



EKOM

Automated Product Data Synchronization
for Digital Commerce

WHY EKOM?

WE PROVIDE FULLY MANAGED
PRODUCT DATA SAAS

GIVING YOU FIRST CLASS:

- + Discoverability
- + Automation
- + Adaptive Content
- + Real Time Market Alignment
- + Scalability
- + Performance

SEARCH ENGINE DISCOVERABILITY

Synchronization between demand side data and supply side data

Routine enrichments to maintain SEO health

DYNAMIC DIGITAL STOREFRONT

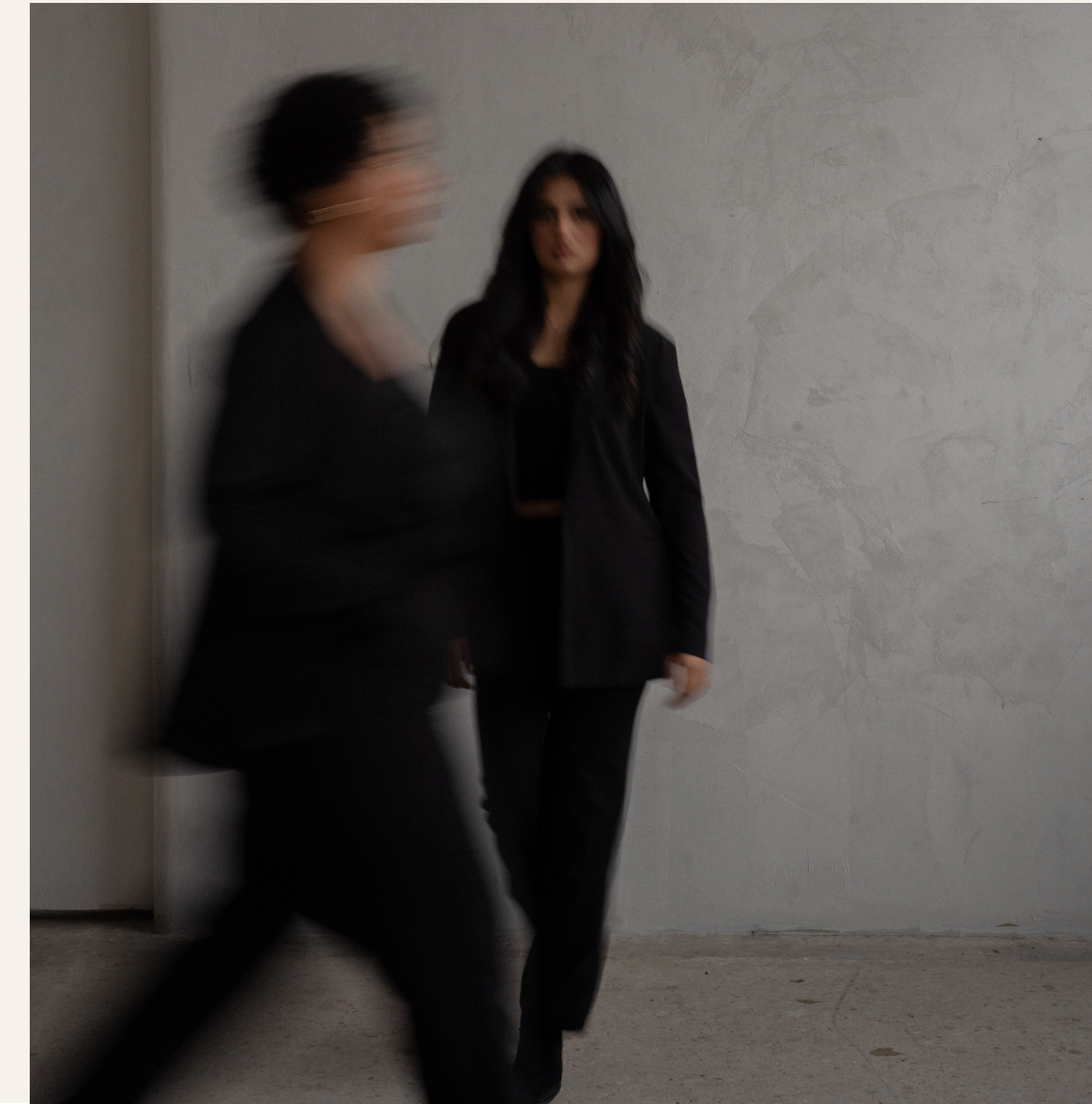
Infusion and optimization of PDP and Metadata with high search volume, low competition words

