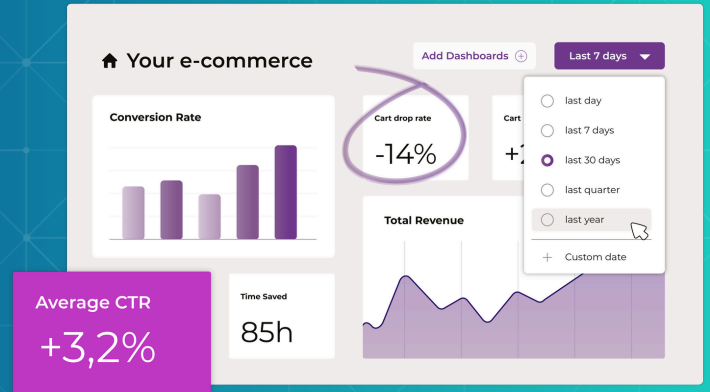


E-commerce Data Solutions

Boost your e-commerce growth machine

We use customer data and marketing prediction technology to help fashion retailers and brands leverage first-party data and improve their marketing spend performance.



Power up your fashion e-commerce performance

Customer Data Platform Benefits

Robust solution aligned with business needs and designed for customers

AI Labs supports fashion brands and retailers in evaluating, selecting and leveraging the right customer data platform and adjacent technologies they need to gain key digital business insights.

Granular consumer segmentation and targeting

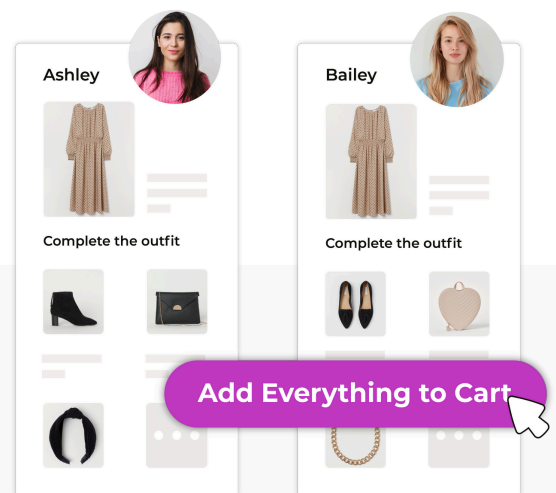
Consolidate data from every touch point to provide complete visibility into customer activity, profiling and behaviors, as well as identity resolution, clustering and targeting. Simplify data integration and management, by streaming siloed data sources into a single data store.

Foundation of first-party data strategy

We help businesses acquire and leverage granular consumer first-party data with a solid data lifecycle strategy, by decoupling their investment strategies from untrustworthy third-party data.

Automated omnichannel actions to targeted customers

Achieve real-time marketing agility by creating personalized and perfectly timed experiences that resonate with customers. Automate marketing actions across all touchpoints to reach target audiences wherever they are.



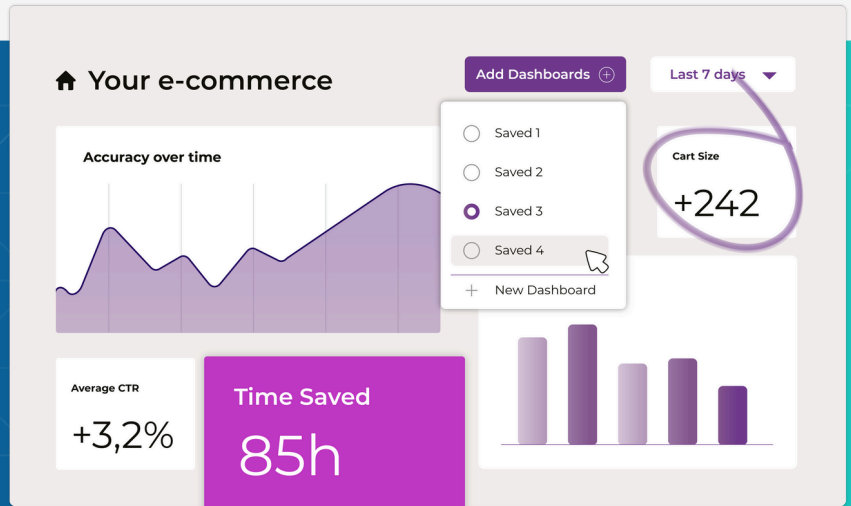
Marketing spend optimization

Analyze the impact of your marketing mix and spend allocations on sales performance

+6 %
ADV effectiveness

-21 %
Cost reduction

Spend Optimization Benefits



Unbiased marketing performance data analysis

Our flexible algorithm configuration and tuning gives you complete control and delivers an objective, unbiased analysis of marketing investment performance.

