ezdia

Growing Online Made Easy

eZdia Surpasses 100 Customers

Founded 2008

40+ Employees*

Offices in U.S. and India

HQ in Fremont, California

amazon

Walmart

MCKESSON

Alibaba.com

newegg

LOWE'S

Zappos.com

GNC LIVE WELL

Quill.com

* 11 full-time employees in U.S. and remaining are contractors.

eZdia

Vision

eZdia is revolutionizing the way brands and retailers use eCommerce content to convert shoppers into buyers.

eZdia will be the **easiest** and **most effective** platform that will enable businesses to use content as an **online growth strategy**.

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The Problem

Optimizing eCommerce content pages is underutilized as a growth strategy because it is difficult and time consuming for marketers to implement and measure success.
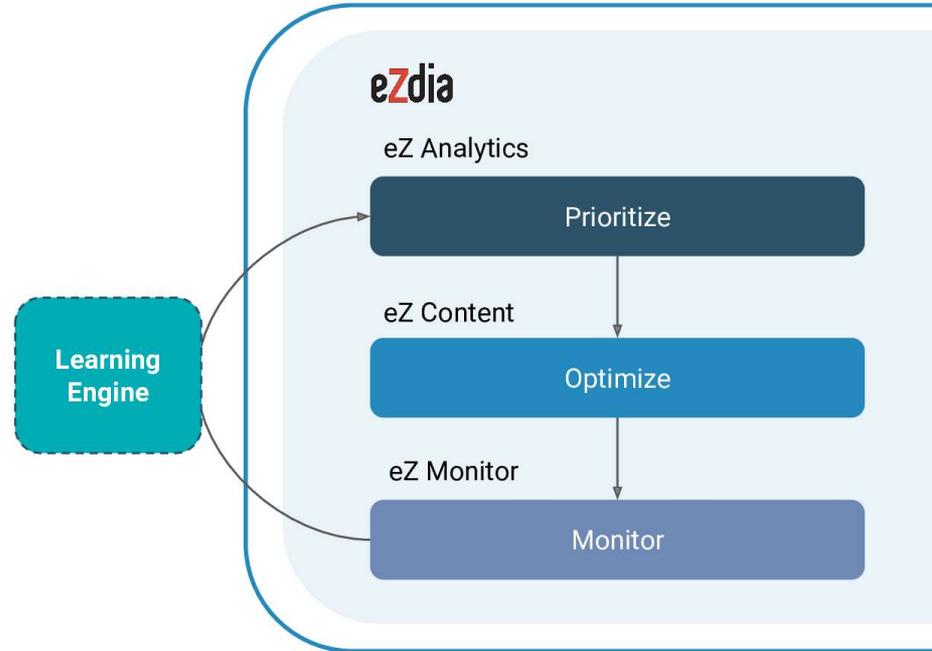
Forbes

