Driving Competitive Advantage in **Digital Commerce**

Fractal's modular solution approach to analytics for omnichannel selling enables value generation for both e-commerce and digital media.

E-HUB, Fractal's AI-powered decision platform provides actionable prescriptive recommendations to users.

GET TO KNOW E-HUB

Who does E-Hub benefit?

- Executive Teams
- Sales Teams
- Marketing Teams
- Supply Teams
- Brand Teams
- Finance Teams

E-Hub answers questions like...

How do I maximize online visibility and improve sales for e-retailers?

How do I drive impactful traffic through paid media and display?

How does digital shelf influence sales and missed opportunities impact revenue?

Improve Traffic and Visibility

Maximize exposure with Paid & Organic Search and Taxonomy Placement

Drive Conversion

Improve Conversion through Price, Promotion, Availability, Digital Content, and R&R

Drive Incremental Sales & Optimize Investment

Optimize investment across multiple levers of Trade, Media, Search, etc.

Start driving profitable sales volume, today

Get in touch

fractal◦25

Driving Competitive Advantage in **Digital Commerce**

OUR 🛒 HUB ACCELERATORS

1 DIGITAL SMART ENGINE

Enhance digital footprint via Shelf Health, Alerts, Campaign & Sales Insights

2 ORGANIC DECODER

Targeted Digital Shelf, Organic Shelf & Sales Optimization

- Retailer Search Algorithm
- Optimized Digital Shelf Targets

3 RETAIL MEDIA OPTIMIZATION

Enhancing effective Retail Media budget allocation with Brand Landscape, Budget Optimization, SImulator, Campaign Manager

4 CAMPAIGN PLANNER - AMC

Utilize rich data to drive campaigns effectively

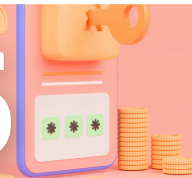- Optimal Settings (AMC)
- A/B Testing

5 E-RGM (PRICING & PROMOTION)

Evaluate Pricing Strategies and Optimize Promotions with portfolio overviews, price analysis, promotion optimization, alerts and more

6 DEMAND PLANNING

OOS Prediction: Demand forecasting, assortment optimization, PO Tracking and Chargeback Mechanism

7 DYNAMIC CONTENT CREATION

Content Creation: Identify Trending Keywords, Dynamic Content Management & Automation @ Gen AI Influenceability, Trending Topics & Sentiment, and more

Start driving **profitable sales volume, today**