

# Sentient Aware™

## AI-Powered Personal Shopping

 <b>Increase conversion</b>	 <b>Merchandise more products</b>
 <b>Delight your shoppers</b>	 <b>Create a unique experience</b>

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 uses deep learning algorithms to understand image content and determine what resonates—or doesn't—with an individual shopper.

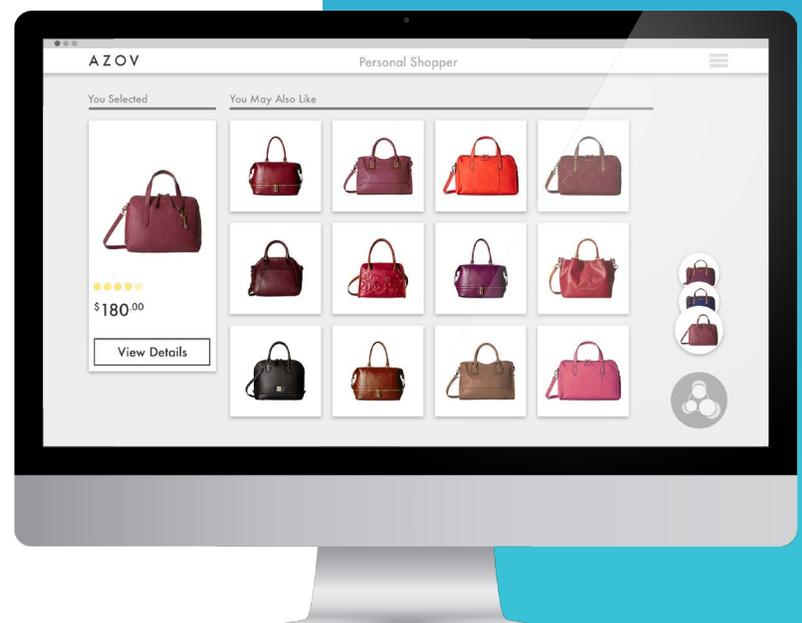
Aware accounts for common preferences like color, brand, and price, as well as nuanced features that are difficult to articulate like texture or cut. Each click (or tap) curates an increasingly relevant collection of products for the customer. Aware's ability to intuit a buyer's sense of style and inspire 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.

### BENEFITS

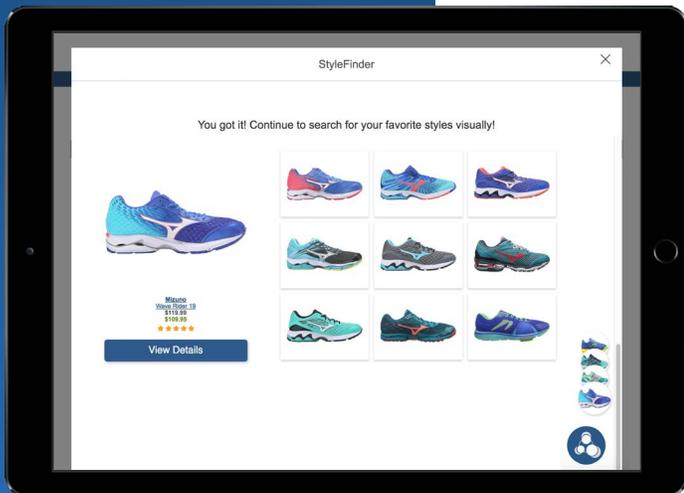
- Uses your catalog images as a search interface to drive an intuitive, engaging, and fast way to shop
- Extends the power of existing search and exposes the breadth of your catalog; or empowers cross-sell/upsell and differentiates the customer experience for those with limited catalogs
- Is easily and quickly deployed 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



## AWARE: OVERVIEW

“ Many consumers don’t know the best way to describe the shoes they want, but they know them when they see them. Sentient Aware’s results are so insightful, it really feels like magic.

— NIKKI LANG, BUYER, SHOES.COM



Sentient Aware’s Personal Shopper uses artificial intelligence to turn a few clicks into relevant recommendations.

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 to refine its next recommendation based on shopper reaction; this self-tuning ability ensures continuous optimization for relevant results.

## SENTIENT AWARE LEVERAGES THE POWER OF AI ACROSS YOUR CUSTOMER JOURNEY

- **PersonalShopper™** uses AI to detect in-the-moment intent, engaging your customer in a two-way visual conversation to get them quickly to the products they’ll love and buy—from the home, category, product or search pages.
- **Save the Sale** displays the closest matches to a specific product to allow for quick product comparison and to save the sale in out-of-stock or not-quite-right situations.
- Forthcoming use cases include re-merchandising (re-sorting category pages based on user interest); trend prediction (aggregate analytics based on real-time shopping trends); and outfitting (complementary products across the entire catalog).

## 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.