<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Pele AI | The Future of eCommerce is Confidence</title>

<script src="https://cdn.tailwindcss.com"></script>

<script src="https://cdn.jsdelivr.net/npm/chart.js@3.7.0/dist/chart.min.js"></script>

<link rel="preconnect" href="https://fonts.googleapis.com">

<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>

<link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;500;700;900&display=swap" rel="stylesheet">

<style>

/\* Chosen Color Palette: Deep Indigo & Radiant Violet (Inferred from pele-ai.com) \*/

body {

font-family: 'Inter', sans-serif;

background-color: #0A0E1A; /\* Very Dark Blue/Slate \*/

color: #F8FAFC; /\* Light Gray/White for primary text \*/

}

.gradient-text {

background: linear-gradient(to right, #4F46E5, #8B5CF6); /\* Indigo to Violet \*/

-webkit-background-clip: text;

-webkit-text-fill-color: transparent;

}

.card {

background-color: #1A202C; /\* Darker Slate for cards \*/

border: 1px solid #2D3748; /\* Slightly lighter border \*/

border-radius: 12px;

padding: 2rem;

box-shadow: 0 10px 15px -3px rgba(0, 0, 0, 0.2), 0 4 6px -2px rgba(0, 0, 0, 0.1);

transition: transform 0.3s ease, box-shadow 0.3s ease;

}

.card:hover {

transform: translateY(-5px);

box-shadow: 0 20px 25px -5px rgba(0, 0, 0, 0.2), 0 10px 10px -5px rgba(0, 0, 0, 0.08);

}

.stat-number {

font-size: 3rem;

font-weight: 800;

line-height: 1;

}

.chart-container {

position: relative;

height: 350px;

width: 100%;

max-width: 600px;

margin-left: auto;

margin-right: auto;

}

.video-background {

position: absolute;

top: 0;

left: 0;

width: 100%;

height: 100%;

overflow: hidden;

z-index: -1;

opacity: 0.1; /\* Subtle background effect \*/

}

.video-background video {

min-width: 100%;

min-height: 100%;

width: auto;

height: auto;

position: absolute;

top: 50%;

left: 50%;

transform: translate(-50%, -50%);

object-fit: cover;

}

</style>

</head>

<body class="antialiased">

<!-- Header Section -->

<header class="relative py-12 md:py-20 text-center overflow-hidden">

<div class="video-background">

<video autoplay loop muted playsinline>

<source src="https://assets.mixkit.co/videos/preview/mixkit-young-woman-walking-through-a-shopping-mall-4458-large.mp4" type="video/mp4">

</video>

</div>

<div class="container mx-auto px-4 relative z-10">

<h1 class="text-4xl md:text-6xl font-extrabold mb-4">

Stop Selling. <span class="gradient-text">Start Inspiring Confidence.</span>

</h1>

<p class="text-lg md:text-xl text-slate-300 max-w-3xl mx-auto">

The modern e-commerce landscape is a battlefield for attention and trust. Pele AI is your unfair advantage, turning shopper hesitation into decisive action and transforming your store into a profit-generating powerhouse.

</p>

</div>

</header>

<main class="container mx-auto px-4 pb-16">

<!-- The Problem Section -->

<section id="problem" class="my-16 text-center">

<h2 class="text-3xl font-bold mb-2">The Hidden Costs Draining Your E-commerce Store</h2>

<p class="text-lg text-slate-300 mb-12 max-w-2xl mx-auto">You're driving traffic, but are you maximizing its value? Common frictions are quietly eroding your margins and stunting your growth.</p>

<div class="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-3 gap-8">

<div class="card">

<h3 class="text-xl font-bold mb-3 text-red-500">The "Blind Trust" Conversion Killer</h3>

<p class="text-slate-200">Shoppers hesitate. They can't touch, feel, or try on your products. This uncertainty leads directly to abandoned carts and lost revenue. Your conversion rate is suffering because of a trust deficit.</p>

