alavi.ai

Target Your Most Profitable Audiences
With AI-Powered Precision

Featured in

Entrepreneur **IndianRetailer.com**

Developed & Owned by
reapdigital

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90% of SME and Niche Retail Brands Are Missing Out – BIG TIME

Digital marketing generates vast amounts of data across many different platforms.
When analyzed holistically, the insights from it have significantly increased online revenues.

Unfortunately, most SME and niche retail brands are not getting any of these gains.

This is because to analyze marketing data and use it effectively requires data scientists
or artificial intelligence (AI), which have so far been prohibitively expensive.

"Only 12% of smaller organizations surveyed reported
to be using AI for marketing"

- Adobe's 2019 Digital Intelligence Briefing

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Alavi is the only **AI-powered marketing analytics** application that uses **precision targeting to help SME and niche retail brands grow their online revenue.**

It **costs less than a third** of similar, enterprise-level applications.

Make Your Digital Marketing More Effective

Alavi adds much greater accuracy to your audience selection so you can attract, convert and retain customers profitably.

Its predictive analytics finds audiences that not only want to buy products but want to buy them from your brand.

Unfiltered Audience

Facebook, Google and Programmatic Audiences

Alavi Recommended Audiences

All Online Shoppers

Shoppers who might be interested in the category of products you sell

Shoppers who will most likely buy from your brand

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Make Your Digital Marketers More Productive

Through automation and a tried-and-tested workflow, Alavi lets digital marketers of all levels perform complex tasks easily and quickly.

Uses a Proven Workflow

Through Alavi's simple and intuitive application, digital marketers are guided through a tried-and-tested workflow where they can confidently manage campaigns with a high level of sophistication and precision.

Simplifies Starting & Managing Campaigns

At any time, any user can effortlessly launch, update and optimize their online campaigns.

Launch All On Alavi	Update with AI	Review Performance	Optimize & Expand
Choose from multiple platforms & channels	Alavi's AI engine continuously identifies audiences & products to boost returns	Monitor results from all platforms & campaigns on a single, all-in-one dashboard	Alavi's analytics evaluates and recommends campaigns & adsets to expand or pause

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Key Benefits

Alavi is ideal for SME and niche retail brands looking for a cost-effective way to use AI & data science to grow their business online.

2X Your Revenue ─────○

Alavi helps brands double their online revenue by maximizing the returns on every ad dollar spent on Facebook, Google and other ad platforms.

AI & Data Science Capabilities ──○

Using Alavi's AI-powered recommendations and workflow any digital marketer can tap into the power of data and improve conversion rates, average order values and retention rates.

Time Savings of up to 30%

By quickly launching and optimizing campaigns directly through Alavi on multiple channels and platforms, a digital marketer can save up to 30% of his/her time.
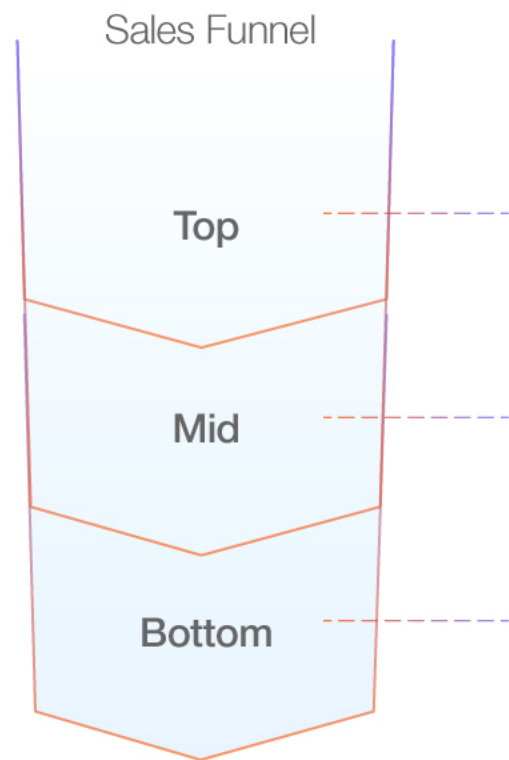
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How Alavi Works

By analyzing the behaviour of a brand's existing customers, Alavi can predict which audiences will deliver better returns and stay loyal.

Sales Funnel

Top

Mid

Bottom

Alavi's AI pulls and analyzes data from your web analytics, ad platforms and CRMs to boost performance at every stage of the sales funnel.

Acquire New Customers

Alavi recommends segments and products that will bring in first-time buyers, minimize acquisition costs and maximize returns on ad spends (RoAS).

Convert Visitors Who Didn't Buy

By predicting which previous visitors are most likely to convert, Alavi helps digital marketers launch high focused and highly profitable remarketing campaigns.

Increase Repeat Purchases

Who will buy again in the next 30 days and who are the big spenders? Alavi answers this and helps run campaigns with personalized messaging to boost customer lifetime value.

