

SARAFAN TECHNOLOGY

Data driven AI-personalization tools to build omnichannel communications

SARAFAN.AI HELPS TO UNDERSTAND THE CONSUMER IN A MUCH MORE GRANULAR WAY

CURRENTLY AVAILABLE DATA

Name
Contact details
Gender and Age
Location
Product preferences



ENHANCED DATA BY SARAFAN

Interests and Hobbies
Style preferences and Features
Family and children
Pets
Plans and Desires

THE WAY IT WORKS

COLLECTION

Sarafan collects data with the help of AI-driven recognition tools

AGGREGATION

Collected data is matched with the existing data from CRM

SEGMENTATION

United auditory data is broken into the multiply groups

DATA COLLECTION WAYS ARE GDPR COMPLIANT

ALL THE PROCESSES ARE DRIVEN BY SARAFAN.AI

EASY INTEGRATION INTO ANY CRM



SARAFAN.AI IS A SET OF NEURAL NETWORKS FOR

Object
Identification

Emotion
Tracking

Search By
Similarity

Automatic
Segmentation

DATA COLLECTION SOURCES

Interactive Advertising
Campaigns

Mobile
Application

Video
Surveillance

TRUSTED BY THE TOP BRANDS

GUERLAIN

TISSOT

OSOS

YOOX

KENZO

COSMOPOLITAN

GLAMOUR

ELLE

PLAYBOY