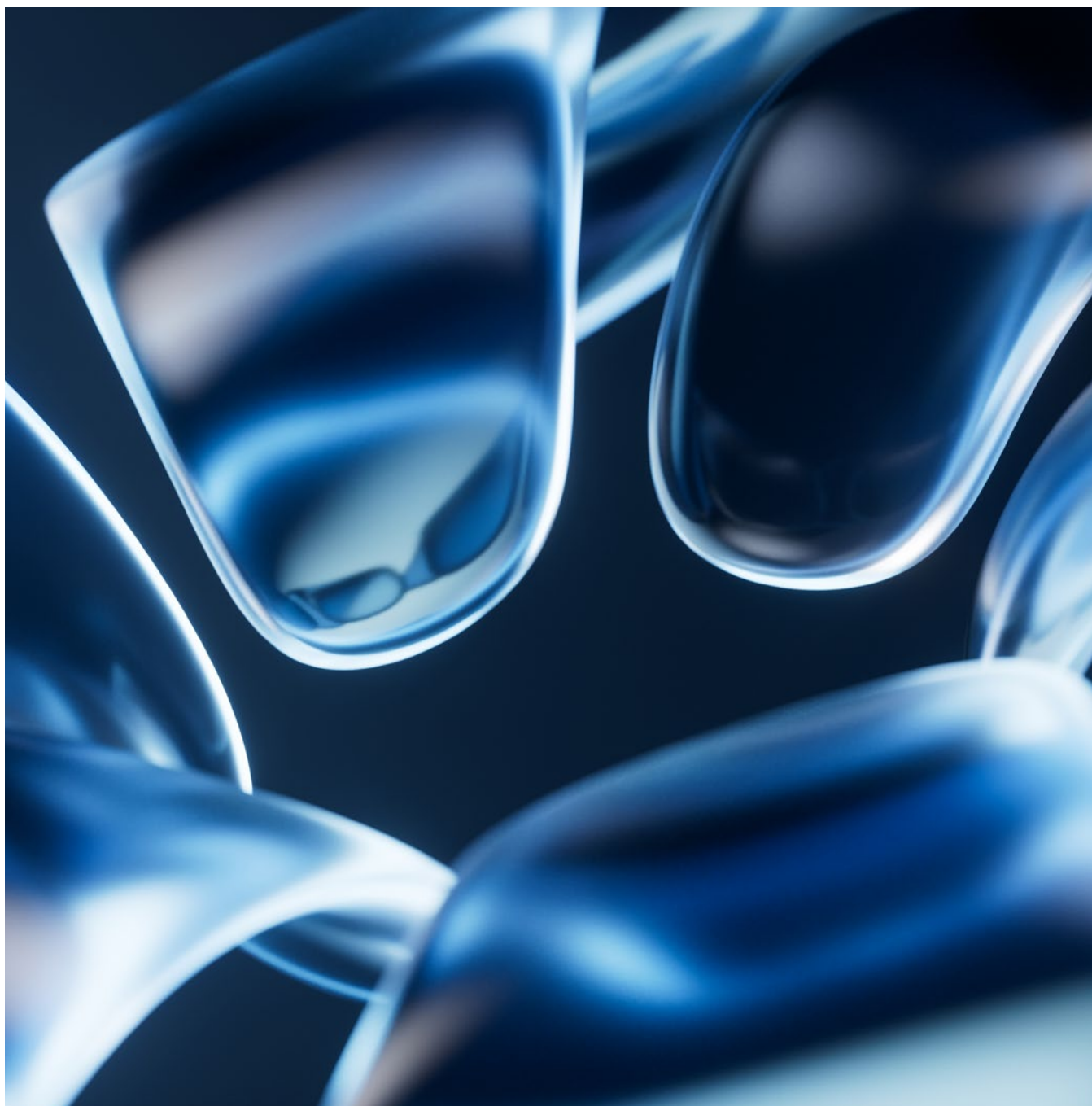




B R O C H U R E

Introducing **Synthetic Audiences** for SitecoreAI

Predictive Audience Intelligence for Content that Converts

EPAM's Synthetic Audiences for SitecoreAI

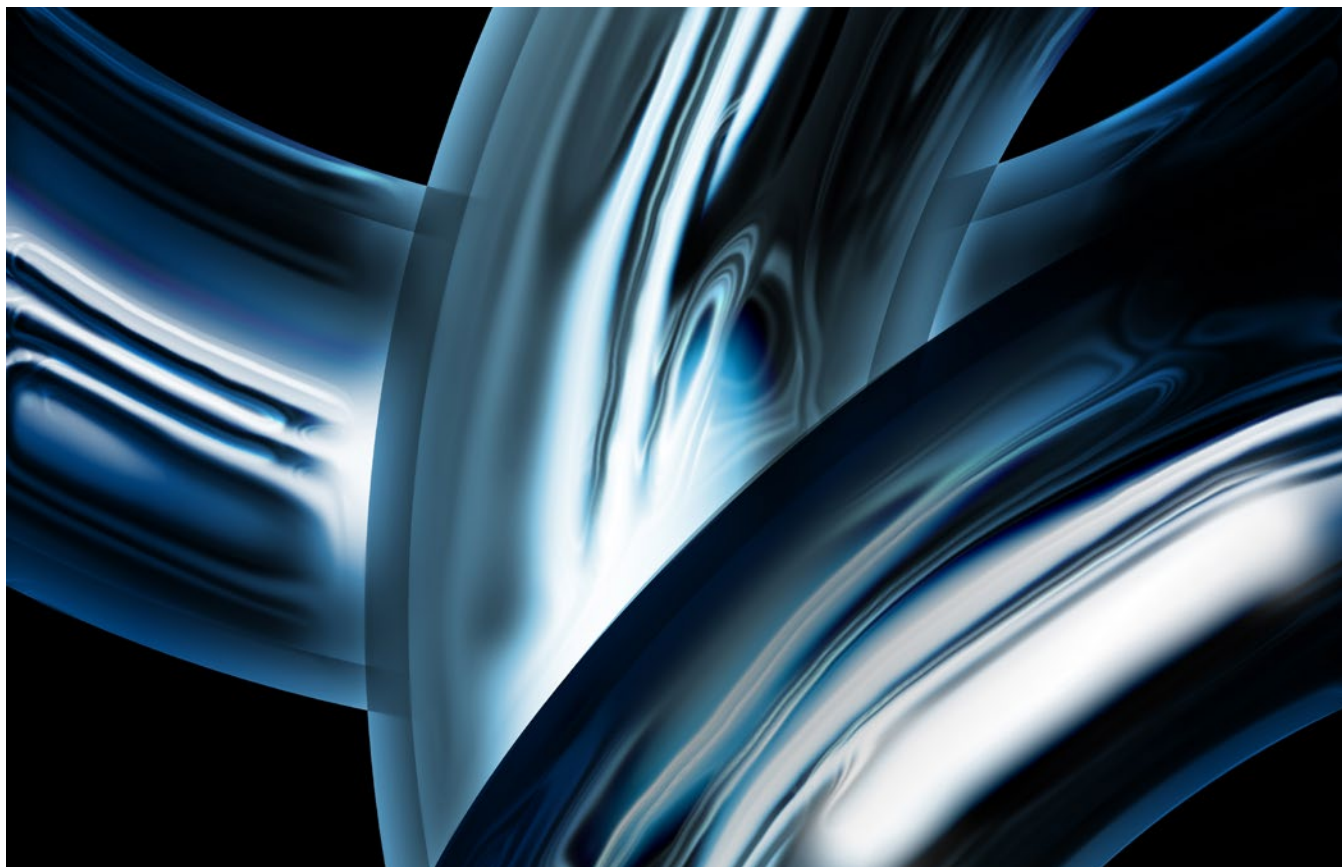
Pre-launch Audience Validation Embedded into Your Content Lifecycle

Consumer behavior is evolving, and the traditional marketing funnel is rapidly collapsing. Buyer decisions are now being shaped earlier in the journey by AI-driven systems that filter, rank and interpret content long before customers ever visit a website or engage with a brand's digital experience.

In this new landscape, brands aren't just competing for attention at the point of interaction — they're competing within the systems that determine what content gets seen, how it's presented and whether it's trusted.

By the time a customer reaches your site, their expectations are already set. Content that is unclear, generic or disconnected from their needs doesn't just underperform — it loses the sale.

This transformation demands that marketing teams deliver content that is not only personalized and relevant but also trusted, impactful and proven to drive conversions in every context.



