

Digital Surau

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SMART = DATA DRIVEN ONLINE STORE

- Interest
- Google
- Facebook
- In-app / website

In-app

- Shopping basket
- Like / love button
- Page view
- Kind of interested?



PAWS

Like it? Pause it!

How it works

- Catch face picture when entering product gallery (neutral)
- Catch another picture when scrolling stops for 1 second
- Analyze for any emotional change by Coqnitics
- Save to database
- Analyze for any emotional change

What for?

- Product ranking
- Profiling
- Retargeting
- Not just fashion

Interest

- Debusana.com
- Elmina.id
- Afrakids.com