB) to intelligently adjust live campaign triggers. As a result, every customer receives custom-tailored recommendations that evolve in real time, eliminating manual tuning and maximizing effectiveness. In addition, with generative AI built into its campaign planning and segmentation modules, SOLUS allows marketers to define strategies using plain-English prompts. The system translates those into precise execution logic, democratizing agentic behavior and accelerating adoption.[86]

Segment-Level Summary: Agentic AI & Innovation

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
3.5/5 Basic automation features. Emerging agentic capabilities for strategy or insights.	3.3/5 Basic automation features. No agentic capabilities for strategy or insights.	1.3/5 No agentic capabilities for strategy or insights. Rule-based program management. No intelligent assistance.	5.0/5 AI-driven insights and assistance. Relevance scoring. AI-driven campaign suggestions

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[86] References: 271

Adobe

3/5

Adobe offers support options that include Professional Services, Success Plans, a global partner network, and Experience League, which is their guided learning platform. The Expert Success Plan covers strategic guidance, 24/7 technical support, priority-driven case escalation, and rapid resolution SLAs. Experience League includes tutorials and peer collaboration. Enterprise users often praise Adobe support for responsiveness and turnaround times on technical support. However, Trustpilot indicates widespread dissatisfaction with handling of account and billing issues, and U.S. regulators have sued the company for making it unnecessarily difficult to cancel subscriptions, citing concealed fees, dropped support calls and complicated cancellation workflows. Also, while comprehensive, Adobe's support offerings align best with enterprise scale. User reviews also indicate that onboarding requires significant training and expertise.[87]

salesforce

3/5

Salesforce offers three plans: Standard, Premier and Signature. Standard offers basic community support. Premier provides faster response SLAs and admin coaching. And Signature offers 24/7 monitoring, proactive reviews and technical guidance. There's also an ecosystem of self-help resources, including help articles, community forums, a learning platform called Trailhead, and a guidance center for live issue support. In addition, Service Cloud offers built-in bots and case routing through phone, chat and social. However, some users have reported generic responses, superficial help, slow ticket resolution times, and difficulty reaching knowledgeable support agents. As of today, the Salesforce AI platform (Agentforce) handles 30-50% of all interactions, replacing up to 4,000 support roles, according to CEO Marc Benioff. Also, implementation and issue resolution often require technical expertise or external consulting, but the Premier or Signature plans are expensive.[88]

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[87] References: 14, 22, 125, 191, 229
[88] References: 54, 82, 121, 228, 245, 284

braze

4/5

Braze offers a self-service support portal, with documentation and articles. This is also where customers can track progress of tickets. In addition, enterprise users get onboarding help and access to Customer Success Managers (CSMs). Online reviews praise the support team for helpfulness and response times. However, Braze lacks collaboration features like shared workspaces, comments, or in-platform collaboration tools, so it can sometimes be difficult for teams to co-manage campaigns.[89]

(Insider

5/5

Insider gets high marks for customer satisfaction and account management on review platforms. Users typically praise Insider for its responsiveness, and for its onboarding and proactive support in helping them fully leverage the platform. However, some users wish that the onboarding sessions were more comprehensive.[90]

3/5

CleverTap scores highly for its customer support on review platforms. Users frequently praise customer managers who help with the migration process, as well as the ticketing system itself. The onboarding process for new platform features also receives praise. However, other users have reported dissatisfaction with the support they get, and some report that documentation gaps sometimes lead to otherwise-unnecessary support calls.[91]

moengage

4/5

MoEngage scores highly on review platforms for 'willingness-to-recommend.' Users often praise the onboarding process and ongoing support they receive. However, some users have reported that the Software Advice dashboard can be slow when handling large datasets.[92]

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[89] References: 43, 74, 117, 126, 187
[90] References: 27, 136, 175, 181, 265
[91] References: 26, 69, 76, 98, 156, 258
[92] References: 138, 197, 204, 261

easyrewardz®

4/5

EasyRewardz has published testimonials that praise its onboarding process and problem resolution, but although those particular testimonials are positive, there's an absence of independent third-party reviews on platforms like G2 or Capterra, with information specifically about the support, so it's difficult to directly calibrate testimonial feedback with that of brands that have such reviews.[93]