Alavi Improves Results in Just 30 Days

SNEAKERTUB™ 🇨🇦	ELITIFY 🇮🇳	FarEastFlora.com® 🇸🇬	purevpn 🇭🇰	J. 🇵🇰
212% ▲ Increase in Revenue	**45%** ▲ Increase in Return on Ad Spend	**20%** ▲ Increase in Return on Ad Spend	**10%** ▲ Increase in Revenue	**300%** ▲ Increase in Return on Ad Spend
118% ▼ Increase in Return on Ad Spend	**40%** ▼ Increase in Conversion Rates	**20%** ▲ Increase in Average Order Value	**41%** ▼ Reduction in Cost per Acquisition	**77%** ▼ Reduction in Cost per Acquisition
Canada	**India**	**Singapore**	**Hong Kong**	**Pakistan**

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What Our Customers Say

SNEAKERTUB™ 🇨🇦

"Alavi's targeting was so precise and so powerful. It put the kick back in my kicks!"

Kamaj Silva, Founder

ELITIFY 🇮🇳

"Alavi's been excellent for us. We were looking for ways to use AI and data science to give our marketing a competitive edge. We did that with Alavi. Now, we're not only attracting many new customers, we're also growing our revenue and getting a positive ROI."

Mohit Malik, Head of Digital Strategy & Performance Marketing

FarEastFlora.com® 🇭🇰

"Alavi's personalization features are a game changer. We can now use history and affinity dynamically to identify products a user will most likely buy. It's already increased our campaign returns significantly."

Ryan Chioh, Managing Director

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Alavi Has Always Worked Remotely
(even before COVID-19)

"Our Alavi Customer Support Manager has been amazing and has a great strategic approach for getting features live in a timely but achievable manner."

- Mohit Malik, Head of Digital Strategy & Performance Marketing at Elitify.com

North America to Southeast Asia to the Indian subcontinent, Alavi has worked remotely with SMEs from a broad range of countries and helped them grow their revenue in a cost-efficient manner.

Every client has been onboarded remotely in less than 2 hours.

Alavi has tried and tested workflows in place to ensure customer success over the long term.

● Single point of contact   ● Regular progress calls   ● Advisory and scale up sessions   ● Centralized customer ticket management system

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Senior Leadership Team
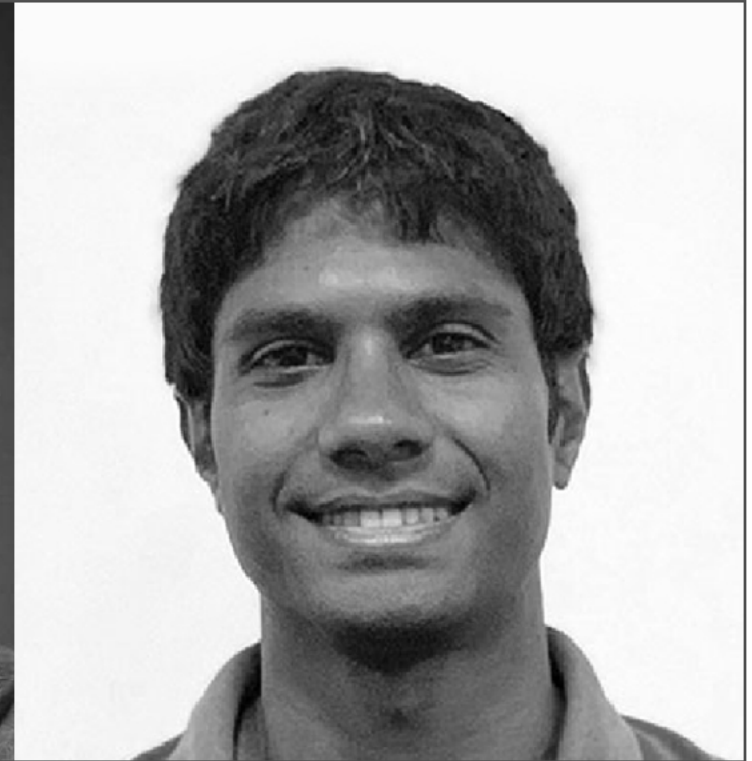

Dilendra Wimalasekere
CEO & Co-Founder

- 20 years experience building technology & e-commerce companies
- Attended "Birthing of Giants," MIT's invitation-only leadership program
- BA in Business Economics from the College of Wooster (USA)
- First Sri Lankan appointed as a Google Launchpad Mentor

V. Dinesh
MD & Co-Founder

- 15+ years in Tech Marketing, Analytics & Product Development
- IT Graduate from the Sikkim Manipal University (India)
- Built ReapDigital's Centre of Excellence into a leading online force
- Developed 247Techies into a global leader in tech support

Priyan Fernando
Chief Data Scientist

- Headed Statistical & Mathematical Model development at Moody's
- M.Phil. in Economics from Oxford University
- Certificate in Quantitative Finance (CQF) from Fitch Learning
- Data Science Dojo Certified

Start Using Alavi Now

Test it for free

Instant Onboarding

A simple process that connects Alavi to your marketing data in only a few hours.

▷

30-Day Free Trial

Experience how much easier digital marketing can be with Alavi.

▷

Rapid Results

See how Alavi's AI & workflow can improve online campaigns in just 30 days.

▷

Right Subscription

Happy with your free trial? Start an Alavi subscription for as little as US$500/mo.

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Thank You

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