



SentientIQ™ Glossary

Agentic Marketing Platform

A marketing platform powered by autonomous AI agents, each specializing in a specific function, working together under human oversight.

Autonomous Marketing Agents

Independent AI systems within SentientIQ™ that propose, explain, and act on marketing tasks like budget shifts, lead scoring, and creative adaptation.

Sentiment Analysis

The detection and interpretation of human emotions through digital signals like social media posts, searches, and engagement behaviors.

Explainable AI (XAI)

An AI approach where every recommendation is explained in clear, understandable language, giving marketers full visibility and control.

Sentiment-Weighted Attribution™

A proprietary model that credits marketing touchpoints based on emotional influence rather than just click sequence or timing.

Customer Journey Intelligence

Mapping and analyzing the full emotional and behavioral path a buyer takes from first contact to final conversion.

Predictive Lead Scoring AI

AI models that dynamically rank and prioritize leads based on emotional engagement, journey progression, and behavioral indicators.

Emotional Intent Data

Behavioral and emotional signals that indicate buyer readiness, such as frustration posts, urgent searches, or positive social mentions.

Real-Time Marketing Optimization

The continuous adjustment of budgets, creatives, and targeting based on live performance data and emotional shifts.

AI-Driven Budget Reallocation

Autonomous movement of marketing spend across campaigns or platforms to maximize ROI based on real-time insights.

Journey Intelligence Timeline

A live view of a buyer's emotional and behavioral journey, showing each touchpoint and its influence on the path to conversion.

Decision Orchestration Agent

The coordinating agent in SentientIQ™ that synthesizes insights from other agents and proposes unified, explainable actions.