Netcore

3/5

Netcore offers an array of support channels, including chat, phone, email, FAQs, forums and documentation. User reviews generally describe Netcore support as prompt and helpful. User feedback also mentions that implementation involves proactive meetings and partnership-style guidance. However, some users report frustration when billing-related issues arise. Reportedly, even an expired credit card can lead to 1-2 days of system downtime.[94]

xeno

3/5

Reviews of Xeno Loyalty generally praise its onboarding process, issue resolution and ongoing support. However, several users have reported that self-service capabilities are not yet available within the dashboard, so there is an unnecessary reliance on live support for even routine requests. Also some users report that the onboarding process takes longer than they expected.[95]

capillary

3/5

Capillary Loyalty receives consistent praise online for the responsiveness and helpfulness of its support teams. And this support goes beyond problem resolution. (Clients have praised the company's ability to assist with best business practices and exchange of industry knowledge.) However, since the Capillary feature set is extensive, users report that a dedicated in-house resource is needed. Otherwise, services will be needed from the Capillary team. Also, users report that sometimes technical support is not available on the weekends or holidays.[96]

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[93] References: 100, 102, 111, 157, 161, 259, 268, 275
[94] References: 72, 140, 158, 263, 289
[95] References: 146-47, 306, 308
[96] References: 67, 75, 150

SOLUS.ai offers comprehensive managed services as part of its support offerings. This includes dedicated Customer Success Managers, campaign strategists and technical support, which entails hands-on engagement for campaign setup, ongoing optimization and strategic reviews. Users on review platforms like G2 consistently praise SOLUS for its knowledgeable support, citing prompt, knowledgeable assistance and a strong client-centric ethos that greatly enhances their experience. Also support pricing plans transparently specify monthly support hour allocations (Starter: 5 hours, Advanced: 10, Premium: 20 hours).[97]

Segment-Level Summary: Service & Support Model

Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
3.0/5 A strong but expensive third-party ecosystem. Experiences can vary. Limited strategic advisory capabilities.	4.0/5 Standard support model. Limited strategic guidance.	3.3/5 Standard support model. Limited strategic guidance.	5.0/5 In-house managed services. Strategic advisory. Extended analytics services.

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[97] References: 145, 271, 273

3.1 Summary and Conclusion

Here's a summary of the eight evaluation criteria covered in this report, consolidated at the business segment level.

Segment-Level Summary: Consolidated

AI MASTER GROUP	Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
Customer 360 View & Data Integration	4.5/5 Comprehensive but requires significant custom development. Strong on digital. Weaker on offline data integration.	2.3/5 Good for mobile first data but limited multi-source integration. Requires significant work creating custom variables.	3.0/5 Primary data focus is loyalty. Weaker on broader customer interaction data outside the loyalty platform.	4.5/5 Core strength. Excellent integration from multiple data sources, not just digital. Single customer view across all touchpoints.
AI-Powered Recommendations	3.0/5 Basic recommendations limited to browsing history. Bias towards last-browsed approach or 'trending'.	3.5/5 Limited recommendation engines, mostly based on mobile app behavior. Minimal offline data integration.	2.3/5 Focus is on points-based engagement, rather than on intelligent product suggestions.	5.0/5 Ten or more recommendation systems running in parallel, with a meta-learner making final recommendations selected from competing models that use both online and offline data.
Propensity Modeling & Predictive Analytics	3.5/5 Available as an expensive add-on. Model build can take weeks.	2.3/5 Limited propensity capabilities.	2.0/5 Very limited propensity capabilities. Focus is on tier progression or simple transaction-based triggers.	5.0/5 A wide array of ready-to-use models. Can also build comprehensive new models in under 2 hours.