</div>

<div class="card">

<h3 class="text-xl font-bold mb-3 text-red-500">The "Return & Exchange Vortex"</h3>

<p class="text-slate-200">Up to 53% of apparel purchases are returned. Each return is a direct hit to your bottom line—shipping, restocking, and labor costs add up, silently draining your profits.</p>

</div>

<div class="card">

<h3 class="text-xl font-bold mb-3 text-red-500">The "One-Size-Fits-None" Experience</h3>

<p class="text-slate-200">Generic, impersonal storefronts fail to connect. Customers feel unseen and unheard, leading to high bounce rates and low lifetime value. They don't just want products; they want an experience.</p>

</div>

</div>

</section>

<!-- The Solution Section -->

<section id="solution" class="my-16">

<div class="text-center mb-12">

<h2 class="text-3xl font-bold mb-2">The Pele AI Solution: From Insight to Impact</h2>

<p class="text-lg text-slate-300 max-w-3xl mx-auto">We replace guesswork with certainty. Our suite of AI tools is engineered to tackle your core challenges, driving tangible results and creating a shopping experience that feels personal, intelligent, and trustworthy.</p>

</div>

<div class="grid grid-cols-1 lg:grid-cols-2 gap-8 items-center">

<div class="card">

<h3 class="text-2xl font-bold text-center mb-4">Slash Your Return Rate</h3>

<p class="text-center text-slate-300 mb-6">Our AI-powered sizing and virtual try-on gives customers the confidence to buy right the first time, dramatically cutting costly returns.</p>

<div class="chart-container">

<canvas id="returnRateChart"></canvas>

</div>

</div>

<div class="card">

<h3 class="text-2xl font-bold text-center mb-4">Amplify Your Conversion Rate</h3>

<p class="text-center text-slate-300 mb-6">By removing purchase friction and building trust, Pele AI turns hesitant browsers into decisive buyers, directly boosting your revenue.</p>

<div class="chart-container">

<canvas id="conversionRateChart"></canvas>

</div>

</div>

<div class="card lg:col-span-2">

<h3 class="text-2xl font-bold text-center mb-4">Beyond Personalization: A New Standard of Inclusivity</h3>

<p class="text-center text-slate-300 mb-6">Standard personalization is outdated. Pele AI builds a truly inclusive experience, acknowledging and catering to diverse body types, skin tones, and preferences ethically and effectively.</p>

<div class="chart-container">

<canvas id="personalizationChart"></canvas>

</div>

</div>

<!-- Video Section - Studio Product Demo -->

<div class="card lg:col-span-2">

<h3 class="text-2xl font-bold text-center mb-4">See Our AI Studio in Action</h3>

<p class="text-center text-slate-300 mb-6">Transform static product images into dynamic engaging personalized videos in seconds. No complex editing, just instant impact.</p>

<div class="relative w-full" style="padding-top: 56.25%;">

<iframe class="absolute top-0 left-0 w-full h-full rounded-lg" src="https://www.youtube.com/embed/\_QmUREkJ2ZE?autoplay=0&loop=1&mute=1&controls=1&modestbranding=1&rel=0" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

</div>

</div>

</div>

</section>

<!-- Action Plan Section -->

<section id="action-plan" class="my-16">

<div class="text-center mb-12">

<h2 class="text-3xl font-bold mb-2">Your 3-Phase Path to AI-Powered Growth</h2>

<p class="text-lg text-slate-300 max-w-2xl mx-auto">We've designed a clear, simple path to integrate Pele AI and start seeing results fast. This is how we transform your store together.</p>

</div>

<div class="grid grid-cols-1 md:grid-cols-3 gap-8 text-center">

<div class="card">

<div class="flex items-center justify-center mb-4">

<span class="flex items-center justify-center h-12 w-12 rounded-full bg-indigo-500 text-white font-bold text-xl">1</span>

