



ODOSCOPE

Powered by Data.
Personalized through AI.
Scaled by Automation.

Customer Engagement Platform

AI-powered
Merchandising

Newsletter
& Recommendations

Individualized
Product Lists

Display
Advertising

AI-powered Merchandising – smart and automated assortment control

Maximise sales and improve your product offering with informed decision making.

Your challenges

- > Provide customer satisfaction by personalized experiences
- > Top campaign performance from day one
- > Fulfill profit goals
- > **Serve customer needs and meet business requirements**

Your goals

- > Optimize on margins, not only conversions
- > Increase order values
- > Fully automated assortment control
- > **Strongly improve your E-Commerce business**

What is AI-powered Merchandising?

Our AI-powered merchandising **aligns business goals with customer needs**. It provides the necessary speed, insights and control to make **automated decisions in real time**.

- > **Personalization**: which products presented to which user and when
- > **Assortment control** to maximize the contribution margin
- > **Actionable insights** based on customer behavior analysis
- > **Better decisions**, efficient product management, optimal pricing



AI-powered merchandising + peak personalization

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Match business goals with improved CX

ODOSCOPE – AI-POWERED MERCHANDISING



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Our solution

Intuitive
Control Panel

Customer Data
Platform



Real Time
AI Modules



Omnichannel
Touchpoints

Any data sources: customer, product, behavioral, logistics, pricing, competitors, weather, seasonal etc.

Every click counts,
session-based profiling.

e. g. product lists,
recommendations, search
results, personalized
newsletters, display banners.

AI-powered merchandising

takes your business to the next level

Get a demo!

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