

Company Yobi
Market Segment Data Science, AI/ML, Advanced Analytics
Products Data, Prediction-as-a-Service
Target Markets Retail, CPG, eCommerce
Founded September 2019






Yوبي DEMOCRATIZES AMAZON'S DATA CAPABILITIES

The disparity in access to customer behavioral data between Big Tech and other business continues to widen. The shift to first party data limits decision science capabilities and creates an insurmountable advantage for Amazon in personalization and customer acquisition. Today, businesses lose billions of dollars in potential revenue due to the lack of competitive data science. We aim to change this narrative by creating parity between big tech's technical advantages and the rest of the world. Yobi provides companies with the opportunity to control their future and optimize revenue and engagement without sacrificing privacy or consumer trust.






Yوبي TRANSFORMS RAW DATA

Our technology translates raw behavioral data into a unique, machine-readable string of numbers (e.g. a "Vector Embedding") that can be directly deployed into existing company models. Our embeddings are built on the unification and compression of trillions of raw behavioral events to statistically represent a customer's dynamic behavior.


BENEFITS OF Yوبي DATA

-  Cheaper
-  Privacy Preserving
-  More Predictive
-  Fast Implementation & Minimal Maintenance
-  One Stop Shop

APPLICATIONS OF Yوبي DATA

-  Recommendation Engines
-  Marketing
-  Predictive Modeling
-  Demand Forecasting (i.e. LTV, Lead Scoring)
-  Market Research

Yوبي'S DATA IS UNPARALLELED IN DRIVING CUSTOMER ROI

-  CAPTURES A NUMBER OF BEHAVIORAL PREDICTIONS WITH 99% ACCURACY
-  IMPROVED ML PREDICTIVE PERFORMANCE BY 10% LEADING TO A 3X INCREASE IN WEBSITE CONVERSIONS FOR A FORTUNE 500 INSURANCE COMPANY
-  INCREASED CUSTOMER ACQUISITION BY 500% FOR THE HISTORY CHANNEL
-  DECREASED CPA/CAC FOR A FORTUNE 100 ECOMMERCE BRAND BY \$100 OUTSIDE OF FACEBOOK



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