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INSPIRE

3417

The art and science of product discovery





Same team. Same budget.

5X more content.

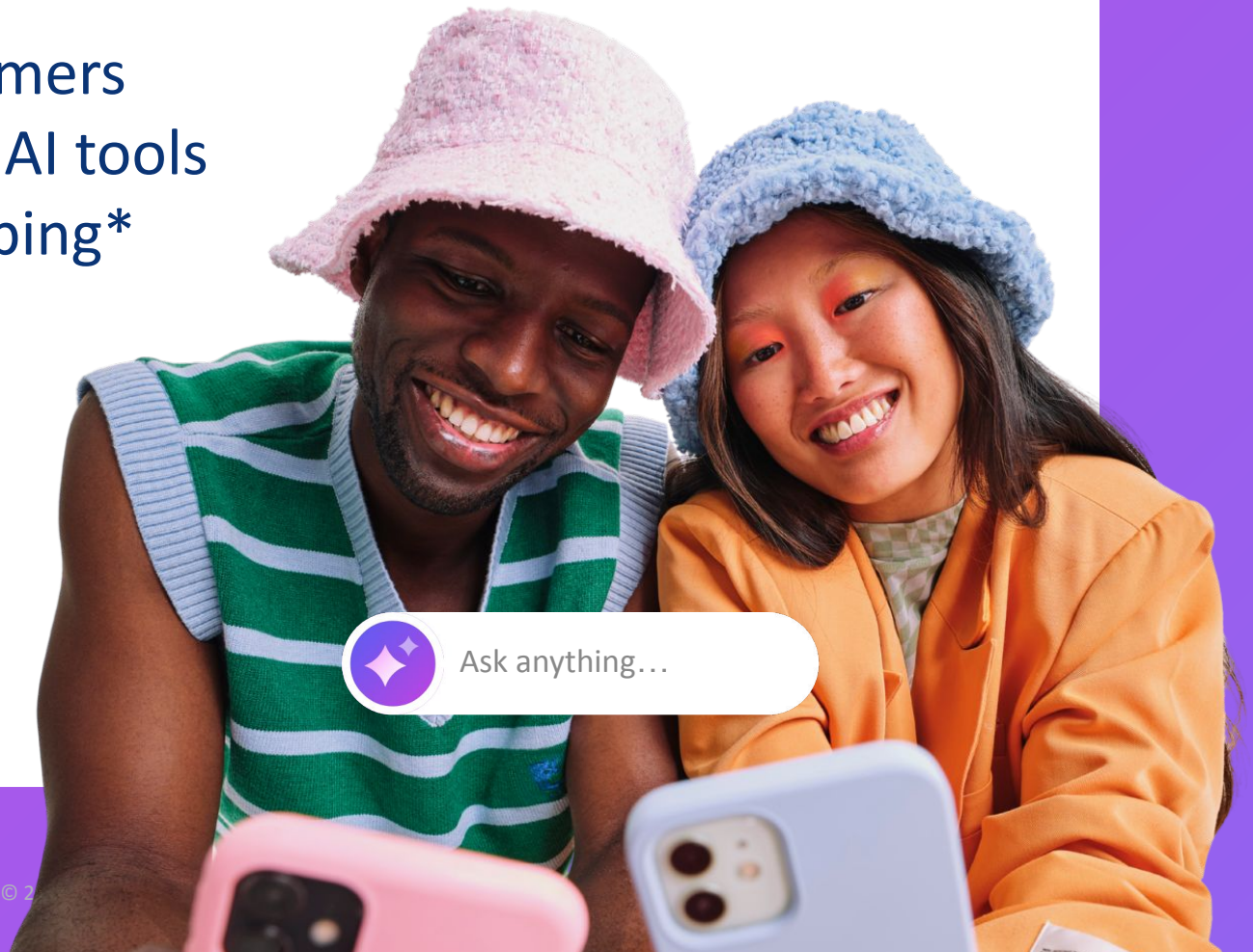


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62%

of consumers now use AI tools for shopping*

*Source: Bazaarvoice



47%

of marketers say influencing recommendations on the AI shelf will be critical

79%

don’t believe they can actually do that today**

**Source: EY

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Influence of traditional marketing tactics on AI shopping agents

