

# Quad makes audience creation easier, faster and more precise with natural language AI prompts powered by Snowflake

## Audience builder extracts highly targeted, resilient audiences, now even faster

SUSSEX, Wis., October 9, 2025—Quad/Graphics Inc. (NYSE: QUAD), a marketing experience company that solves complex marketing challenges for its clients, is rolling out natural language prompting capabilities for its proprietary Audience Builder platform. The new feature, powered by [Snowflake's Cortex AI](#) platform, accelerates Quad's ability to create sophisticated audience segments using simple conversational commands instead of complex queries.

The AI chat prompt more easily unlocks Quad's data stack of billions of household data points, speeding the time for Quad to build highly relevant audiences while eliminating the need for technical expertise to create or fine tune results. The natural-language feature uses Cortex AI functionality from [Snowflake](#), a leading cloud data platform, to interpret prompts, analyze stored audience attributes, and enrich results with external demographic data.

"From offline to online, across our media, creative and production capabilities, Quad uses its extensive household insights to generate personalized creative, deliver production at scale and optimize media across all channels," said George Forge, Senior Vice President of Client Technology & Product Development, Quad. "By tapping Snowflake's AI expertise for natural language prompts, we're introducing a new level of innovation to our audience targeting process. In the increasingly complex world of marketing, we're making it even easier, faster and more precise to gather insights, build audiences, and help our clients make meaningful connections with their customers, wherever they may be."

"Our collaboration with Quad is a testament to the power of AI to transform how marketers interact with their data," said Erin Foxworthy, Global Head of Marketing & Advertising, Snowflake. "By combining natural language processing with the ease of use that the Snowflake platform provides, we're making it possible for brands to unlock sophisticated insights and act on them with speed and precision."

Quad developed Audience Builder to help its clients reach more relevant audiences by identifying consumers who are more likely to engage with advertiser messaging and to break through walled gardens by providing greater transparency about who the advertisers actually reach. Quad's Audience Builder allows media strategists, analysts and planners to uncover deeper consumer insights and design higher-performing audience profiles that can be deployed across channels to improve marketing mix measurement and incrementality. Intuitive, natural language, AI chat prompting accelerates and streamlines the creation of sophisticated audience segments from Quad's data stack through basic, conversational prompts, such as, "Build an audience of competitive bike riders in South Carolina."

Built on Quad's decades of experience understanding U.S. households, its data stack touches 92% of all U.S. households and nearly 97% of the adult U.S. population. Because of their inherent stability, households are more resilient data sources than phone numbers, email addresses, IP addresses and other digital identifiers. They also reveal audience passions and interests through the types of content recipients proactively request, enhancing personalization and engagement possibilities across the omnichannel marketing experience. Quad's Audience Builder helps advertisers activate against truly optimal audiences and is integrated into the company's unique suite of marketing solutions.

# Quad

## About Quad

Quad (NYSE: QUAD) is a marketing experience, or MX, company that helps brands make direct consumer connections, from household to in-store to online. The company does this through its MX Solutions Suite, a comprehensive range of marketing and print services that seamlessly integrate creative, production and media solutions across online and offline channels. Supported by state-of-the-art technology and data-driven intelligence, Quad simplifies the complexities of marketing by removing friction wherever it occurs along the marketing journey. The company tailors its uniquely flexible, scalable and connected solutions to each clients' objectives, driving cost efficiencies, improving speed-to-market, strengthening marketing effectiveness and delivering value on client investments.

Quad employs approximately 11,000 people in 11 countries and serves approximately 2,100 clients including industry leading blue-chip companies that serve both businesses and consumers in multiple industry verticals, with a particular focus on commerce, including retail, consumer packaged goods, and direct-to-consumer; financial services; and health. Quad is ranked among the largest agency companies in the U.S. by Ad Age, buoyed by its full-service media agency, [Rise](#), and creative agency, [Betty](#). Quad is also one of the largest commercial printers in North America, according to Printing Impressions.

For more information about Quad, including its commitment to operating responsibly, intentional innovation and values-driven culture, visit [quad.com](http://quad.com).

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