



NEWS RELEASE

Dynamic Yield Positioned Highest In Execution and Furthest In Vision in 2023 Gartner Magic Quadrant for Personalization Engines

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Latest report marks company's sixth consecutive year as a Leader

NEW YORK--(BUSINESS WIRE)-- **Dynamic Yield** by Mastercard, announced today it has been positioned both highest on the Ability to Execute axis and furthest on the Completeness of Vision axis in the 2023 Gartner® Magic Quadrant™ for Personalization Engines.* This also marks the sixth year it has placed in the Leaders Quadrant.

"Innovative technology not only closely reflects the demands of a changing world, but also anticipates and rapidly responds to its next move," said Ori Bauer, CEO of Dynamic Yield. "This is the approach we've taken to our product development and offerings since the very beginning, and we believe our philosophy and efforts are validated and recognized year after year by the industry."

Dynamic Yield was evaluated alongside nine other solution providers in the space, with the company receiving its highest Use Case score for Digital Commerce within the Gartner® companion 2023 Critical Capabilities for Personalization Engines research due to the ability to personalize digital commerce discovery and product promotion.**

Dynamic Yield also received positive customer reviews. On October 25th, 2022, one **Gartner® Peer Insights™ reviewer** wrote, "A cutting-edge optimization platform which helps deliver enriching customized customer experiences by activating data from sources to drive sales. Dynamic Yield's experience OS provides highly efficient algorithmic ways to match customer needs and product offerings."***



Here's why Dynamic Yield believes it is preferred by customers

- A flexible, agnostic **operating system**, where users can build and manage a mix of capabilities in one place, allowing streamlined workflows, reduced IT dependency, and increased customization for different industries and business sizes.
- People-first machine learning, keeping privacy by design and consent at the center of innovation driven by **state-of-the-art deep learning and predictive models** that always recommend the next best series of products.
- The power of **Element**, leveraging Mastercard's proprietary prediction models and aggregated spend insights to reach new audiences, identify relationships between products, and uncover macroeconomic trends for better personalization.
- Trusted, award-winning methodology, with a library of personalization resources, including guides and frameworks (such as the **Rooted Personalization** approach) that empower teams to use our sophisticated technology to the fullest.

Other exciting developments over the last year include **Affinity Allocation** for scalable 1:1 targeting; **CopywriteML**, a tool that automatically suggests diverse copy ideas for personalization campaigns; a series of interactive **chatbot-based recommendation templates**; and more. Dynamic Yield also received additional **recognitions across customer-rated categories**, from G2 (Winter, Spring, and Summer Leaders in A/B Testing and Personalization), TrustRadius (2023 Tech Cares Award), and Gartner (Peer Insights Customers Choice recognition).

To download a complimentary copy of the report, visit: dynamicyield.com/guides/gartner/

*Gartner, Magic Quadrant for Personalization Engines, 06 September 2023, Jason McNellis, Joseph Enever, Ant Duffin, Alex De Fursac Gash

**Gartner, Critical Capabilities Personalization Engines, 06 September 2023, Jason McNellis, Joseph Enever, Ant Duffin, Alex De Fursac Gash

Gartner, Peer Insights 'Voice of the Customer': Personalization Engines, 21 December 2022

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About Dynamic Yield by Mastercard

Dynamic Yield by Mastercard helps businesses across industries deliver digital customer experiences that are personalized, optimized, and synchronized. With Dynamic Yield's Experience OS, marketers, product managers, developers, and digital teams can algorithmically match content, products, and offers to each individual customer for the acceleration of revenue and customer loyalty.

Courtney Meola

Courtney.Meola@mastercard.com

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