Addition of helpful content to enhance user experience while optimizing for search intent

SITE SEARCH OPTIMIZATION

Metadata optimization to ensure relevant keywords

Attribute tags automatically applied to each product



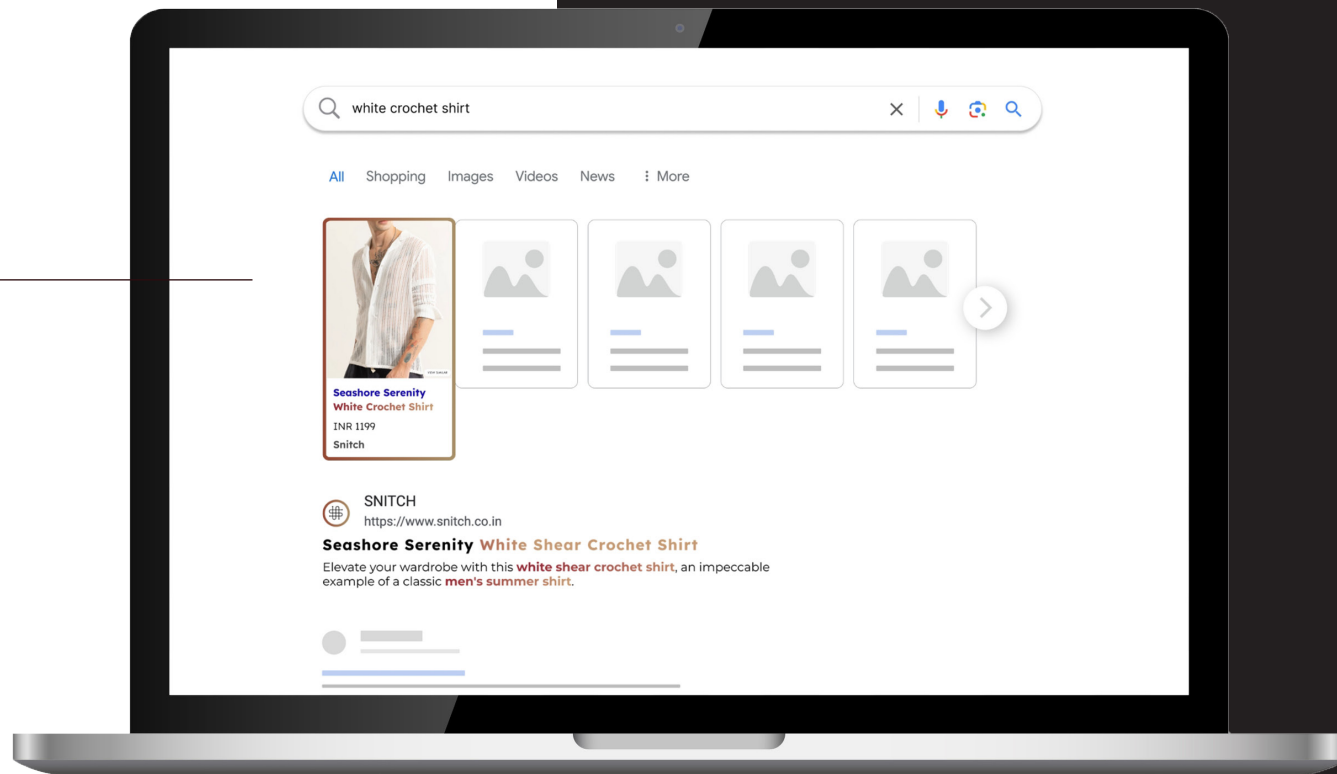
SEARCH ENGINE DISCOVERABILITY

We don't chase trends – we predict & implement them.

