



The team at [ClearBrain](#) has a big goal: “Our mission is to democratize AI for marketers.”

That’s how CEO Bilal Mahmood put it, though Mahmood (a former product manager at Optimizely) and his co-founder Eric Pollmann (a former engineer on Google’s ad team) aren’t trying to do all that democratizing at once. Instead, they’re tackling a more specific challenge — helping companies target ads toward the users most likely to (say) sign up for a subscription, buy a product or cancel their account.

Mahmood said that this kind of targeting has been available to larger companies, but was too expensive for everyone else, regardless of whether they wanted to buy or build it internally. With ClearBrain, on the other hand, pricing starts at \$499 per month, and it’s taking advantage of what Mahmood described as “this growing trend in terms of different API data layers” — namely, the rise of tools like Segment, Optimizely and Heap.

“There was an opportunity to be this intelligence layer on top of the data layers,” Mahmood said.

So ClearBrain pulls data from the tools that businesses are already using, then deploys artificial intelligence to analyze and group users based on how likely they are to perform a specific action. Customers can then use that data to target their Facebook ads, emails or other messaging.