

Discover Noogata's ECommerce Library

Noogata's SaaS-based platform makes Artificial Intelligence (AI) and Machine Learning (ML) capabilities accessible to any business user who needs to analyze data. The modular, plug-and-play design is both simple enough for anyone to get started quickly and customizable to answer data-driven questions.

The Noogata platform is made up of pre-built AI blocks and libraries. These are organized by business function and, used individually or in combination, produce insights, predictions and analyses across marketing, ecommerce, and sales.

Noogata ECommerce Library

- Click Performance History
- Competitive Landscape
- Product Enrichment
- Product Tracker
- Perfect Content
- Product Exposure
- Search Term Discovery
- Search Term Enrichment
- Smart Sales KPIs
- Topic Analysis
- Trendspotting



Click Performance History

Automatically collect weekly Amazon sales KPIs for your products

ABOUT

Generate historical click share metrics for your products or for competitors' products. Learn how your ASINs rank compared to their category leaders.

USE CASES

See which products are winning customer clicks and understand how product ranking is changing over time based on click history. Understand how your products rank compared to category leaders.



Competitive Landscape

Discover and track competing products

ABOUT

Generate a list of the top products competing with each of your products. Automatically refreshes each week, enabling you to continuously track and capture changes in the competitive landscape.

USE CASES

Discover who your true competitors are in minutes, saving you hours of valuable time on identifying competitors and their products. Use together with the Product Enrichment block to surface key competitive data points.



Product Enrichment

Automatically collect a comprehensive set of public data for any list of products

ABOUT

Monitor the listings of your products, or your competitors' at scale by enriching a list of products with key data points, including title, price, package size, review counts, star ratings, and Amazon categories.

USE CASES

Enrich a list of ASINs with product data like title, image, ratings, price, and more. Quickly gather this data at scale for both your company's product portfolio as well as competing products.



Product Tracker

Monitor and track changes to product listings

ABOUT

Monitor brand and competitor product changes over time. Users can quickly respond to changes on Amazon listings via Amazon Product Detail Pages (PDPs) and provide a vastly enhanced understanding of the outcomes of certain actions.

USE CASES

Understand why your products' performance is changing over time and how competitors' pricing strategies are impacting the performance of your products.



Perfect Content

Optimize product listings to increase exposure and conversion

ABOUT

Generate keyword and content recommendations for a list of products based on search terms and competitor data. Built-in data visualization allows users to apply block recommendations to enhance product offerings. Data is updated weekly to enable continuous refreshing of portfolio listings and allow you to adapt

to trends and seasonal patterns.

USE CASES

Optimize your product listings with drag and drop functionality using a list of recommendations. Get content scores for your products to ensure you are covering the right keywords.



Product Exposure

Measure how much exposure your products are getting on Amazon search

ABOUT

Unique search-ranking metrics quantify product performance against identified search terms. Automatically refreshed every week, performance improvements or declines can be easily captured.

USE CASES

Understand your products' exposure on Amazon on a weekly basis. See how changes to your listings' content, price, and campaigns impact exposure and ranking relative to competitors.



Search Term Discovery

Uncover all relevant Amazon search terms for your products

ABOUT

Discover the search terms most relevant to a list of product listings. Blocks automatically refresh weekly, enabling you to capture search term evolution and providing visibility into seasonal trends, multi-language search terms, and event-driven activity.

USE CASES

Discover the most important search terms that should be captured to maximize your product's exposure. Can be used with Search Term Enrichment to identify search traffic volume and top clicked and purchased products.



Search Term Enrichment

Generate AI-driven KPIs for a list of search terms

ABOUT

Enrich lists of Amazon search terms by overlaying additional insights such as search term traffic data, top brands highlighted by searches, and top clicked and purchased products. Access up to two years of data to map trends in search and consumer behavior.

USE CASES

Enrich lists of Amazon search terms by overlaying additional insights such as search term traffic data, top brands highlighted by searches, and top clicked and purchased products. Discover which products are winning search terms of interest.



Smart Sales KPIs

Automatically collect weekly Amazon sales KPIs for your products

ABOUT

Automatically collect core KPIs from Amazon Retail Analytics for your products. These include sales, product page glance views (GVs), conversion rates, out-of-stock and lost-buy-box data.

USE CASES

Integrate this data into your dashboards to continuously and easily monitor your performance over time.



Topic Analysis

Cluster search terms using AI to uncover hidden patterns in consumer behavior

ABOUT

Uncover hidden patterns in consumer search behavior by using this block to generate search-term clusters from any list of search terms. Each cluster will provide unique insights into a specific consumer need, including its size, the winning brands and products and your position.

USE CASES

Identify the relationship between Amazon search terms and products. Cluster search terms into topics of buying intent, identify the top products converting for each topic and see a volume estimate of searches for each term and topic.



Trendspotting

Spot and analyze consumer search trends important to your product category

ABOUT

Understand, monitor, and investigate search traffic trends most relevant to specific product categories with built-in data visualization to enhance data output. Identify consumer trends and opportunities for new product introductions and understand seasonality.

USE CASES

Identify consumer trends and opportunities for new product introductions and understand how seasonality impacts purchase behavior. Use these trends to compare your brand strength against competitors.

About Noogata

Noogata is a global leader in No-Code artificial intelligence (AI) for business users, working with organizations like Pepsi, Elta MD, FritoLay, and MDesign. Its AI platform is built for business users who need to turn their data into actionable insights quickly and easily to drive opportunities, growth, and profit. Noogata delivers the benefits of best-in-class AI for maximum business impact without the complexity and costs of having to develop or maintain your own models. Founded in 2019 with offices in New York and Tel Aviv, privately-held Noogata is backed by Team8 and Skylake Capital.

UNITED STATES HQ

488 Madison Avenue | Suite 1103 | New York | NY 10022

ISRAEL HQ

Yigal Alon 94 | Alon Towers | Alon 1 | 4th floor | Tel-Aviv | Israel



TO LEARN MORE OR SIGN UP FOR A DEMO,
VISIT WWW.NOOGATA.COM