UX Engine

The video personalization platform that changes everything.

UX Engine adapts every screen, every offer, every interaction, every use case to match each user's preferences, tastes and intent. That's true personalization.

THE ALL-IN-ONE SOLUTION

An integrated system for experience automation, personalization, and measurement.

Personalization algorithms alone are no longer sufficient to deliver bespoke offerings. Scalable automation and workflows, AI-driven prediction, data orchestration, and analytical insights are essential to great one-to-one user experiences.

FULL-PAGE OPTIMIZATION

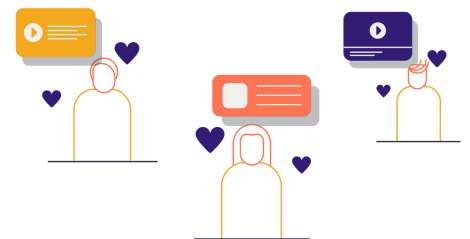### UX Engine personalizes the entire UI, not just content.

UX Engine controls elements inside a predefined carousel or "widget" and reorganizes layout elements, extending personalization to the entire page. It builds page layouts automatically and provides user base dynamic segmentation.

USER-TAILORED GENRES

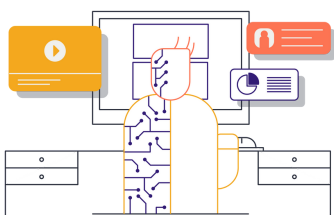### Millions of dynamic, AI-generated content collections.

UX Engine reorganizes content in user-customized genres and automatically suggests what resonates with user tastes and context, offering a dynamic, personalized alternative to traditional and static UI paradigms.

AI-ASSISTED EDITORIAL CONTROL

The right mix of human wisdom and algorithmic automation.

Seamlessly combine human and machine, enabling editorial selected recipes enhanced by personalization algorithms. Different curation approaches and personalization use cases blend and interlock for maximum flexibility.

CONTENTWISE

CONTENTWISE

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USER EXPERIENCE, FRONT AND CENTER

ContentWise is the AI-powered customer experience and personalization software for video operators, digital media and online retailers.

By orchestrating the entire digital customer experience, ContentWise helps marketing, editorial and merchandising teams convert customers, increase their loyalty and maximize their lifetime value.

With offices in Milan, Los Angeles and Singapore, ContentWise counts as customers leading brands worldwide, including Mediaset, Sky, Telecom Argentina and Telefonica.

WANT TO HAVE A CLOSER LOOK?

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