</div>

<h3 class="text-xl font-bold mb-3">Phase 1: Foundation (Weeks 1-4)</h3>

<p class="text-slate-200">We start with a deep dive into your brand. We'll define your unique audience, map your goals to our technology, and craft a powerful brand narrative. This is where we build the blueprint for success.</p>

</div>

<div class="card">

<div class="flex items-center justify-center mb-4">

<span class="flex items-center justify-center h-12 w-12 rounded-full bg-indigo-500 text-white font-bold text-xl">2</span>

</div>

<h3 class="text-xl font-bold mb-3">Phase 2: Validation (Months 2-4)</h3>

<p class="text-slate-200">With a solid strategy, we launch targeted initiatives. We'll test messaging, deploy our core tools on key products, and gather real-world data to prove ROI and refine our approach for maximum impact.</p>

</div>

<div class="card">

<div class="flex items-center justify-center mb-4">

<span class="flex items-center justify-center h-12 w-12 rounded-full bg-indigo-500 text-white font-bold text-xl">3</span>

</div>

<h3 class="text-xl font-bold mb-3">Phase 3: Scale & Dominate (Month 5+)</h3>

<p class="text-slate-200">With proven results, we scale what works. We'll roll out Pele AI across your entire catalog, double down on high-performing channels, and build an automated growth engine that fuels your revenue and market leadership.</p>

</div>

</div>

</section>

<!-- Final CTA -->

<section class="text-center mt-20">

<h2 class="text-4xl font-extrabold mb-4">Ready to Build the Future of Commerce?</h2>

<p class="text-lg text-slate-300 mb-8 max-w-2xl mx-auto">Stop leaving money on the table. Start building a brand that customers trust and love. Let's talk about how Pele AI can unlock your store's true potential.</p>

<a href="mailto:hello@pele-ai.com" class="bg-indigo-600 hover:bg-indigo-700 text-white font-bold py-4 px-8 rounded-lg text-xl transition-transform transform hover:scale-105 inline-block">Request a Demo</a>

</section>

</main>

<footer class="text-center py-6 border-t border-slate-700 text-slate-500">

<p>&copy; 2025 Pele AI. All Rights Reserved.</p>

</footer>

<script>

document.addEventListener('DOMContentLoaded', function () {

// Chosen Color Palette: Deep Indigo & Radiant Violet (Inferred from pele-ai.com)

const colors = {

primary: '#4F46E5', // Indigo-600 (from gradient start)

secondary: '#8B5CF6', // Violet-500 (from gradient end)

accent: '#EC4899', // Pink-500 (for contrast/highlights if needed, inferred)

danger: '#EF4444', // Red-500

neutral: '#64748B', // Slate-500

backgroundDark: '#0A0E1A', // Very Dark Blue/Slate

cardBackground: '#1A202C', // Darker Slate for cards

textLight: '#F8FAFC', // Light Gray/White

textMuted: '#CBD5E1' // Slate-300

};

// Chart.js Global Config

Chart.defaults.color = colors.textMuted;

Chart.defaults.borderColor = 'rgba(255, 255, 255, 0.1)';

Chart.defaults.font.family = 'Inter, sans-serif';

// Tooltip Configuration

const tooltipConfig = {

plugins: {

tooltip: {

backgroundColor: colors.cardBackground,

titleColor: colors.textLight,

bodyColor: colors.textMuted,

padding: 10,

cornerRadius: 4,

displayColors: false,

callbacks: {

title: function(tooltipItems) {

const item = tooltipItems[0];

let label = item.chart.data.labels[item.dataIndex];

if (Array.isArray(label)) {

return label.join(' ');

}

return label;

}

}

}

}

};

