Digital eBook Specs - Half Page Ad

Advertising Specs

Ad materials are due a full 10 business days prior to the eBook deployment date

Half Page Ad

Dimensions: 9" x 5.5"

File Type: PDF

Alternate File Types Accepted:

.eps, .tif or .jpeg;

Photo elements:

300 dpi, actual size

- Color Mode: RGB
- Fonts: Should be embedded in PDF or convert all text to outline
- Type Size: Type smaller than 8 points with fine serifs should be avoided

Zenlytic is a next-gen tool that combines verful analytics with a natural language interface to provide enterprise-grade business intelligence that works better (and faster) for everyone.

Zenlytic works across the retail industry

but has seen a lot of excitement and traction in particular from high-SKU fashion brands that use Zenlytic to optimize logistics, attribute marketing spend, and track SKU success at a very detailed level, including luxury Italian footwear company Koio and LOLA, a women's hygiene company.

The company reports that at Koio, the

head of marketing saves some 20 hours a week making reports using Zenlytic and uses Zenlytic to optimize product offerings for a new audience leading to revenue

31% year on year. At LOLA, the vice president of direct-to-consumer and Amazon starts almost 80% of data queries through Zoe, Zenlytic's conversational AI that lets users talk directly to their data.

Across legacy business intelligence (BI) tools and AI tools, Zenlytic says it has a few core differentiators. Zenlytic's proprietary semantic layer technology ensures significantly higher accuracy than other Aldriven tools and is the only chat-native BI tool on the market, which is important because data questions are almost never answered with a single email. Additionally, Zenlytic's centralized data model ensures a retailer can ask questions across all of its data. "Gen AI has been fundamental to

Zenlytic's success," says Scott Friend,

a partner at Bain Capital Ventures. "By powering a new level of truly conversational interaction between the user and the computer, gen Ai has allowed for the tremendous underlying business intelligence capabilities of Zenlytic to be accessed by nontechnical users in an intuitive and out-of-the-box fashion."

Looking ahead, while ecommerce and DTC are Zenlytic's largest customer segment and a priority for the company, it is also expanding its customer base in SaaS, financial services, fintech, health tech, and consumer software.

Interested in seeing PSYKHE AI, Zenlytic, and other cutting-edge innovators in action? Register for NRF 2024; Retail's Big Show and visit the NRF Innovation Lab.