Reliable and flexible marketing mix modeling

Isolate and measure marketing mix contribution on revenue, reassessing the correct attribution to organic and paid channels. Accurately identify advertising spend effectiveness and quantify its impact on business KPIs.

Optimal marketing spend allocation

We help you optimize marketing spend and channel KPIs finding the optimal allocation to achieve set revenue and business goals.

Spend strategy impact prediction

Easily select and test marketing spending strategies and measure the effect of a campaign, investment strategy, event or promotion to determine the impact on sales.

Other products & solutions

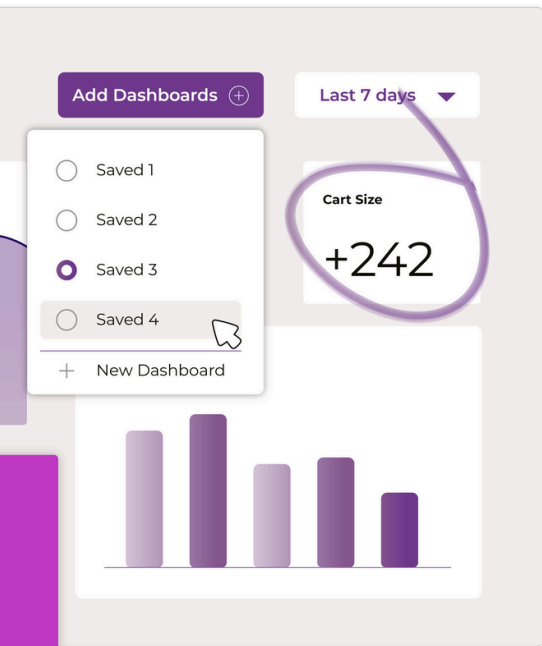
Catalog Builder

Streamline product catalog management

Personalizer

Convert visitors into loyal shoppers

Data Solutions F.A.Q.



How does my business benefit from a first-party data strategy?

As a consequence of the recent privacy regulations that limit the usage of cookies, companies are invited to start a first-party data strategy. A Customer Data Platform adoption allows them to have complete control and ownership over their customer data, which represents valuable assets for any business. By collecting and analyzing first-party data, businesses can improve customer experience, develop better services and create more effective marketing campaigns.

How could you help us in evaluating the ideal Customer Data Platform tech stack?

Moviri AI Labs provides expert guidance throughout the process of evaluating and selecting a Customer Data Platform. Combining its wide expertise on vertical market solutions and tailored cloud based platforms with its domain knowledge on first-party data management, we help businesses identify the capabilities and the optimal technology mix that are most aligned with their specific needs.

How does the Marketing Spend Optimization Engine support our digital growth?

The solution isolates the impact of advertising on revenues, redistributing the contribution of digital spend also for spontaneous ADV channels (SEO, Direct, Referral), and enables brands to maximize marketing activities effectiveness and efficiency.

Which business goals I achieve with Marketing Spend Optimization solution?

The engine predicts achievable revenues according to a given marketing investment budget, allows multiple what-if scenarios and forecasts optimal budget or media mix setting across acquisition communication channels to reach a given target business goals, according to predicted performances.

About Moviri AI Labs

Moviri AI Labs formalizes Moviri's two decades of artificial intelligence expertise into a specialized enterprise offering focused on agentic AI solutions. Unlike commodity integrators offering basic productivity tools, Moviri delivers sophisticated multi-agent systems that autonomously handle complex, mission-critical business processes.

Moviri AI Labs specializes in five key AI application areas: Process Hyper Automation, Enterprise Knowledge Management, Automated Software Engineering, Content Creation and Smart Customer Experience.

Do you want
to learn more?

Get in touch

Agentic AI for the enterprise

Agents are not just tools, but the new way to build IT systems and intelligent applications. At Moviri AI Labs we've created a cross-disciplinary team of analysts, engineers, researchers, and designers who develop and assemble AI agents, by using AI agents in the process.

Connect with us at ailabs.moviri.com.

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