

Arimo Behavioral AI™ monitors the actions of an online shopper's click-by-click web activity to predict her next actions and her overall probability of purchase.

Behavioral AI gives you the opportunity to automatically understand and influence customer activity. It offers appropriate individualized incentives and product recommendations to maximize the total value of the customer.

Use Machine Learning to develop stronger, more reliable, and more granular sales forecast models for retail locations.

Arimo Behavioral AI™ is designed to predict down to the individual sku level and help companies understand the implications of marketing activity, regional events, economic changes, and even changes in weather. Models help store managers better manage staffing and inventory levels.