Harmonya

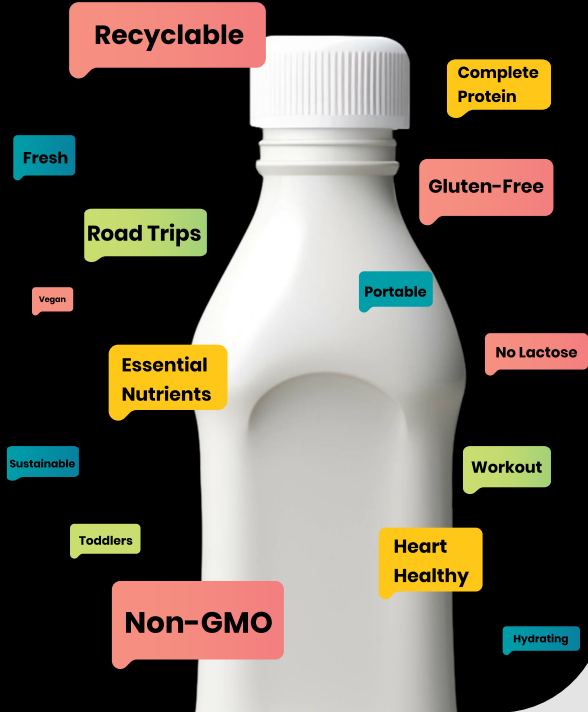# Unmatched
Product Intelligence

Discover the **precise characteristics** that drive **product success** across categories.

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Recyclable
Complete Protein
Fresh
Gluten-Free
Road Trips
Portable
Vegan
No Lactose
Essential Nutrients
Sustainable
Workout
Toddlers
Heart Healthy
Non-GMO
Hydrating

Stop Guessing, Start **Knowing**

Stop the guesswork on product performance.

With Harmonya, uncover the specific product attributes that captivate the market.

Our AI-powered platform transforms static product data into detailed, actionable insights about your products & categories. This enables you to **anticipate and shape market trends**, ensuring your products consistently meet and exceed consumer expectations.

Gain a competitive edge with smarter, richer data

1 Precise Product Insights

Understand which attributes of your products are resonating with the market to better tailor your product development and marketing strategies.

2 Enriched Data

Gain more from your data investments. We enrich your existing data, delivering deeper insights to inform decisions and outpace market trends.

3 Automated Attribution

Automate the mapping of product attributes and segmentations across disparate data sets to harmonize data at scale – now and forever.

How it works

Harmonya processes millions of data points from online product interactions to extract the most relevant product insights. This powerful integration of data equips your teams with the knowledge to craft strategies that target market opportunities based on actual product performance.

Data Acquisition Engines ▶ **ML & NLP Models** ▶ **Knowledge Graph** ▶ **Dynamic Product Tags** ▶ **Tools**