# rimaRetail

Empower Your Customers
Drive the Shopping Journey through Enrichment

Customers want accurate and transparent product information to make better, healthier decisions when shopping. Are your websites and stores providing your customers with accurate health, nutrition, allergen and sustainability information to find and verify products based on their specific needs?

Rich transparent product information is at the heart of each buying decision.

**Without rimaRetail**
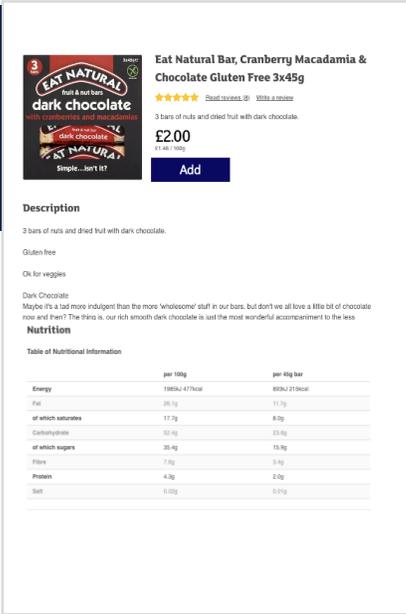
With rimaRetail
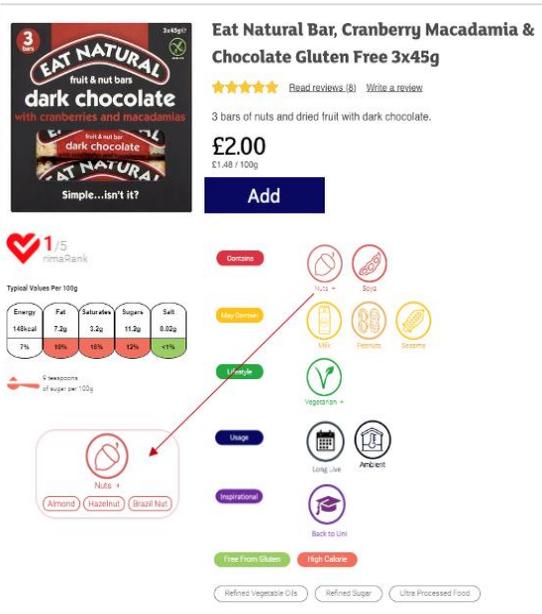
rimaRetail product enrichment suite:

1. audits and enriches basic product data to provide accurate health, nutrition, allergen, marketing information in easy to read visual format
2. ranks product nutrition data and provides healthier eating cues to customers
3. enhances search capabilities on the website by enabling all nutrition, allergen, product ranking and marketing attributes
4. provides shoppable and swappable personalised recipes to engage with customers
5. optimises retailer's transparency and health/wellness initiatives

rimaRetail enriches and harmonises product information across your business to empower your customers to shop the way they want.

Our XAI harnessed technology has been powering the websites of some of the largest retailers in the world over 15 years.

Product Enrichment   Nutrition Ranking   Recipe Building   Data Cleansing
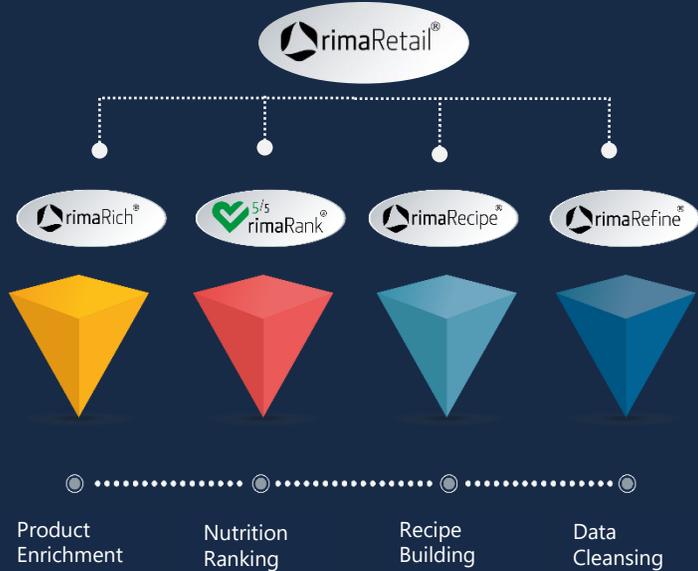
rimaRetail benefits both retailers and customers by:

Increasing Product Transparency and Accuracy
- Optimise findability with rich information
- Improve conversion with transparent data
- Instill customer confidence

Enhancing Shopping Experience
- Accurate source of rich and transparent information in one place
- Avoid customers' consulting external sources and leaving your site

Providing Valuable Insights
- Improve products' performance
- Sell more products that meet customers' needs
- Leverage product intelligence to understand customers' preferences

Personalising the journey
- From product to lifestyle retailing
- Answer more customers' special health and dietary needs
- Understand and implement customers' trends

Deploy rimaRetail SaaS services for all your websites, apps and internal applications now.

Book a demo today
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