EKOM identifies emerging keywords with low competitiveness, and infuses them into your assets well ahead of mainstream recognition.

Dynamic Keyword Optimization

Continuously monitoring keyword performance, replacing underperforming keywords with emerging ones.



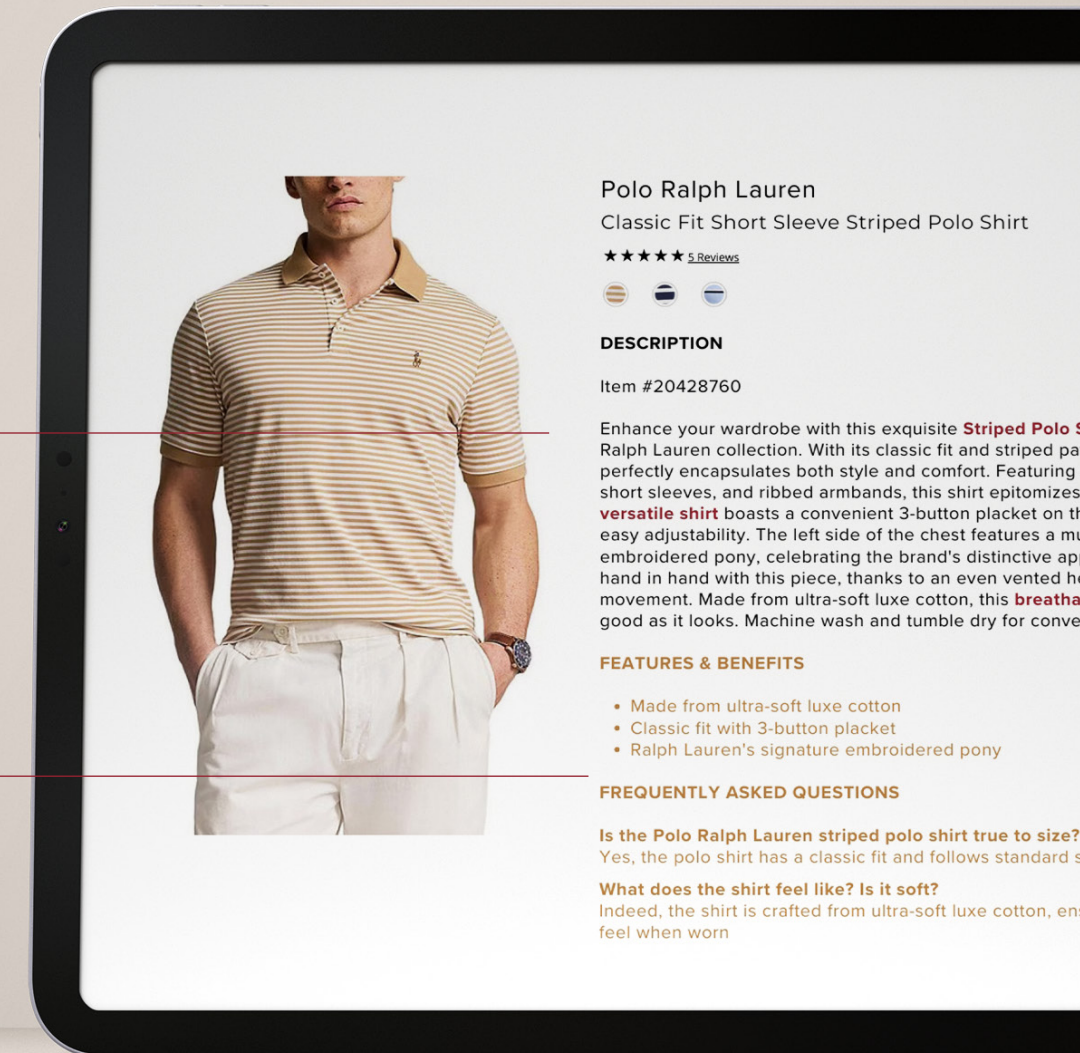
DYNAMIC DIGITAL STOREFRONTS

Your growth engine in the digital marketplace

Experience immediate and scalable improvements in sessions, conversions, and revenue across your omni-channel strategy.

