

## Delight shoppers at every digital interaction.

CX Personalizer matches customers' tastes, personal styles, and intent to engage, delight, and assist customers in their online shopping experience.

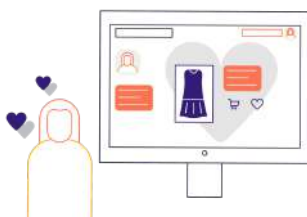
**73 %**

of online shoppers are likely to avoid brands and retailers after a single negative experience.



**71 %**

of users switch to a competitor that makes finding and choosing the right product easier.



**48 %**

of consumers spend more when their experience is personalized.



### SEGMENT-OF-ONE PERSONALIZATION

Design each online shopping interaction to be unique and memorable.

Delight each visitor at every digital touchpoint with AI full-page personalization that couples online behavioral data with offline and contextual information.

### DIGITAL PERSONAL SHOPPER

Display automatic-generated styles that match visitors intent.

Streamline discovery, and path-to-catalog, expanding traditional demographics with implicit intent and motivations to provide AI-generated personal style.

### ONLINE OUTFIT COMPOSER

Showcase AI-based individual advice that creates personalized looks.

Leverage AI real-time automation to delight customers by suggesting the best clothes combination and complete outfits based on individual style, profile, and intent.

# AI CUSTOMER EXPERIENCE TECHNOLOGY FOR FASHION.

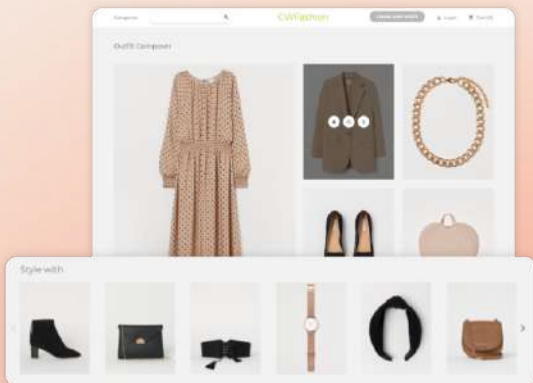


ContentWise helps businesses engage customers at scale, through AI-powered digital experience technology.

Showroom is the ContentWise offering for the fashion and apparel retail industry, focused on using AI to simplify digital content creation, accelerate time-to-market, deliver a uniquely personalized experience and increase e-commerce sales.

Showroom CX Personalizer leverages deep product information to match customer preferences and tastes and deliver segment-of-one personalization in real-time and at scale.

With offices in Milan, Los Angeles, Boston and Singapore, ContentWise counts leading retail, media, and publishing brands among its customers.



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A CLOSER LOOK?

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