

IERO- AI Powered Personalized Marketing Engine



BOSCH
Invented for life

Enabling Experiences



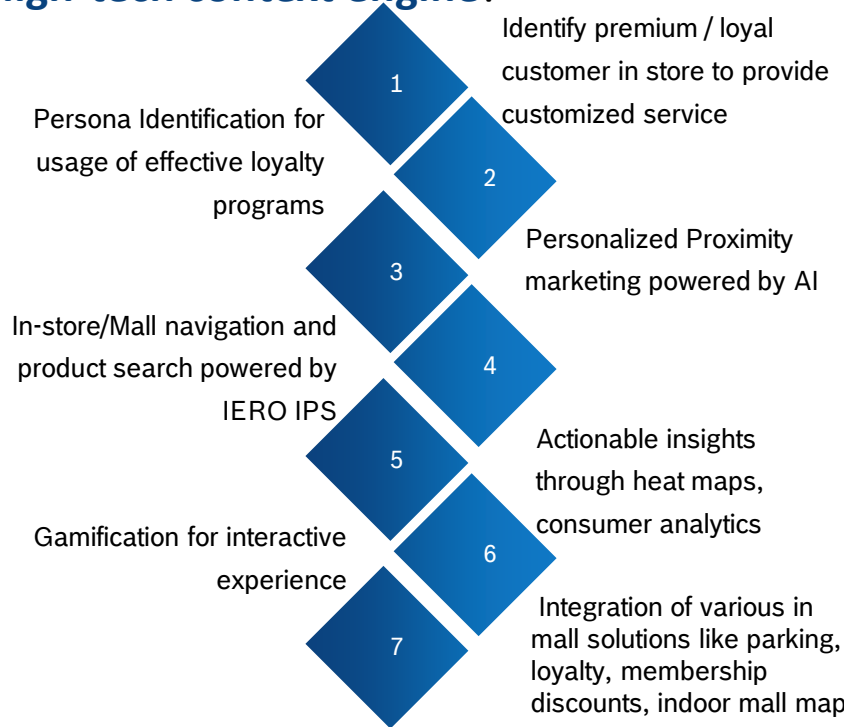
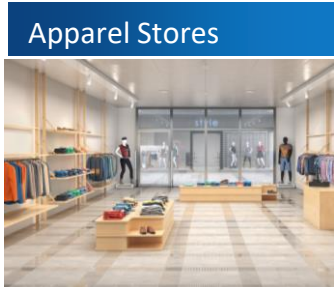
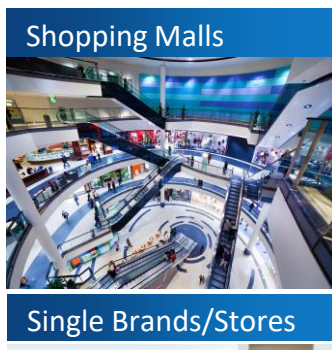
Enabling Consumers



Enriching Insights



Create a Phygital experience with an AI based personalization engine complemented by a high-tech context engine!



Targeted recommendations are based on the factors:

- Frequency of Items Purchased
- Brand Affinity
- Category Affinity
- Product Affinity – Related /Associated Products
- User's propensity towards type of Recommendations
- Time propensity for customers
- Collaborative Filtering
- Context (location, time...)

In- Store Personalization, Disruptive Innovator, Personal Assistant, Analytics platform provider & Integrator



Are you interested?

Name: Bhuvan K Shetty

Phone:

Email: