

Market Intelligence Platform with Kenshoo

22nd Jul, 2020



BY DATAWEAVE

We're thrilled to announce that we have teamed up with **Kenshoo** to offer an integrated marketing solution that combines **DataWeave's** digital shelf analytics and commerce intelligence platform with **Kenshoo's** ad automation platform. This in turn, provides better recommendations on promotions to retailers and consumer brands.

As e-commerce surges, consumer brands can now promote their products through retail-intelligent advertising. Product discoverability, content audit, and availability across large marketplaces can be critical to a brand's success. Using **DataWeave's** digital shelf solutions, Kenshoo now can offer marketers greater visibility into a brand's performance.

Even large retailers and agencies can use our commerce intelligence platform to improve their price positioning, address category assortment gaps, and more.

Through this partnership, **Kenshoo** – a global leader in marketing technology, can help its significant base of consumer brands and retailers invest their marketing dollars intelligently and in a timely manner.

At DataWeave, we have constantly strived to bring in a holistic approach to help our customers optimize their online sales channels. This partnership furthers our resolve in this direction. As we collectively strive to adjust to a post-COVID-19 world, we are observing an acceleration towards digital commerce. This acceleration and change in consumer behavior is going to be



a lasting change, creating significant growth opportunities for both DataWeave and Kenshoo.

With this partnership, we look forward to helping our customers make timely, intelligent, and data-driven decisions to grow their business.

For more info on DataWeave, visit www.dataweave.com

For more info on Kenshoo, visit www.kenshoo.com

For more info on the partnership, visit
<https://kenshoo.com/capabilities/kenshoo-dataweave/>

- **DataWeave Marketing**

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BRAND PERCEPTION

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