

Vody Builds Multimodal LLMs Fine-Tuned for Retail and Food Tech, Scaled for Enterprise

Challenges

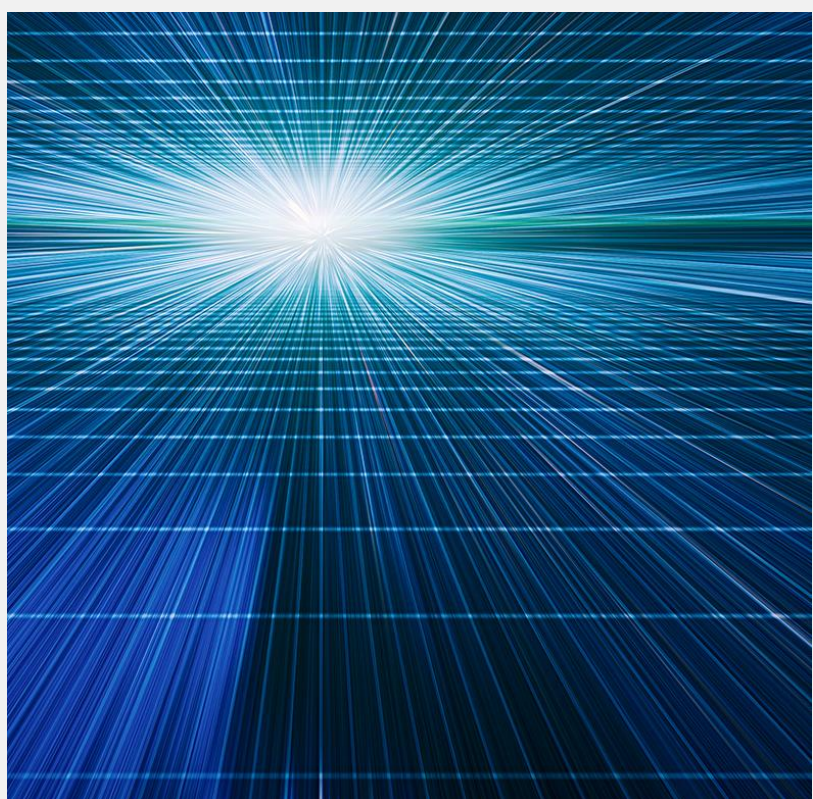
Search and Discovery challenges lead to poor customer experiences, resulting in lost sales

Retailers and Food Tech businesses face a \$300 billion search and discovery gap, struggling to create engaging buyer experiences and drive high-quality purchasing funnels. This gap results in lost sales and limited buyer lifetime value (LTV), impacting search, discovery, SEO/SEM, and advertising. The inability to effectively connect with buyers and offer seamless discovery experiences affects revenue and growth. Addressing this gap is crucial for maximizing buyer engagement and driving sales growth

The Vody Solution

Vody creates state-of-the-art MMLLMs, resulting in high fidelity, scalability, and cost-efficiency solutions

Vody empowers enterprises with cutting-edge AI solutions that effectively bridge the gap between open-source, state-of-the-art generative AI models and enterprise-specific product requirements, offering unmatched performance and efficiency. Vody's sophisticated and highly advanced multi-modal large language models (MMLLMs) accurately capture and interpret customer intent, significantly enhancing searchability, discoverability, and personalized shopping experiences across various platforms. By utilizing Vody's technology, businesses can achieve increased revenue, gross merchandise value (GMV), and customer lifetime value (LTV) at scale, ensuring a competitive edge in the market.



Benefits

Vody's AI solutions elevate e-commerce capabilities, improving customer engagement, personalized experiences, and Return on Investment.

»» Increased Product Visibility

Enhance product discoverability and customer engagement, leading to higher conversion rates and improving search engine rankings

»» Enhanced Personalization

Deliver personalized content generation for Search, Recommendations, and Marketing

»» Scalable Solutions

Efficiently manage large e-commerce catalogs with hundred of millions of SKUs, ensuring seamless performance and scalability

Vody on AWS

Leveraging comprehensive datasets of product images, descriptions, and reviews combined with highly elastic and scalable AWS infrastructure such as Amazon EC2 and Amazon S3, Vody's AI models integrate smoothly with AWS, ensuring efficient, scalable solutions that drive significant revenue growth and enhance the shopping experience. Vody and AWS empower e-commerce platforms to stay ahead in a competitive market, delivering exceptional results and fostering customer loyalty. AWS VPC integrations simplify security, providing customers with peace of mind regarding data security



Case Study: Wayfair

»» Challenges

Limited and inaccurate vendor data for search, resulting in low inventory queries, inadequate product attribute coverage, and missing customer-centric language.

»» Solution

Label inventory with customer-centric color attributes that match how buyers talk about and search for products. Integrate Vody's enriched attribute data fields into the existing search engines to expand search result coverage.

»» Results

Wayfair's Attribute Generation POC with Vody achieved a double-digit million-dollar ROI, a 15% increase in conversion rates, and a 20% increase in time on-site, significantly enhancing customer satisfaction and engagement



Features

High-Quality Unstructured and Customer-Centric Data

Vody generates detailed product data with customer-centric attributes. This capability addresses issues of incomplete or mislabeled data, improving personalization, searchability, marketing, and more. Enhanced data accuracy leads to better customer experiences and increased revenue..

Scale Cost-Effectively

Vody's products are tuned with cost efficiency as a priority, allowing businesses to scale to large inventories at substantially lower costs than other solutions. By streamlining data creation processes, Vody enhances productivity and supports sustained growth, ensuring Vody can handle businesses increasing data demands seamlessly..

Visit AWS Marketplace to
purchase or start a Free
Trial today.



Get started with Vody solutions on AWS

Vody Contact: Andi Huels | Andrea@vody.com



AWS Partner
AWS Global Startup
Program
SaaS Partner
Marketplace Seller