Future Proof Your Business.

Enable customer-centric content discovery and navigation while reducing manual work

Organizations are struggling to transform their business to meet the needs of today's B2B buyers and sellers. They are unable to deliver unique digital commerce experiences, and as a result lack automation and improvement to the quality of their content for digital channels Zoovu understands businesses must adopt technology that drives operational efficiency, enables scaling, and improves the overall customer experience.

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

Leverage intelligent product content to deliver sophisticated self-service experiences to buyers whilst reducing costs associated with manual maintenance of complex, compliance-based product content to scale faster.

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 channel partners in any language.

4. Collect Zero-Party Data

Understand buyers like never before: gain access to customer insights like product and pricing preferences, product benefits, what products are purchased together most, 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

Whirlpool · Microsoft · BOSCH · vodafone · 3M · Stanley Black&Decker

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 Channel 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.