

shoptelligence

PRODUCT & SHOPPER FACETS

Granular product details to deliver frictionless discovery and shopper attributes that enable true personal service



Product Facets

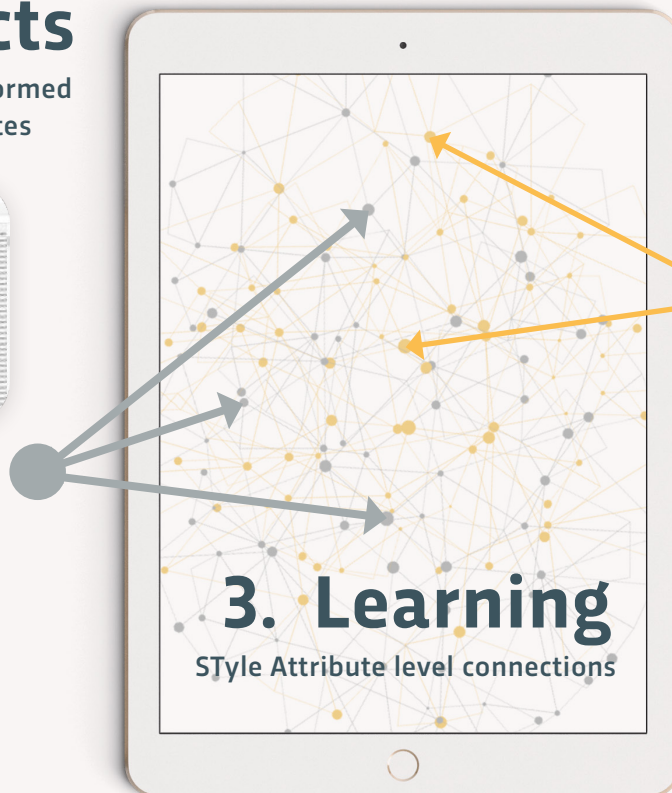
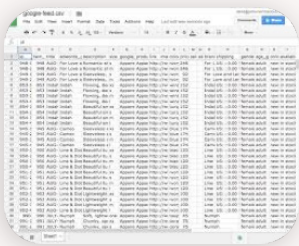
- High resolution product attributes
- Eliminates need for product tagging
- Powers consumer and enterprise-facing use cases
- Delivered weekly or daily via flat file to easily plug in to backend systems

Shopper Facets

- Captures all onsite interactions, generally and with ST modules
- Enriches interaction and retailer-provided data to learn preferences at the SType Attribute level
- Directly feeds all ST-powered experiences to provide personalization and personal assistance in context
- Delivered weekly or daily via flat file to easily plug in to backend systems

1. Products

Basic product feed transformed into 800 SType Attributes



2. Shopper

Profile, selections, behavior