Addressing the Challenges of Modern Experience Optimization

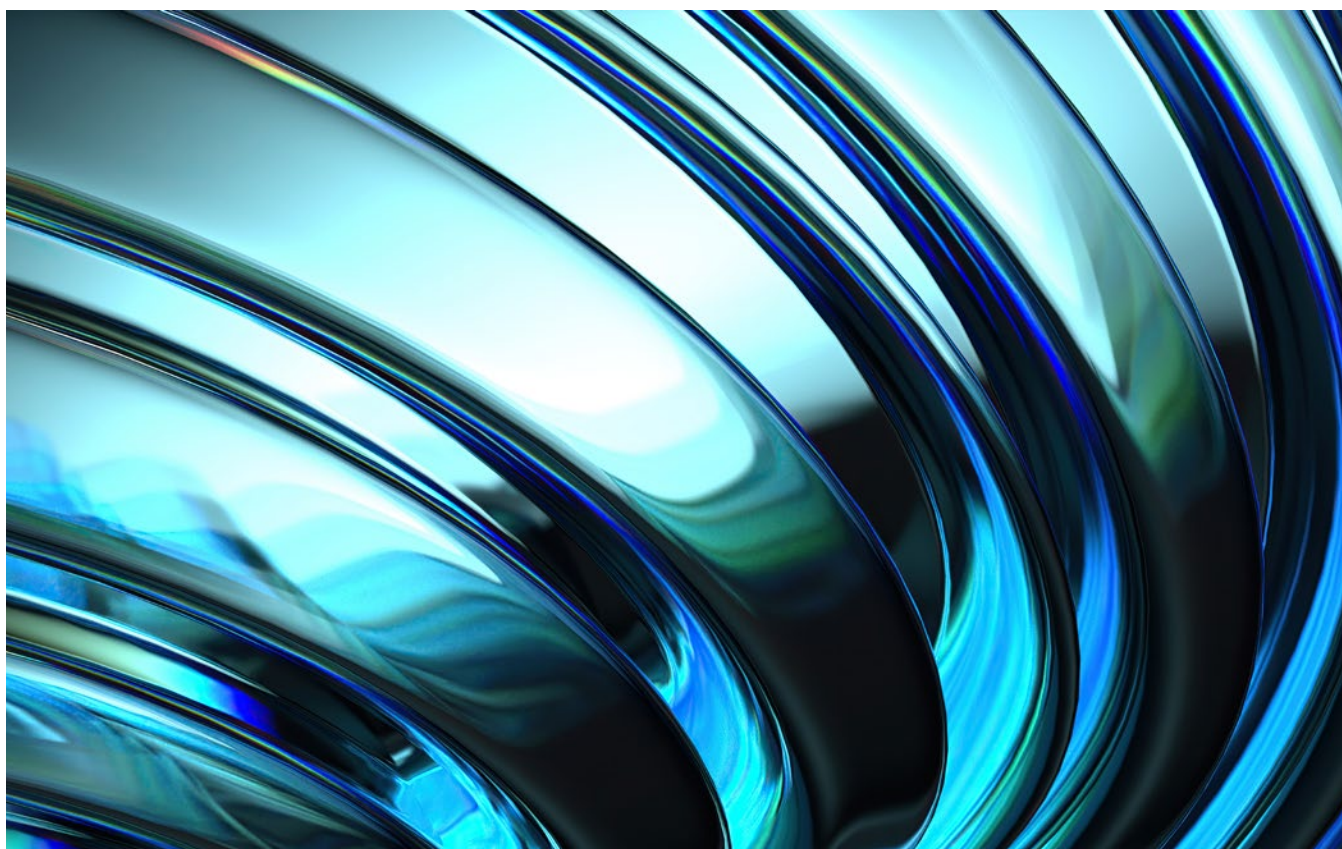
Static personas and traditional audience research methods were designed for a linear, human-led funnel — one where marketers controlled how customers searched, discovered and evaluated information. That model no longer reflects reality.

In today's world:

- Customer decisions are made earlier, often outside owned channels
- Content discovery and evaluation are increasingly mediated by AI-driven systems
- Content volume is increasing faster than teams can review or test
- Audience understanding, creation, testing and optimization remain fragmented and siloed

Due to these challenges, audience validation now happens too late in the content lifecycle, after campaigns are live, when learning is expensive and risk is highest. Post-launch analytics may reveal what didn't work, but they do little to prevent wasted spend, lost trust or missed conversion opportunities.

As a result, marketing teams face a false choice: publish generic content and accept lower conversion, or commit to long, costly testing cycles that slow momentum and delay growth.



