

COGNITIVE SEARCH FOR MARKETING

Consumers use a myriad of channels to interact, engage, and purchase from a brand, leaving behind digital footprints at multiple touchpoints. SearchUnify leverages AI, ML and NLP to provide personalized content discovery experience for both customers and employees. SearchUnify's insights engine turns cornucopia of marketing data across platforms into actionable insights.

WHAT OUR CUSTOMERS SAY



“ We got more than we asked for and for that a big shout out to the folks at SearchUnify. ”

Raman Kumar

Senior Vice President, Customer Success, Idaptive

Key Features



Provide a Unified Brand Experience

Despite having multiple information channels for prospects, businesses fail to give a complete picture due to the existence of knowledge silos. By creating a unified index of content, SearchUnify makes the entire pool of content, SearchUnify makes the entire pool accessible from the search bar.



Drive Engagement with an Intuitive UI

With faceted search, you can tweak results based on a number of parameters, including price, categories, specific features, etc. SearchUnify's intelligent facets help users cut through the information clutter and get to relevant results faster.



Learn Brand Sentiment Proactively with NLP

SearchUnify leverages NLP to disambiguate user sentiment on review portals, social media etc. It also understands the queries full of typos to proactively learn about the needs and desires of ever-evolving buyers.



Make Informed Decisions with Actionable Insights

SearchUnify analytics provides real-time reports on page views, engagement, CTR, etc. to help quantify the success of your campaigns. It also gives insights into content gaps, which further helps content creators curate relevant content.



Deliver Personalized Relevance with AI

SearchUnify learns with every click and digital interaction to map out an effective customer journey. It then processes these patterns in real-time to offer hyper-personalized campaigns and recommendations across your digital channels.

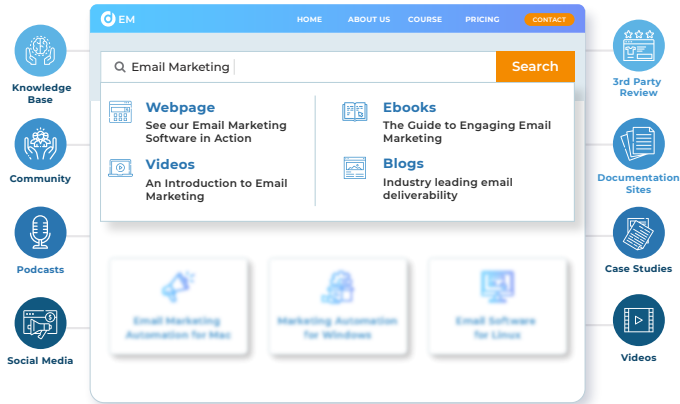


Nurture Leads Effectively with Chatbots

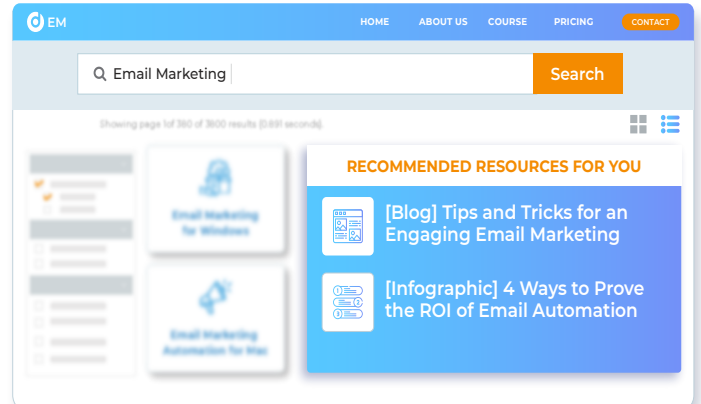
SearchUnify's chatbot, built on the foundation of cognitive search, leverages NLP and text-analytics to gauge hot leads, understand the use case in order to display the most relevant collaterals and automatically assign leads to the most suitable SME based on the similar deals closed in the past.