experienced expansion, in the midst of retail shrinking. By the end of 2020, global e-commerce sales are expected to reach $4.2 trillion, explained in a report by the e-commerce behemoth Shopify. But, creating a website and selling your products isn't that easy. The cash won't just flow in once you hit publish on that new Shopify site. The competition is getting steeper and online shopping behaviors are changing faster than ever before.
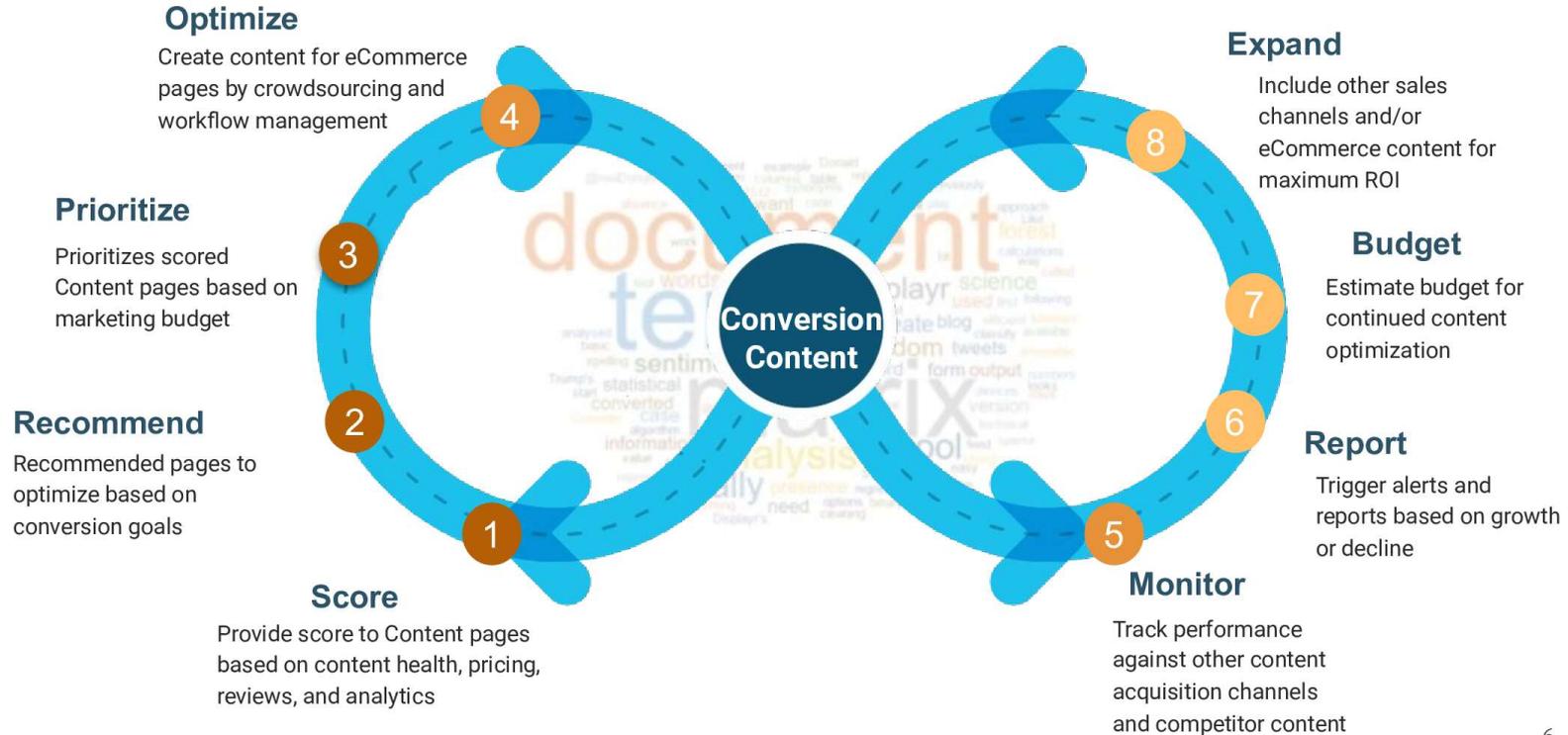
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The Solution

An **eCommerce content conversion platform** which identifies, prioritizes, and optimizes product pages while continuously improving content and monitoring performance.

eCommerce companies will be able to convert more shoppers by focusing on low performing product pages.

How it works

Automatically manages eCommerce content for optimum traffic and conversion

Optimize
Create content for eCommerce pages by crowdsourcing and workflow management

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Prioritize
Prioritizes scored Content pages based on marketing budget

3

Recommend
Recommended pages to optimize based on conversion goals

2

1

Score
Provide score to Content pages based on content health, pricing, reviews, and analytics

Conversion Content

Expand
Include other sales channels and/or eCommerce content for maximum ROI

8

Budget
Estimate budget for continued content optimization

7

Report
Trigger alerts and reports based on growth or decline

6

5

Monitor
Track performance against other content acquisition channels and competitor content