Bring User Testing into the Content Lifecycle, Resulting in the SitecoreAI Experience Loop

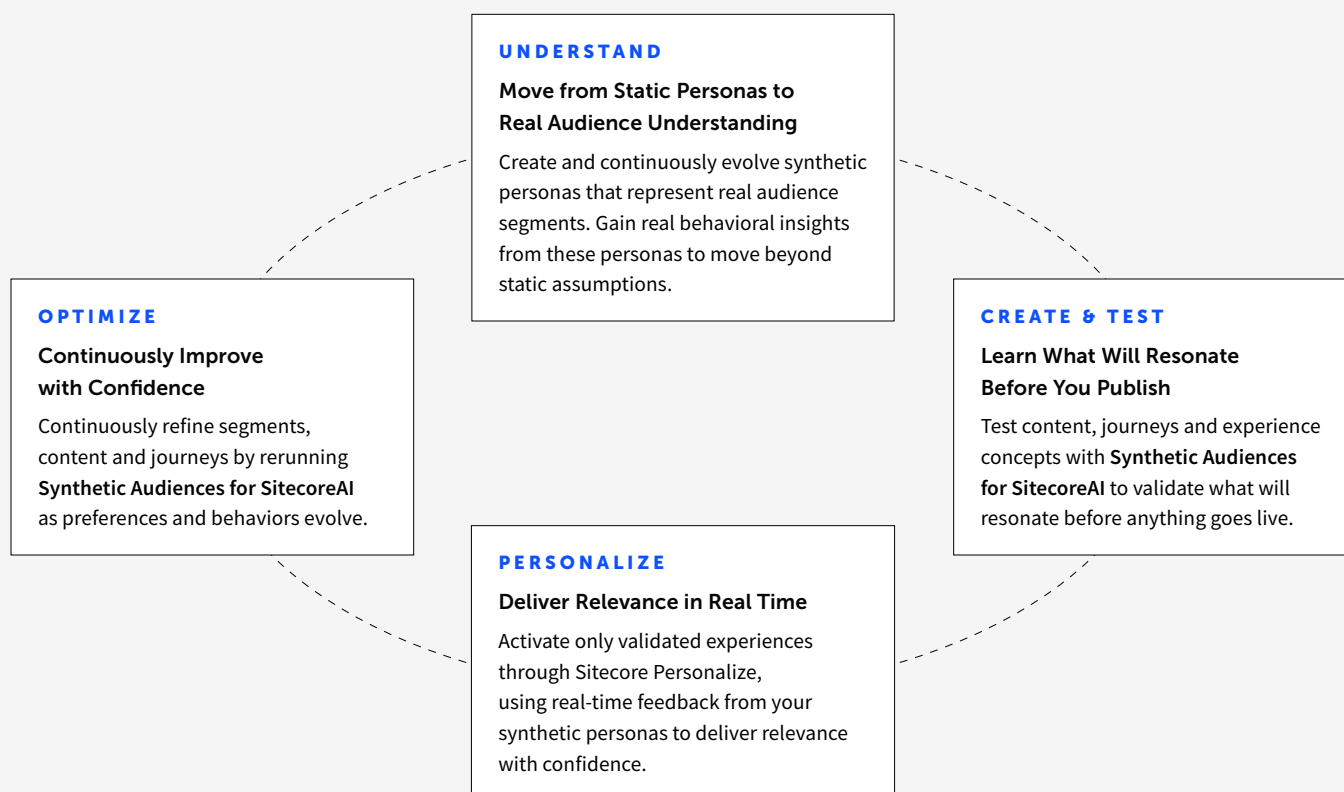
Synthetic Audiences for SitecoreAI introduces a new approach by bringing user testing directly into the content lifecycle and directly into SitecoreAI.

Instead of relying on assumptions, static personas or live-market experimentation, teams can validate whether content will be understood, trusted and likely to convert before it goes live. This moves confidence upstream, where it has the greatest impact on conversion, speed and risk, allowing marketers to scale personalized experiences without hesitation.

The result is a fundamental change in how campaigns are launched: not by learning what failed after the fact but by proving what will work in context.

Intelligent Audiences, Smarter Experiences

Synthetic Audiences for SitecoreAI delivers an end-to-end content authoring experience — connecting audience understanding, content creation, testing, activation and optimization.