// Chart 1: Return Rate Reduction (Bar Chart)

const ctx1 = document.getElementById('returnRateChart').getContext('2d');

new Chart(ctx1, {

type: 'bar',

data: {

labels: ['Industry Average Return Rate', ['Pele AI', 'Powered Store']],

datasets: [{

label: 'Return Rate %',

data: [35, 8],

backgroundColor: [colors.danger, colors.secondary],

borderColor: [colors.danger, colors.secondary],

borderWidth: 1

}]

},

options: {

...tooltipConfig,

maintainAspectRatio: false,

scales: {

y: {

beginAtZero: true,

grid: { color: 'rgba(255, 255, 255, 0.1)' },

ticks: {

callback: function(value) { return value + '%' },

color: colors.textMuted

}

},

x: {

grid: { display: false },

ticks: {

color: colors.textMuted

}

}

},

plugins: {

legend: { display: false },

title: { display: true, text: 'Average Return Rate Comparison', color: colors.textLight, font: { size: 16 } }

}

}

});

// Chart 2: Conversion Rate Lift (Line Chart)

const ctx2 = document.getElementById('conversionRateChart').getContext('2d');

new Chart(ctx2, {

type: 'line',

data: {

labels: ['Jan', 'Feb', 'Mar', 'Apr', 'May', 'Jun'],

datasets: [{

label: 'Standard Store',

data: [2.1, 2.2, 2.1, 2.3, 2.2, 2.4],

borderColor: colors.neutral,

tension: 0.3,

fill: false

}, {

label: 'Pele AI Enabled',

data: [2.1, 2.5, 3.1, 3.8, 4.5, 5.2],

borderColor: colors.primary,

backgroundColor: 'rgba(79, 70, 229, 0.2)', /\* Using primary color with opacity \*/

tension: 0.3,

fill: true

}]

},

options: {

...tooltipConfig,

maintainAspectRatio: false,

scales: {

y: {

beginAtZero: false,

grid: { color: 'rgba(255, 255, 255, 0.1)' },

ticks: {

callback: function(value) { return value + '%' },

color: colors.textMuted

}

},

x: {

grid: { color: 'rgba(255, 255, 255, 0.1)' },

ticks: {

color: colors.textMuted

}

}

},

plugins: {

legend: {

display: true,

position: 'top',

labels: {

color: colors.textMuted

}

},

title: { display: true, text: 'Conversion Rate Improvement Over Time', color: colors.textLight, font: { size: 16 } }

}

}

});

// Chart 3: The Power of True Personalization (Radar Chart)

const ctx3 = document.getElementById('personalizationChart').getContext('2d');

new Chart(ctx3, {

type: 'radar',

data: {

labels: ['Fit & Sizing Accuracy', 'Hyper-Personalization', 'Trust & Confidence', 'Inclusivity & Diversity', 'Reduced Returns'],

datasets: [{

label: 'Standard E-commerce',

data: [40, 30, 35, 25, 45],

backgroundColor: 'rgba(239, 68, 68, 0.2)', /\* Using danger color with opacity \*/

borderColor: colors.danger,

pointBackgroundColor: colors.danger

}, {

label: 'Pele AI Powered',

data: [95, 85, 90, 88, 92],

backgroundColor: 'rgba(139, 92, 246, 0.2)', /\* Using secondary color with opacity \*/

borderColor: colors.secondary,

pointBackgroundColor: colors.secondary

}]

},

options: {

...tooltipConfig,

maintainAspectRatio: false,

scales: {

r: {

angleLines: { color: 'rgba(255, 255, 255, 0.1)' },

grid: { color: 'rgba(255, 255, 255, 0.1)' },

pointLabels: { font: { size: 12 }, color: colors.textMuted },

ticks: {

backdropColor: colors.cardBackground,

color: colors.textMuted

}

}

},

plugins: {

legend: {

display: true,

position: 'top',

labels: {

color: colors.textMuted

}

},

title: { display: true, text: 'The Pele AI Advantage', color: colors.textLight, font: { size: 16 } }

}

}

});

});

</script>

</body>

</html>