sentient

# Sentient Aware™

## AI-Powered Personal Shopping

Leveraging the world's most powerful distributed artificial intelligence platform, Sentient Aware delivers image-based, real-time personalization through a visual conversation that eliminates the need for text search or filters.

## HOW IT WORKS

Sentient Aware's artificial intelligence analyzes the images from your product catalog and understands the similarities between those products across hundreds of image vectors. It works by building a model of your catalog to display products that are most similar to the product your shopper clicked on, accounting even for subtleties that can be difficult to articulate. Once Sentient Aware understands your initial catalog, it can include any new products in subsequent results it displays.

## PRODUCT ARCHITECTURE

**SENTIENT AWARE INTEGRATION OVERVIEW**



**CUSTOMER CATALOG DATABASE**

1. Sentient builds models from catalog images
2. Images are sent to Sentient's server via a feed
3. New catalog images are automatically added to the model

**SENTIENT AWARE SERVER & AI MODELS/ALGORITHMS**

1. Includes core components of Sentient's artificial intelligence platform
2. API requests from the client are processed
3. Models are updated as new images come in from the feed

**CUSTOMER FRONT-END**

1. JS Snippet or Aware plug-in deployed inline
2. API calls are sent to the Aware server when users click images
3. The next set of images to be displayed are sent back from the Aware server

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### PRODUCT DETAILS

#### Supported Categories

〉 **Apparel, Accessories, Home Decor**

#### Average Time to Deployment

〉 Weeks (not Months)

#### Minimum Customer Requirements

〉 Product Catalog Feed

〉 Implementation of JavaScript snippet to deploy experience

#### Capacity

〉 Typical API response **<200 ms**

〉 **1000** requests/second

## INTEGRATION OPTIONS

**We provide two options for integration that adapt to your development strategies:**

1 Directly integrate with our RESTful API via client-side API (37 kb)

2 Embed our client-side user interface on your site

## REPORTING

**Customers can monitor shopper interactions and customer engagement metrics via a web portal.**
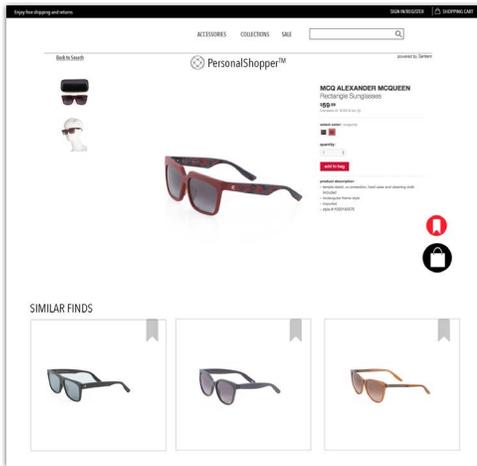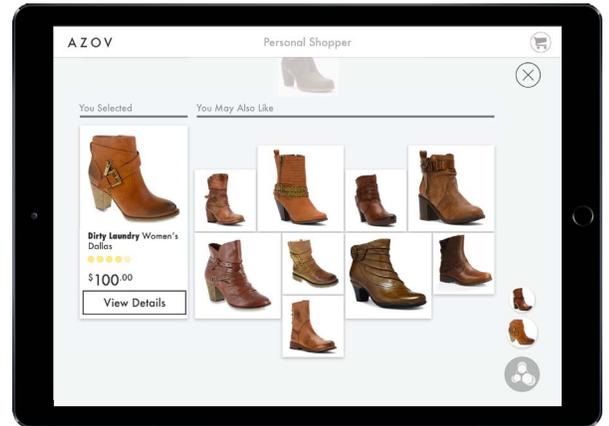
## USE CASES

Sentient Aware supports the following use cases based on the type of image input.

**PersonalShopper™** uses multiple shopper-selected image inputs. Each image adds to Aware's AI learning set, so that shoppers can navigate from the top of the catalog to the products they want to buy quickly. This use case accommodates multiple points of entry including home, category, product detail, wishlist, or cart pages.

PersonalShopper can be used in place of or alongside traditional search and navigation, enabling your customers to have a visual conversation with your catalog.

**Save the Sale** uses a single image. It recommends products that are highly similar when a shopper engages a specific product, for example on a product detail page. This use case allows for quick product comparison in order to save the sale in out-of-stock or not-quite-right situations.

As your customers view a product detail page, Aware's AI can suggest other products that are visually similar by analyzing the product image at a granular level.

## CONTACT US

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## ABOUT SENTIENT TECHNOLOGIES

Sentient's mission is to transform how businesses tackle their most complex, mission-critical problems by empowering them to make the right decisions faster. Sentient's technology has patented evolutionary and perceptual capabilities that will provide customers with highly sophisticated solutions, powered by the largest compute infrastructure dedicated to distributed artificial intelligence.

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