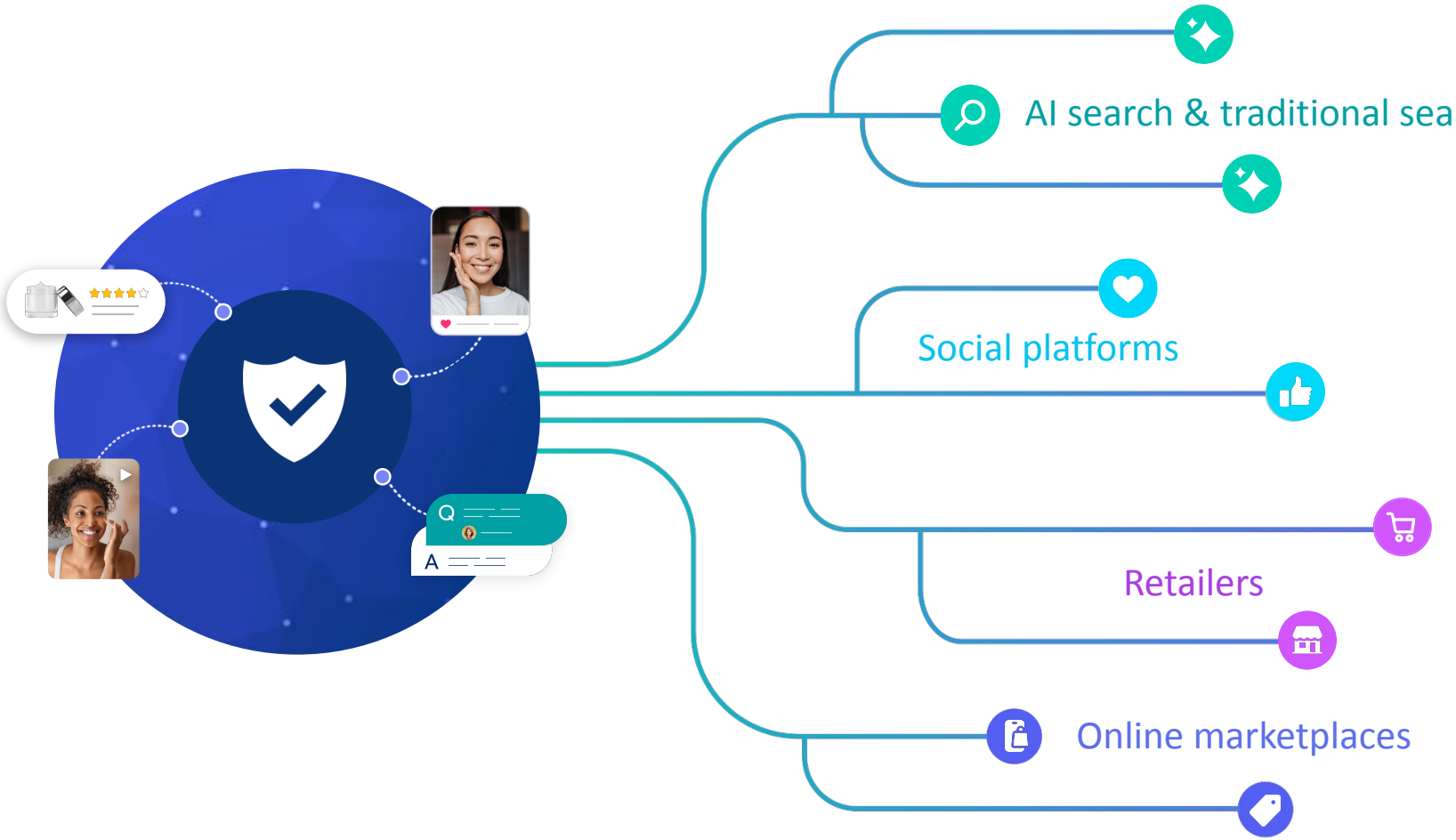


Source: Source: Harvard Business Review, “Research: Traditional Marketing Doesn’t Work on AI Shopping Agents”

User-generated content is the ONLY traditional e-commerce persuasion tactic, outside of low price, that consistently increases the likelihood of selection by AI shopping agents.

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One investment. Many returns.



