

THE PROLIFERATION OF E-COMMERCE AND OMNI-CHANNEL RETAIL HAS OPENED SEVERAL DOORS FOR BRANDS

Access to large base of shoppers and merchants

Improved customer experience: convenient shipping, BOPIS, post-purchase support, etc.

Greater brand visibility



BUT IT HAS ALSO CREATED INTENSE COMPETITIVE PRESSURE

Most product searches begin on online marketplaces using non-brand keywords

Online marketplaces are launching more private labels

Ads now drive a large portion of visibility for brands on marketplaces

Cross-border commerce has opened the doors to international brands

So, how can brands compete and sell more online? They need timely, accurate, and actionable insights on their visibility, content, pricing, and quality of representation on the digital shelf.

DATAWEAVE'S BRAND ANALYTICS PRODUCT SUITE

At DataWeave, we provide Digital Shelf Analytics and Brand Protection solutions to help brands gain unique insights on their Share of Voice, content, pricing, consumer sentiments, and brand equity. We harness relevant data from eCommerce websites at scale and deliver it in a structured, easily consumable, and actionable form.

Our suite of solutions enables brands to broadly do two things - optimize the brand performance on online marketplaces and protect their brand equity online.

BRAND PROTECTION

Minimize MAP violations in your product portfolio

Curb unauthorized merchants in your online ecosystem

Spot counterfeit products being sold on eCommerce websites

Audit your brand's catalog content to ensure compliance



DIGITAL SHELF ANALYTICS

Share of Voice

Drive more traffic to your brand with higher Share of Search and Share of Category on online marketplaces

Content Optimization

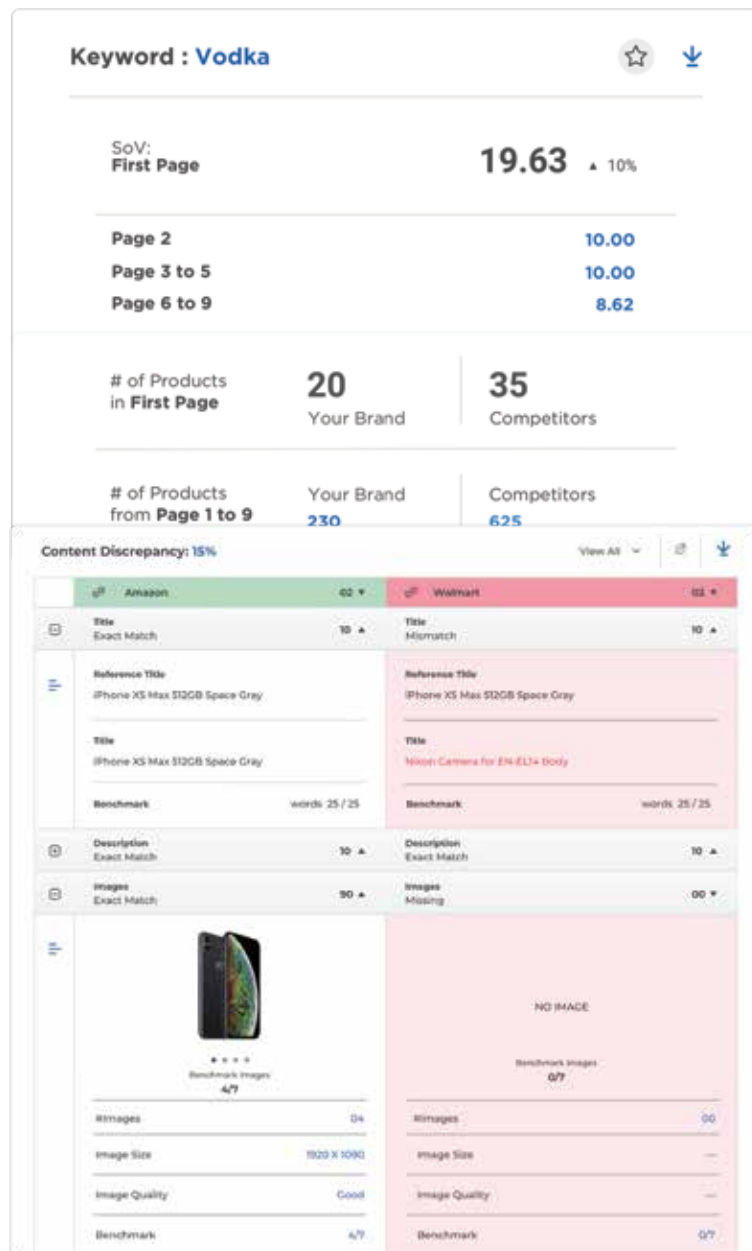
Improve conversion rates by enhancing your catalog content to be on par with industry best practices

Availability & Pricing

Track and improve your product availability and pricing across retailers, even at a store-level

Brand Perception

Unearth customer sentiment on your products and its features via AI-powered analysis of product reviews



KEY FEATURES

PRODUCT MATCHING PLATFORM

- Human-aided Machine Intelligence based technology platform
- Unparalleled product match rates at scale
- Human-in-the-loop approach ensures faster and better match rates with time

DATA AGGREGATION AT SCALE

- Massive scale data aggregation across complex web & mobile apps
- Data capture at even granular levels, such as for specific ZIP codes
- Language-agnostic technology platform

CUSTOMER SUCCESS

- Domain experts ensure high-touch engagement and value addition
- Highly flexible business model caters to unique customer needs
- Diverse delivery modes (including via APIs) for easy and speedy consumption

Scale of Operations



3TB+

Data Processed Daily



10 BN+

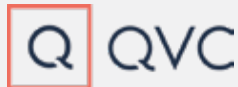
Price Changes Tracked



400 K+

Brands Analyzed

Customers



TIMEX

Awards

500

Technology **Fast 500**
2019 APAC **WINNER**
Deloitte.



About DataWeave

DataWeave is an AI-powered SaaS platform that provides Competitive Intelligence as a Service to e-commerce businesses and consumer brands, enabling them to compete profitably and accelerate revenue growth. The company's proprietary technology platform helps e-commerce businesses to make smarter pricing and merchandising decisions, as well as consumer brands to protect their online brand equity and optimize their e-commerce performance.

Get in Touch

Questions?

Email contact@dataweave.com or give us a call at **1.425.458.5110**

For information on DataWeave's solutions, visit www.dataweave.com

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