A Closer Look at SearchUnify

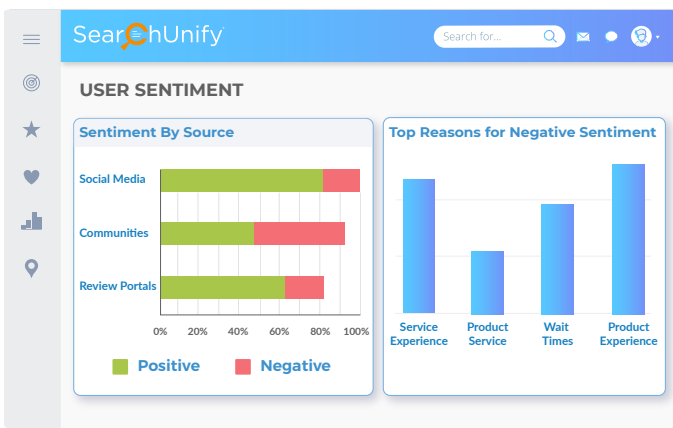
Provide a Unified Brand Experience



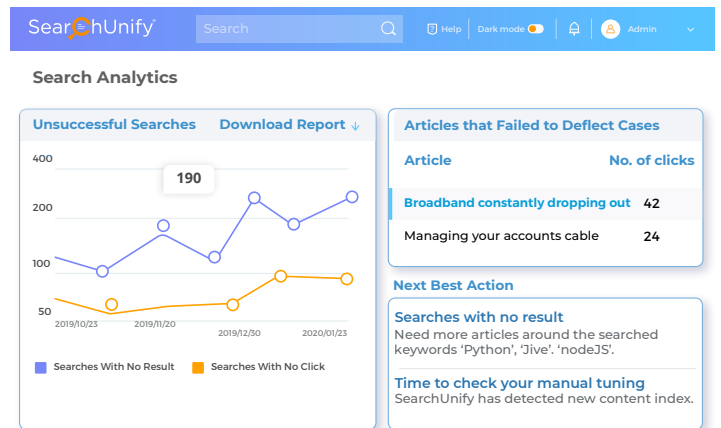
ML-Powered Personalization for Content Engagement



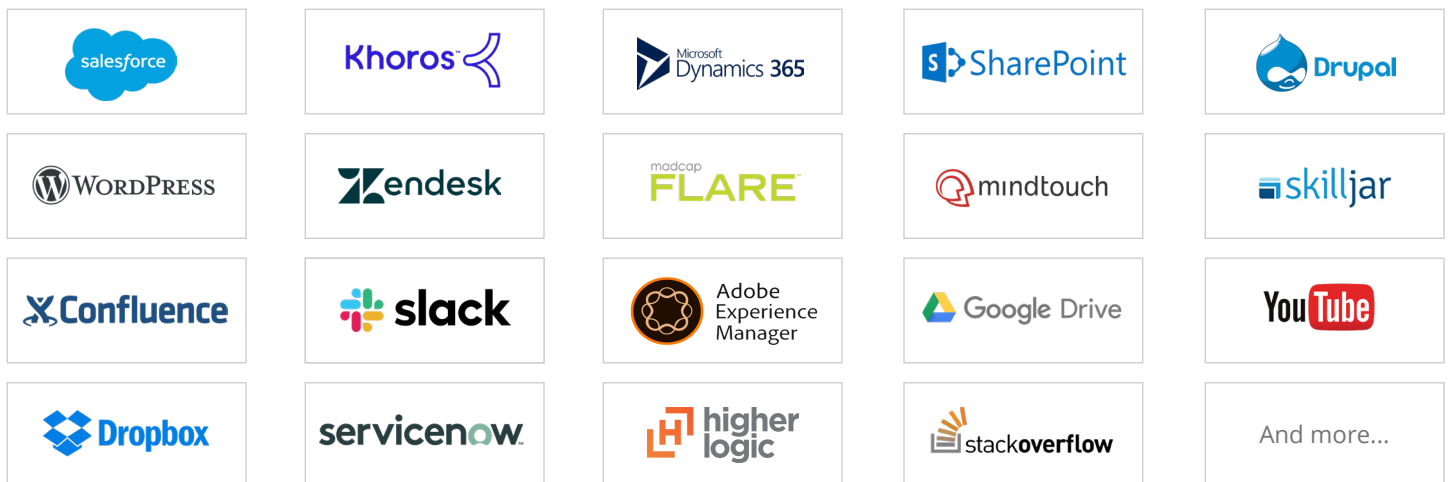
Analyze Brand Sentiment with NLP



Rich Insights for Proactive Marketing Decisions



Supported Platforms



About Us

SearchUnify is a unified cognitive search platform that revolutionizes information discovery, fuels an insights engine, and makes for a robust platform for AI-based apps like customer-facing and agent-assist chatbots. Its AI powers relevant and personalized search results for customers, prospects, and multiple teams across verticals including high-tech, e-commerce, banking, insurance, pharmaceuticals, and education.