Guide Consumers through the "Messy Middle"

EKOM enhances the consumer experience while optimizing for search intent, making the information both beneficial for the searcher and effective in attracting targeted traffic.



ADAPTIVE CONTENT

CONTENT MODERATION

Brand Voice

Our scoring system incorporates content moderation measures, including adherence to brand voice and style guidelines, to ensure that every piece of content resonates with your brand identity. By meticulously evaluating factors such as tone, language, and messaging coherence, we guarantee that your brand's unique personality shines through in every interaction with your audience.

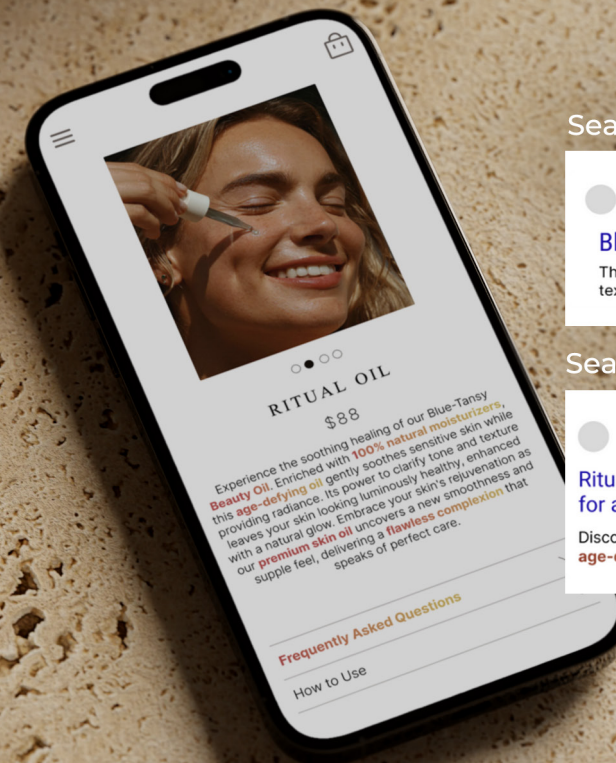
Content Structure

By prioritizing well-structured content, we enhance readability and usability for our customers, guiding them effortlessly through product details. This approach not only improves user satisfaction but also boosts engagement and conversion rates.

Accuracy

Our algorithm ensures precision by prioritizing manufacturer specifications over conflicting data, assuring customers of reliable product information. This commitment reflects our dedication to maintaining consistency and trustworthiness across our platform, easing concerns about accuracy amidst extensive content management.

PRECISION,
STRUCTURE,
VOICE...
BOOM



Search Results Before

Beauty Brand
<https://www.beautybrand.com>
Blue-Tansy Ritual Oil
This moisturizing blue-tansy oil soothes sensitive skin while clarifying tone and texture with radiant aging benefits...

Search Results After

Beauty Brand
<https://www.beautybrand.com>
Ritual Beauty Oil | Nourish skin with this 100% natural moisturizer for a smooth and radiant complexion.
Discover the rejuvenating power of our **Blue-Tansy Beauty Oil**; a 100% natural, **age-defying moisturizer** that enhances your skin's health, suppleness, and luminosity.

