

The best next asset, for every person, ranked, explained.

Wave blends each person's buying-group theme and their own engagement history into a ranked, explainable shortlist of the content to send next.

WHAT TO SEND

Security benchmark	REPORT
Webinar: zero-trust	WEBINAR
Case study: Acme	PROOF

TOP PICK
Security benchmark report

WHY IT'S NEXT

Matches their theme	WHY
Format they prefer	WHY
Like their past reads	WHY
Recent and relevant	WHY

MATCH SCORE
High

HOW IT RANKS

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graph TD; A[Buying group] --> B[Wave]; B --> C[Engagement];
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FEEDBACK
Thumbs tune the ranking

WHAT TO SEND

Ranked Shortlist

The top next-best assets for each person, scored and ordered, not a generic list.

WHY IT'S NEXT

Explained Picks

Every recommendation shows why it was chosen, so reps and marketers can trust it.

HOW IT RANKS

Hybrid Recommender

Wave blends buying-group themes with each person's own history. No black box.

See each person's next read.

Book a 20-minute walkthrough on your content.

tidalrevops.com/wave#demo