5 Reasons
the Most Innovative Retailers
Choose Sentient Aware™

In spite of faster connections, near-ubiquitous access, ballooning catalogs, and wave after wave of increasingly better designs, ecommerce conversion rates haven't changed much in the past decade. Shopping still feels like interacting with a spreadsheet, personalization isn't personal, and finding the perfect product is like finding a needle in a haystack.

That's where Sentient Aware comes in. It's an AI-powered personalization and recommendation solution for retail that leverages the product images you already have to create an amazing customer experience that leads to better conversions, higher order value, and happier customers.

So how can Aware help your business? We're glad you asked.

1

AI FOR A MOBILE-FIRST WORLD

Aware works on every device, but excels on mobile. It removes the need for the coarse filtering, tiny search bars, and endless scrolling that characterizes mobile shopping, replacing it with a simple, Tinder-like interface that leverages powerful AI to lead shoppers to the products they're looking for.

2

SPEED TO LAUNCH

Because Aware doesn't require reams of historical data or need to sit in the background of your site, learning for months on end, you can get it up and running in no time. Aware just needs product images. That's it.

3

SINGLE, FLEXIBLE API

What would *you* do with direct access to AI? Aware uses a single, extensible API, allowing brands to leverage AI at any point in the customer journey. One integration can power a variety of experiences across your site.

4

TRUE PERSONALIZATION

Aware uses its deep understanding of your product images and catalogs to react in real time to every click from every customer, learning what they're interested in right that moment, and merchandising the perfect products *fast*. Even brand new or unknown visitors get a highly personalized experience, right from the first click.

5

INTELLIGENT CATALOG EXPOSURE

Because Aware understands how every product in your catalog relates to the others, it can both promote relevant long-tail products that may not otherwise see the light of day, instead of only showing top-selling products that the shopper just isn't interested in. This real-time merchandising increases total catalog exposure and conversion rates simultaneously. Now *that's* intelligent!

Where can I learn more?

Just get in touch with our team and we'll set you up! Or visit our Aware Resources page to download content and watch videos.

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