SCALABILITY



Optimize to get more:

+ CONVERSIONS

+ REVENUE

+ MARGIN



SITE SEARCH OPTIMIZATION

Problem

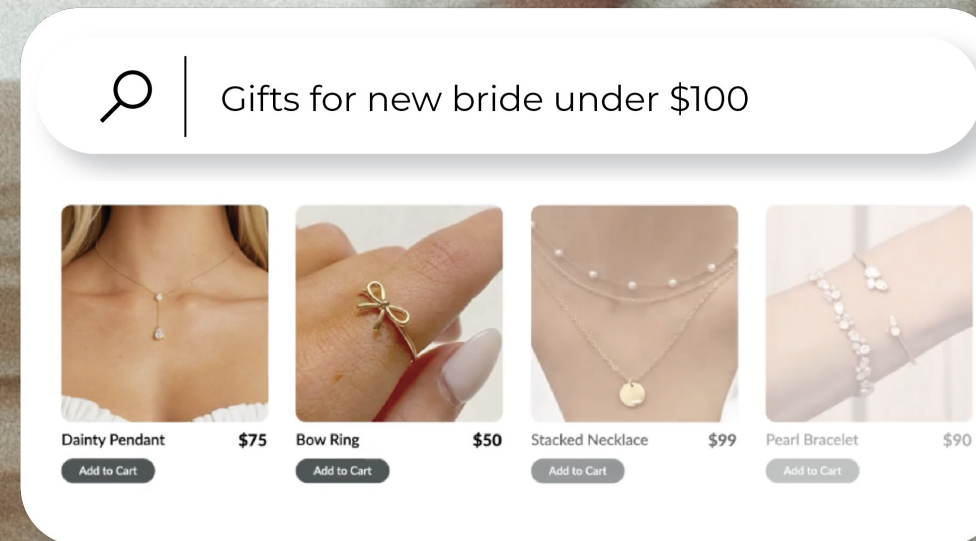
Ensuring correct product attributes is time-consuming and labor-intensive, but missing or inaccurate attributes lead to poor search results.

Solution

Organize your product catalog seamlessly with EKOM's metadata and attribute tagging.

Boost product discoverability through structured and efficient taxonomy.

Enhance search functionality and drive conversions with EKOM's smart tagging system.



AFTER EKOM? YOUR PRODUCT FROM AND CENTER.

DISCOVERABILITY



PERFORMANCE

FITNESS INDUSTRY

65.8%
Overall Revenue

59.5%
Conversion Rate



FASHION INDUSTRY

65.9%
Overall Revenue

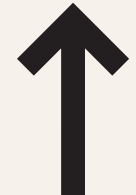
85.7%
Conversion Rate



BEAUTY INDUSTRY

53.3%
Overall Revenue

47.6%
Conversion Rate



OMNI CHANNEL IMPACT (AVERAGE UPLIFT)

- 71%** Retail Media
- 91%** Social Commerce
- 138%** Email/SMS
- 13%** Affiliate Marketing



AUTOMATION

THINGS YOU NO LONGER HAVE TO DO...

Populate Html To Align With Brand Voice And Structure

Populate Metadata

Continuously Optimize Html To Align With Brand Voice And Structure

Continuously Optimize Metadata

Checking Semrush And Other Sources For Trending Data

DONE WITH YOU

DONE FOR YOU

Service Agreement Established

Integration & Onboarding

Build Content Moderation Model

Custom Instance Creation

EKOM GO LIVE

Metadata & PDP HTML Population

Continuous Enrichment of PDPs

24/7 Surveillance

Conversion Rate Enhancement

Revenue Uplift

(YOUR POV)
SLAMS LAPTOP
SHUT WHILE
EKOM WORKS
FOR YOU

EKOM PACKAGES

THE ESSENTIALS

Optimized Meta Assets
Population of Metadata Where None Exists
Updated Dynamically per Market Signals
End-to-end Automation
Performance Dashboard
Real Time Re-indexing
Email Support

THE GROWTH

THE ESSENTIALS
Optimized Meta Assets
Population of Metadata Where None Exists
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Performance Dashboard
Real Time Re-indexing
Email Support

PLUS
Optimized PDP Assets, including HTML
Custom Performance Dashboard
Customer Success Team

THE ENTERPRISE

THE ESSENTIALS
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THE GROWTH
Optimized PDP Assets, including HTML
Custom Performance Dashboard
Customer Success Team

PLUS
Automated Attribute Tagging
Addition of helpful content sections
Multi Brand Content Moderation
Custom Fields & KPI Reporting
Advanced Permissioning
Fully Scalable Growth

