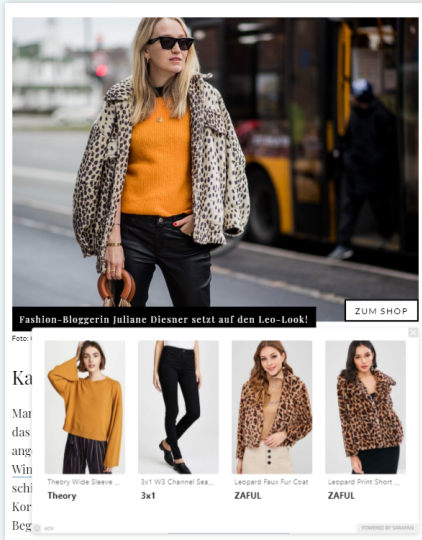# Sarafan Technology

Artificial intelligence technologies for photo and video content monetization

Sarafan.AI is an Artificial Intelligence engine **that recognizes fashion and beauty products in photos and videos.**

We provide SaaS solutions based on the AI technology for photo and video content **monetization** through advertisement integration into the content.

Partners install our widget on their websites. It shows identical and similar items to the ones in photos and videos. Website visitors only have to click on the look they like to go directly to the online store.

Sarafan.AI Technology

Semantic Analysis
analysis of the article content, tags, and negative keywords

Similarity
visual search of identical and similar products in online stores

Targeting
behavioral, demographic, and geo-targeting

Visual search for

- clothes & shoes
- watches & jewelry
- make-up & skincare

Object recognition in

- image
- video

How does it work?

1 Sarafan
integrates the widget into a media site and fills it with CPA products

2 Media site
sells widget slots to advertisers using a CPA/CPM/CPC/Programmatic

3 Advertiser
sells widget slots to advertisers via CPA/CPM/CPC/Programmatic*

Sarafan receives a technical fee for the technology usage*

Supporting by **NVIDIA** **Microsoft**

Reasons to say Sarafan YES

Native Advertising
- Ads match websites photo content;
- Widget is perceived as website functionality;
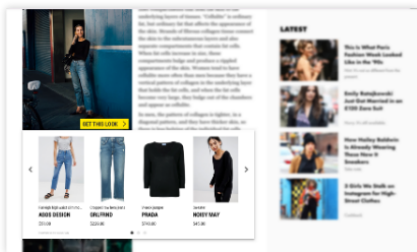- Small size and neat design.

Monetization Instrument
- New and innovative type of advertisement;
- No competition with existing ads:
- CPA/CPC/CPM/Programmatic.

Free and Effective
- Integration and customization are free;
- All links are updated automatically;
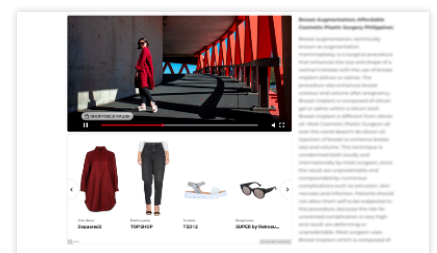- No manual work is needed.

Widget formats

Get this look
widget with recognized items is displayed under the photo or appears after user clicks on the button «Get this look»

Pin
recognized item is marked by the icon- button «PIN», the widget appears after user clicks on the button

Video
the widget with recognized items is demonstrated after user clicks on the button «Shoppable pause»

Viewability: 77-86%   **CTR: 12-19%**

Our clients

ASOS discover fashion online   BOSS HUGO BOSS

YOOX   Levi's

+ 150 online stores

Media partners

GLAMOUR   HELLO!

COSMOPOLITAN   VOGUE

+ 300 media websites

Contacts

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