CB4

Revolutionize Your Operations Team

Correct In-Store Operational Issues with CB4's Machine-Learning Software

Increased same-store growth of 0.5% to 2% (average seen across our customer base). Correct operational issues for products with high local demand, improve customer experience and brand loyalty.

Our Secret Sauce

Patented machine learning and data compression algorithms that allow us to find the patterns that matter from trillions of potential ones.

Spotting operational issues where it hurts the most – in products with high local demand. That's why even a few recommendations a week make a huge impact.

How it Works

Identifies products with high local consumer demand experiencing operational issues that inhibit sales.

Delivers recommendations to the store managers with guidelines on how to fix the issues.

These issues include: missing price labels, damaged, hidden, and out of stock products, promotions not ticketed correctly, products left in back room.

How We Do it

CB4's solution uncovers consumer demand patterns at a store level that indicate high demand for a product.

When a store exhibits a high demand pattern but doesn't meet the expected demand, an opportunity is unlocked.

By applying machine learning, the solution identifies the most likely operational issue that created the gap in demand. Using our app, the store manager is tasked with fixing the problem.

We monitor the sales of each recommended item before and after a recommendation has been executed at the store, tracking the total ROI.

Why Our Customers Love Us

On average we see 95% compliance from stores. This means store managers get substantial value from the recommendations.

Our operational ask is low: between 5 and 10 recommendations a week per store!

Our impact is high: 0.5% to 2% in net new sales.

We generate revenue immediately: implementation takes a few days.

About Us

Backed by Sequoia Capital.

Originated from a research project at the University of Tel Aviv, led by Professor Irad Ben-Gal, head of the AI Lab at Tel Aviv University.

Offices in New York, Israel, & London.

3000+	95%	500%	100K+
Stores	Store Compliance	ROI	Issues Uncovered

How will our solution impact your business? Let's find out: a POC takes a couple of days.