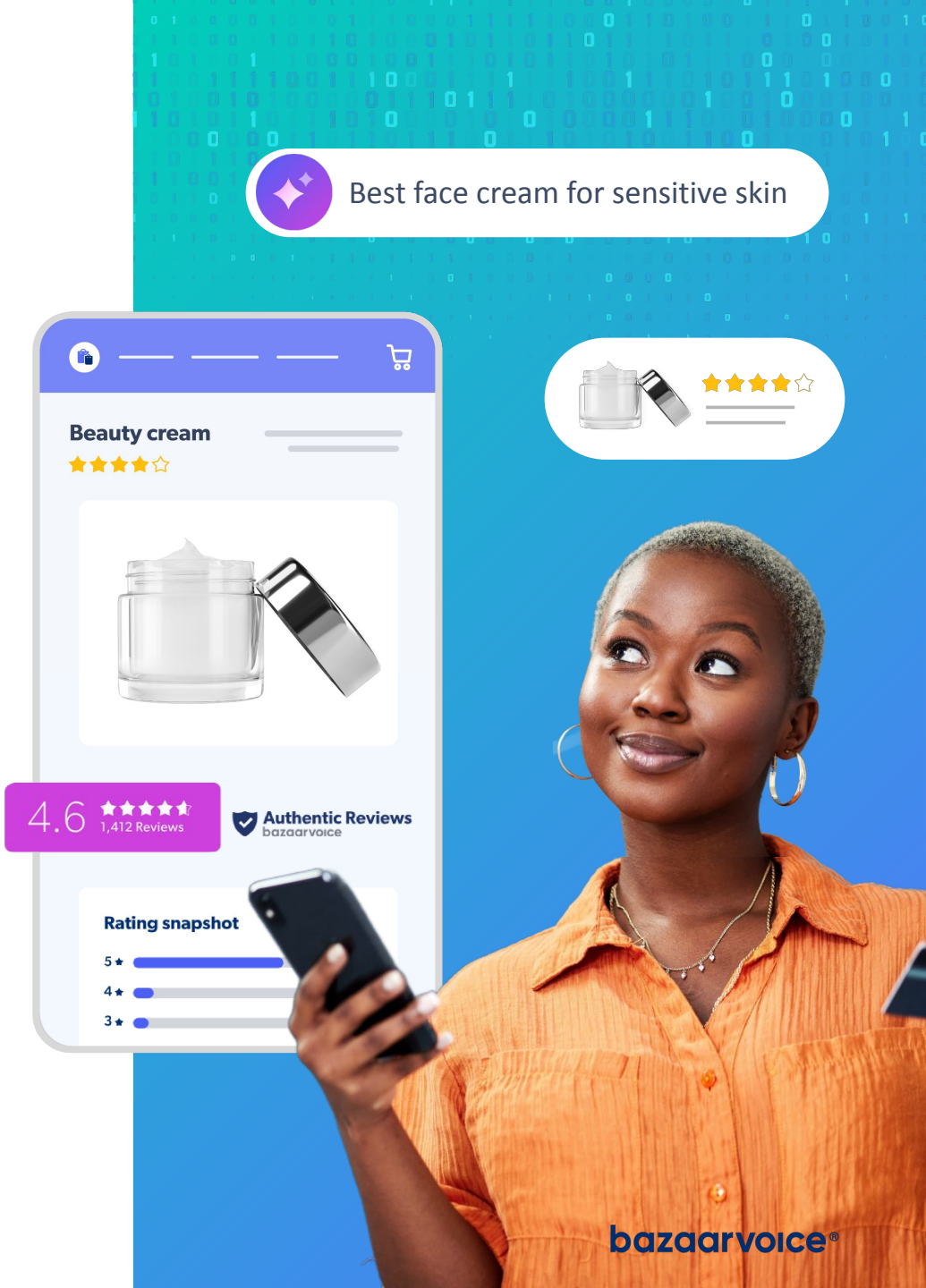


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One investment. Many returns.