![AI Master Group logo]	Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
Advanced Segmentation	3.5/5 Good segmentation tools for campaign list selection, but with limited segmentation analytics.	2.8/5 Good segmentation for mobile engagement, including auto-refresh. Limited pre-built options.	2.5/5 Limited segmentation beyond tier-based loyalty or transaction-based parameters.	5.0/5 GenAI-powered segmentation with very good flexibility for both campaigns and analytics. Robust profiling (100+ segments).
Campaign Intelligence & Lifecycle Management	4.0/5 Excels on campaign setup capabilities, but without built-in strategic guidance. Limited integration of model scores/recommendations.	2.8/5 Good for mobile lifecycle campaigns, but without built-in strategic guidance.	2.3/5 Campaigns focus on loyalty program mechanics. Very limited capabilities outside of points and tiers.	5.0/5 Strategically-guided campaigns. Full integration of recommendations and model scores. AI-driven campaign suggestions.
Analytics & Incrementality Measurement	4.0/5 Good campaign reporting. Focus on conversion metrics. Weaker on measuring incrementality & ROI.	2.8/5 Good mobile analytics. Limited cohort capabilities. Missing measurement of comprehensive business impact.	1.5/5 Focus on loyalty-specific metrics (enrollment, tier contribution). Lacking measurement of deeper business impact.	4.5/5 Comprehensive measurement of target vs control. Deep customer, product, store analytics. Insights about what works.
Agentic AI & Innovation	3.5/5 Basic automation features. Emerging agentic capabilities for strategy or insights.	3.3/5 Basic automation features. No agentic capabilities for strategy or insights.	1.3/5 No agentic capabilities for strategy or insights. Rule-based program management. No intelligent assistance.	5.0/5 AI-driven insights and assistance. Relevance scoring. AI-driven campaign suggestions

![AI MASTER GROUP]	Enterprise Giants	Mid-Market Players	Loyalty Niche Players	AI-First Platforms
Service & Support Model	3.0/5 A strong but expensive third-party ecosystem. Experiences can vary. Limited strategic advisory capabilities.	4.0/5 Standard support model. Limited strategic guidance.	3.3/5 Standard support model. Limited strategic guidance.	5.0/5 In-house managed services. Strategic advisory. Extended analytics services.

3.2 Final Thoughts: Not All-or-Nothing

The way this report is structured, readers might come away with the impression that I'm suggesting that marketing teams choose one solution: Winner takes all. That impression is especially likely since I have mentioned in some places that investments in some aspects of these platforms typically run smoother and are better leveraged by teams that also use other parts of the same vendor's stack. However, that impression needs to be corrected, especially in regard to emerging AI capabilities because, as we saw, there are structural reasons why big legacy systems will tend to lag behind the AI-First segment – sometimes very significantly. So if you are competing with a brand that's leveraging such capabilities, then it might be a bad idea to patiently wait your turn for their next release. You might underperform in the market.

That's one reason why AI-First companies, including SOLUS, position themselves as a system of intelligence that sits in between your existing data sources and your existing messaging systems without any need to replace either of those. Instead, such systems 'play nice in the sandbox,' feeding messaging and web systems the real-time information they need, in order to wake up each day with better-optimized messages and campaigns. For example, here's a sample of some of the systems that SOLUS has supported so far.

	For Intelligence	For Action
PUMA	SOLUS	Adobe Marketing Cloud
Starbucks	SOLUS	salesforce
MARKS & SPENCER	SOLUS	acoustic
BURGER KING	SOLUS	levelapp
P&G	SOLUS	Ivy mobility

So that's it. I hope you found this analysis useful. Please feel free to reach out to me with any questions or feedback. Best wishes, and good luck with your next round of initiatives!

About the Author

Jim Griffin is a faculty member at the University of Texas, Austin, in the Masters of Business Analytics program. He's also the founder of AI Master Group, which delivers high-impact consulting and resources related to AI. Jim has more than 15 years of project experience in North America, Europe, the Caribbean and Asia Pacific, with projects involving AI, analytics, machine learning and CRM. He also has a popular YouTube channel and podcast devoted to AI.

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