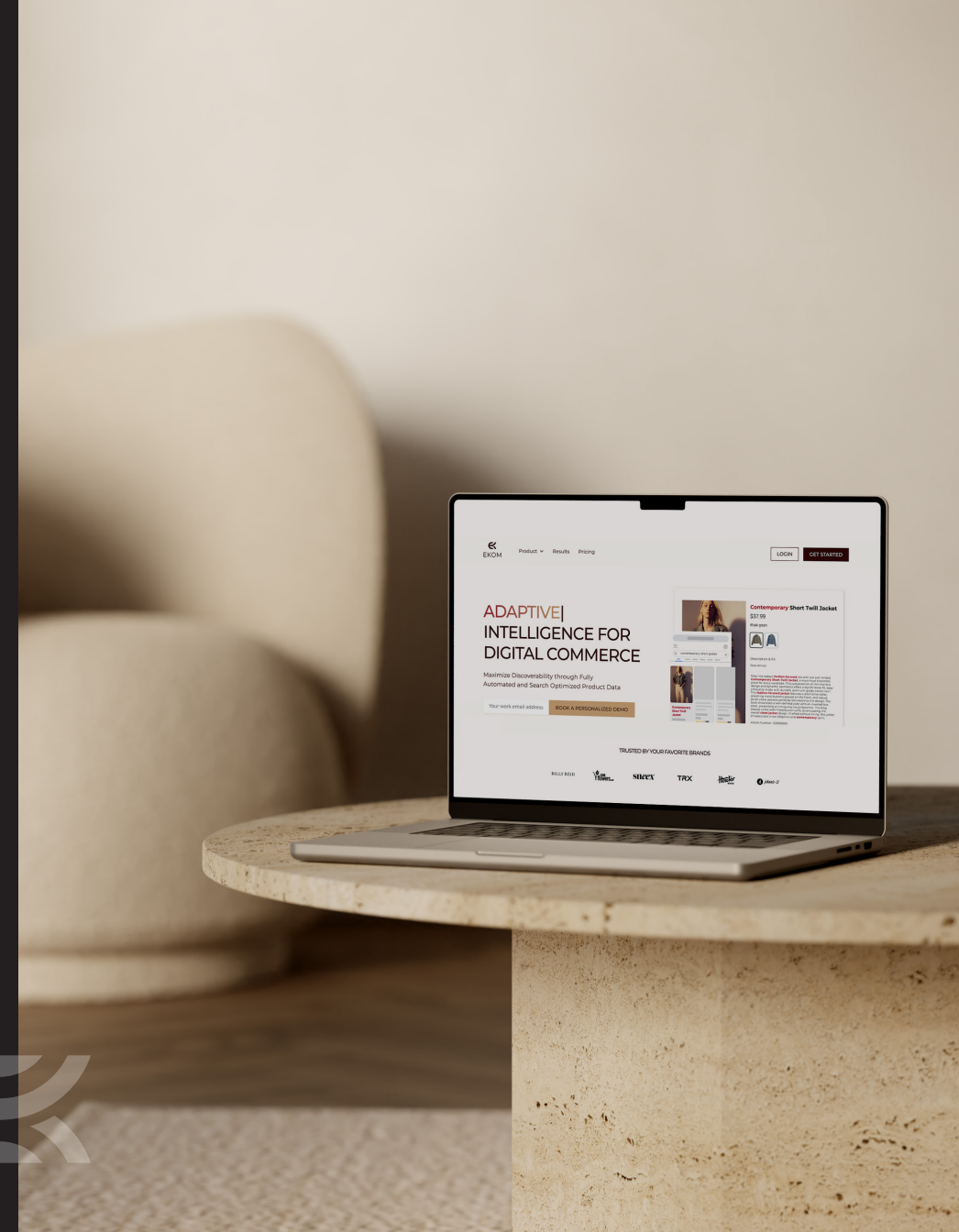
GET IN TOUCH

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VISIT OUR WEBSITE TO LEARN MORE
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