

sentient AWARE™

AI-Powered Personal Shopping

	Increase conversion		Merchandise more products
	Delight your shoppers		Create a unique experience

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.

ENGAGE YOUR SHOPPERS IN A VISUAL CONVERSATION

With Sentient Aware, shoppers engage in a visual conversation with your catalog by clicking on images. Interactive, fast, and engaging, each click trains deep-learning algorithms to understand image content and determine what resonates—or doesn’t—with an individual shopper.

Aware accounts for common preferences like color, brand, and price, as well as nuanced features that are difficult to articulate like texture or cut. Each click (or tap) curates an increasingly relevant collection of products for each individual customer. Aware’s ability to intuit a buyer’s sense of style and inspire return visits replicates the high-touch experience provided by an experienced in-store associate.

IN-THE-MOMENT RECOMMENDATIONS CUSTOMIZED TO YOU—NOT JUST TO PEOPLE LIKE YOU

Aware avoids the impersonal—and often inaccurate—approach of cohort-based recommendation systems by analyzing hundreds of facets of visual similarity to uncover the right context for each customer.

BY THE NUMBERS

Shoppers who use Aware-enabled experiences convert better, spend more, and dig deeper into catalogs:

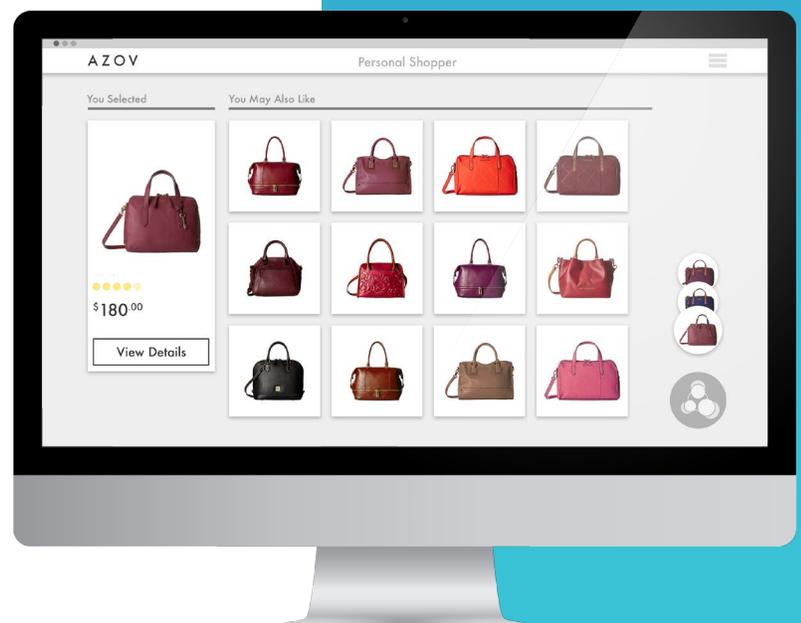
CONVERSION RATE:

2x DESKTOP **3x** MOBILE

+16% AOV

>75%

WEEKLY CATALOG DISCOVERY



BENEFITS

- Uses your catalog images as a search interface to drive an intuitive, engaging, and fast way to shop
- Extends the power of existing search and exposes the breadth of your catalog
- Empowers cross-sell and differentiates the customer experience for those with limited catalogs
- Deploys quickly and easily on your site, eliminating the need for massive user data, metadata or historical data
- Captures your shoppers' in-the-moment intent
- Offers a fully-defined, skinnable user interface or blends seamlessly with your brand-specific UX
- Accommodates multiple points of entry into the AI-powered shopping experience: home, category, product detail, wishlist, or cart pages
- Improves online engagement, cart size, satisfaction, conversion and loyalty

Instead of relying on metadata or purchases made by similar users, Aware offers recommendations from a broader range of your catalog while delivering real-time personalization. Every click trains Aware, allowing it to self-tune continuously and refine its next recommendations based on shopper behavior; this self-tuning ability ensures continuous optimization for relevant results.

SENTIENT AWARE LEVERAGES THE POWER OF AI ACROSS YOUR CUSTOMER JOURNEY

- **Visual Product Discovery:** Making your shoppers use words to describe visually-driven products like fashion, eyeglasses, and home décor borders on cruelty—they either use broad terms and get thousands of results, or their specific words don't match existing tags. Aware's ability to understand products and how they relate to each other enables a new "visual conversation" interface, where shoppers can get to the products they want without typing a single word or checking a single filter.
- **Intelligent Recommendations:** Most product recommendation systems are hit-or-miss—they rely on simple attributes or use questionable logic. Aware is different. The Aware AI understands your whole catalog across hundreds of visual and data dimensions, and knows which products are truly similar to the one the shopper is looking at in the moment. By presenting intelligent recommendations, Aware helps save out-of-stock situations, and increases order value as well. It gets what your shoppers want.
- **Adaptive Merchandising:** Aware gives you the power to deliver each shopper home pages and category pages sculpted to their exact desires—what we call living pages—instead of serving every shopper the same set of products whether it fits or not. As the shopper continues to explore the products that appeal to them, the pages continue to adapt. The result: better sales, happier customers, and much better exposure for your full catalog.

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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.