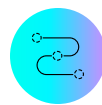


Sitecore at the Core

Synthetic Audiences for SitecoreAI is designed to bring user testing earlier into the content lifecycle — making it a native part of the authoring experience, all within one governed platform, with humans firmly in the loop. This means insight flows directly into:



Content creation and optimization



Journey orchestration

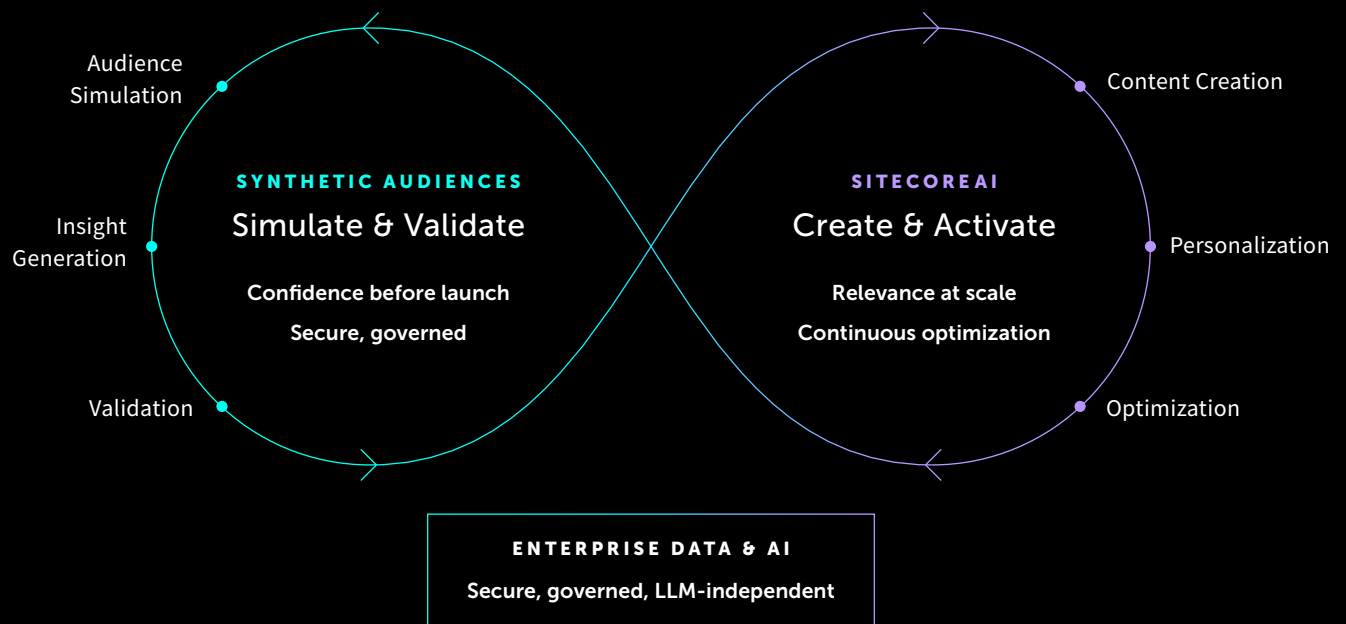


Personalization and experimentation



Continuous optimization

The SitecoreAI Experience Loop



A Flexible & Enterprise-ready Accelerator

Synthetic Audiences for SitecoreAI is an **accelerator** — **not a SaaS product** — designed to be configured, extended and deployed into your environment.



CONFIGURABLE

Synthetic personas and testing frameworks can adapt to different industries, markets and use cases.



COMPOSABLE

API first and cloud neutral, designed to integrate with SitecoreAI and evolve as technology advances.



GOVERNED

Deployed into your technical environment, keeping data, content and results under your control.



HUMAN-LED

AI accelerates insight — humans retain decision-making authority.



Confidence at Scale

Synthetic Audiences for SitecoreAI helps teams test how content is perceived across different audience types, markets and contexts — ensuring tone, clarity and intent remain aligned to brand standards before anything goes live.

Time to Insight

Synthetic Audiences for SitecoreAI can be set up, run and analyzed in minutes — not weeks — allowing teams to test more ideas, audiences and scenarios at a fraction of the cost.

Human in the Loop

Synthetic Audiences for SitecoreAI augments research, marketing and experience teams — it does not replace them. Humans guide the questions, interpret results and decide what goes live, while AI accelerates insight and learning.

Key Benefits & Outcomes

- Predict audience response before content goes live
- Replace static personas with dynamic, predictive audiences
- Test more concepts for more audiences at a lower cost
- Operate from one unified, governed SitecoreAI platform
- Continuously optimize experiences as behavior evolves

GET IN TOUCH

Ready to launch experiences that convert?

Contact EPAM to learn how **Synthetic Audiences for SitecoreAI** brings confidence, speed and performance into your content lifecycle.

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