



FOR IMMEDIATE RELEASE

The Frontier of Loyalty: Augeo leverages SpaceXAI to Launch 100% Personalization Across Every Audience an Enterprise Serves

THEO (Trusted Human Engagement Orchestrator), Augeo's agentic AI orchestration core, is now integrating Grok's real-time reasoning and X's live sentiment data – powering the first 100% personalized redemption and offers experience and the first-of-its-kind, Loyalty Media Network.

ST. PAUL, Minn., September 2, 2026. Augeo, a global leader in loyalty and engagement technologies, today announced its plan to reimagine how enterprises connect with the people they serve. Collaborating with SpaceXAI to integrate Grok's real-time reasoning and X's live sentiment data into THEO, Augeo's orchestration core, Augeo is building two industry firsts: the first 100% personalized redemption and offers experience and the first-of-its-kind Loyalty Media Network spanning loyalty rewards, offers, and social advocacy.

Augeo's new offerings will advance a bold vision for enterprise-wide engagement - a single, unified approach to motivating every audience an organization serves. From employee engagement to customer loyalty to advertising through the new Loyalty Media Network, Augeo reaches every audience: employees, customers, dealers, channel partners, fans and members. Rather than running siloed programs, enterprises can engage their entire ecosystem through one intelligent core.

Wherever loyalty lives, Augeo is there.

That reach is the point. Workplace, marketplace, and media were once separate disciplines served by separate vendors. Augeo brings them together under one roof and one intelligence core - so when loyalty and engagement strategies are on the agenda, in any form, Augeo is the company to call.

THEO: Augeo's Orchestration Core

THEO is the intelligence layer that unifies data, decisioning and delivery into a single system. With Grok's real-time reasoning and X's live sentiment data, THEO understands each individual in the moment and acts inside the channels and systems enterprises

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already use, no migration, no rip-and-replace. The result is engagement that meets people where they already are and gets sharper with every interaction. Critically, it does so with a commitment to privacy and zero data retention.

Two Industry Firsts

The first 100% personalized redemption and offers experience. Every offer, reward and interaction is tailored precisely to the individual, built for the moment, rather than aimed at a segment. The collaboration between Augeo's loyalty expertise and SpaceXAI makes personalization at this depth and scale possible for the first time.

The first Loyalty Media Network. Retail media networks reach shoppers. The Augeo Loyalty Media Network goes further, giving brands a direct line to the most loyal, highest-value customers at the moment they are most receptive. It is a new category of media, born from loyalty and powered by real-time intelligence.

"This is a ground-up collaboration to reimagine our entire sector," said David Kristal, Founder and CEO of Augeo. "We're delivering two things the industry has never seen: a redemption and offers experience that is 100% personal to each individual, which only AI enables, and an imaginative revenue producing media network where there was not one before, all while processing real-time sentiment at global scale with a firm commitment to privacy and zero data retention. Enterprises don't have to choose all or nothing. They can begin in one area of the enterprise and extend from there, compounding retention, revenue and reach as they grow. This is how brands and people will connect going forward."

THEO is available beginning this fall to Augeo's enterprise client base. To learn more, visit helloaugeo.com.

About Augeo

Augeo is a global leader in loyalty and engagement technologies, helping define the new frontier of loyalty, the measurable connection between a person and a brand, employer, team or community. For 27 years, Augeo has provided the specialized infrastructure to drive performance across brand commerce, workforce recognition and fan engagement, serving hundreds of clients, including dozens of *Fortune* 500 companies, and fostering deeper connections for millions of people worldwide. For more information, visit helloaugeo.com.

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