

AI Content Discovery with a Human Touch.

Help buyers discover your products through intelligent content and improved navigation



Businesses are overwhelmed with the amount of product content they have, and buyers are overwhelmed by the amount of choice they have. This duality wreaks havoc on operational efficiency, scalability, and the customer experience. Zoovu understands that to create successful commerce experiences, businesses need to focus on improving content discovery and navigation by making sense of all the information.

Top 4 Values & Benefits

1. Make Your Product Content Work for You

Use semantic data and product ontologies to transform technical specifications into customer-friendly language to make discovering and understanding product easier.

2. Drive Operational Efficiency

Reduce time spent on labor-intensive tasks associated with product content upkeep and management by using AI to automate the cleaning, structuring, classification, and enrichment of product content.

3. Strengthen and Expand Sales Channels

Reach new customers, retain customer loyalty, and maximize revenue across all digital touchpoints by syndicating content discovery experiences to owned digital properties and retail partners, in any language.

4. Collect Zero-Party Data

Understand customers like never before: gain access to customer insights like product and pricing preferences, product benefits, what products are purchased together most often, and more, to fuel marketing activities and product development.

✓ Improved Navigation & Enriched Product Content lead to:

- 211% Conversion Uplift
- 47% Increase in AOV

✓ Automation of Content Maintenance & Improvement mean:

- Go to Market **10x** faster
- **80%** Less Time Spent on Tasks
- More Time Spent on Strategic Work

✓ Scaling discovery experience drives:

- **98%** More Engagement
- **48x** ROI

✓ Direct access to buyers insights provides:

- **28%** Return on Ad Spend
- Millions Saved in Market Research

Trusted by the best



How Zoovu delivers product content to digital experiences that drives business growth.



Clean & Enrich Product Content in 4 Steps

Ingest product information and data from various sources to create 100% organized, accurate, and machine-readable content that is continuously enriched with new products through a feedback loop that understands what improvements can be made to deliver better value to buyers.



Build & Manage Discovery Experiences

Enriched product content comes to life in Zoovu's AI-powered studios, so businesses can build, deploy, and manage discovery experiences that makes sales channels more effective and profitable.



Deploy Discovery Experiences Wherever Your Customers Are

Integrate content discovery throughout the channels that matter most to your customers and your bottom line, from digitally-native properties or in-store experiences like kiosks.



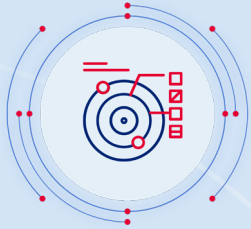
Syndicate Experiences to any Retail Partner

Expand brand presence and drive incremental revenue without increasing manual work with automated data management and content updates, easy to embed experiences that are continuously AI-optimized, and consistency ensured at every touchpoint.

Zoovu is the global leader in AI discovery solutions and is used by millions of people daily to help them find the products or services they need.

More than 2,500 brands and retailers use the AI-driven platform structures product content and enrich it with language that people understand to enable powerful and personalized product discovery experiences.

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Syndicate experiences to any channel partner

Expand brand presence and drive incremental revenue for you and channel partners with automated product data management and content updates, easy to embed experiences that are continuously AI-optimized, and consistency ensured at every touchpoint, so you can scale up without increasing manual work.

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