After an AI assistant recommends a product,
66% of shoppers' next step is to read detailed customer reviews on a retailer or brand site

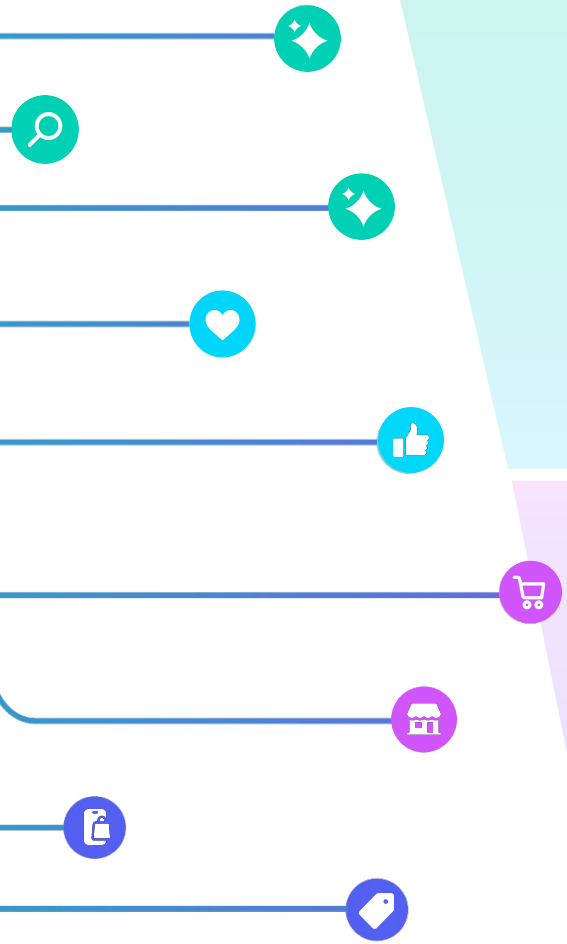
29% of shoppers say a lack of reviews is their number one reason to doubt AI recommendations
more than concerns around bias, outdated data, or even privacy



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One investment. Many returns.





Brand and Marketing

Brand equity & growth

Product launch success

Brand visibility

Share of voice

E-commerce and Sales

Conversion & order value

Channel profitability

Online revenue

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Unique value proposition

Key attributes

Competitive differentiators



Best battery life of any cordless vacuum!

If you're a pet owner, you need this vacuum! We have two dogs that shed A LOT and our carpets are always covered in fur. **This picks it up in one pass**.

We bought the AeroVector and opted for the IQ model **with dirt sensing technology.** Since it adjusts its power depending on how much dirt it finds, this vacuum has **better battery life than any cordless vacuum I've ever tried.**

If you have pets, this vacuum is worth every penny!

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23.5 billion+

shopper touchpoints enabled

Traditional search

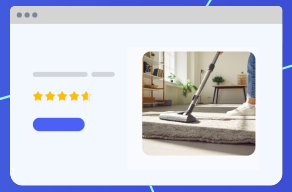
AI search

Online marketplace

Social

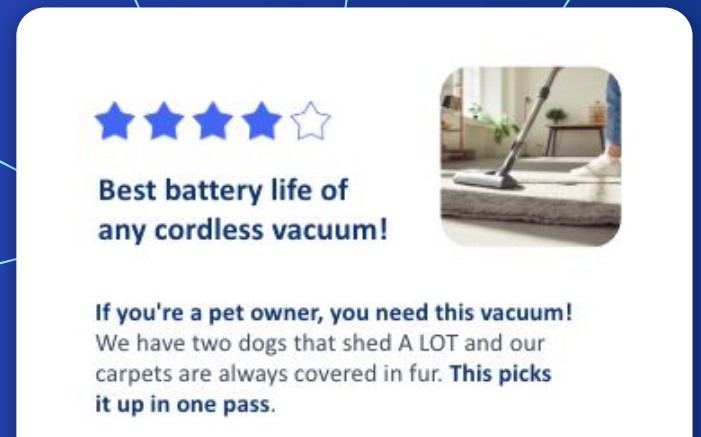
Retailer

Brand site



Delivery app

Retailer



Best battery life of any cordless vacuum!

If you're a pet owner, you need this vacuum! We have two dogs that shed A LOT and our carpets are always covered in fur. **This picks it up in one pass.**

Triple-A framework



Accessible

Content that AI shopping assistants can easily find and read



Authentic

Genuine UGC that meet authenticity standards and builds trust



Abundant

Rich volume of detailed, specific UGC that give AI systems deep product insights

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Source



Display



Amplify



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Art without science is chaos.
Science without art is invisible.