6

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The Team

100+ years of combined eCommerce experience

Deepak Goyal
Co Founder and CEO
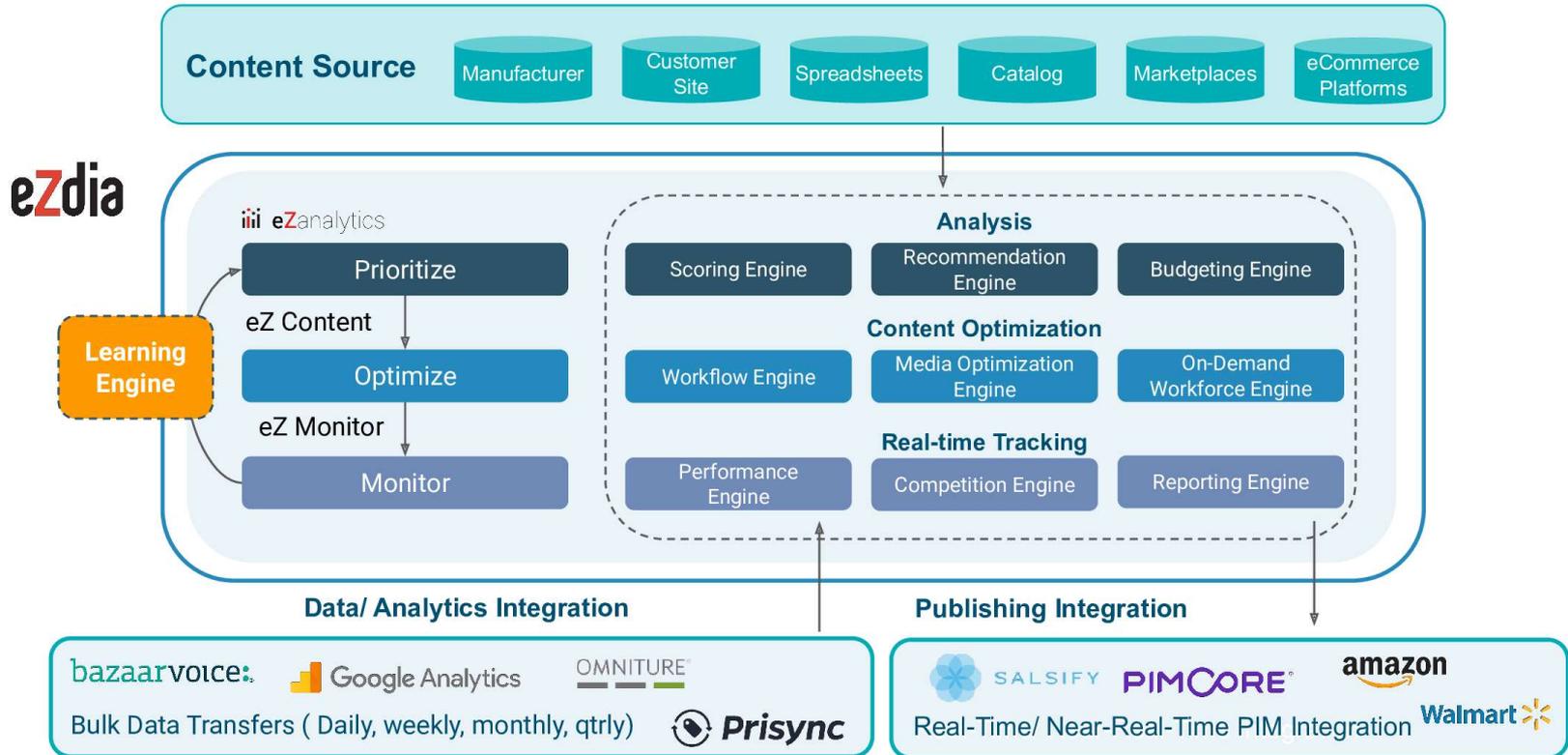
Rahul Shah
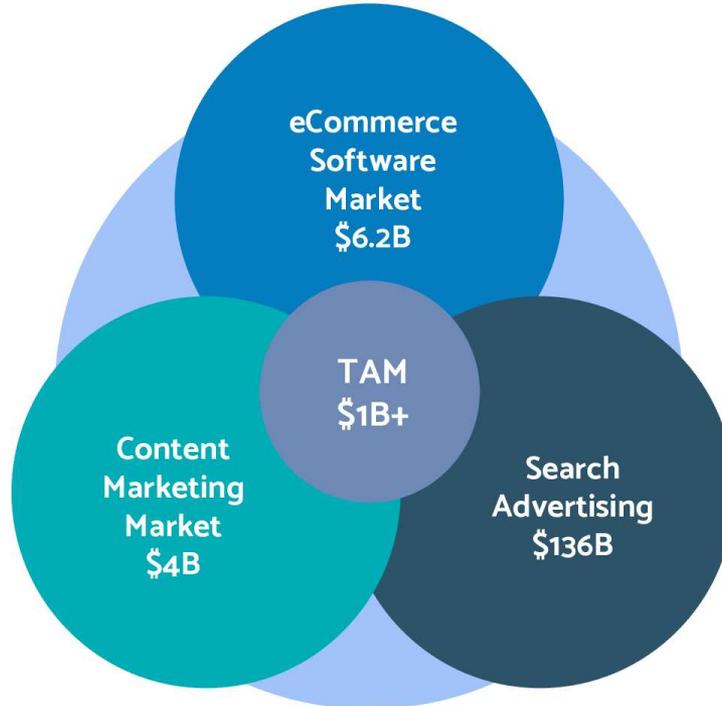Co Founder and CTO

Ken Burke
Board member and VP of
Sales

Greg Harris
VP of Content Strategy
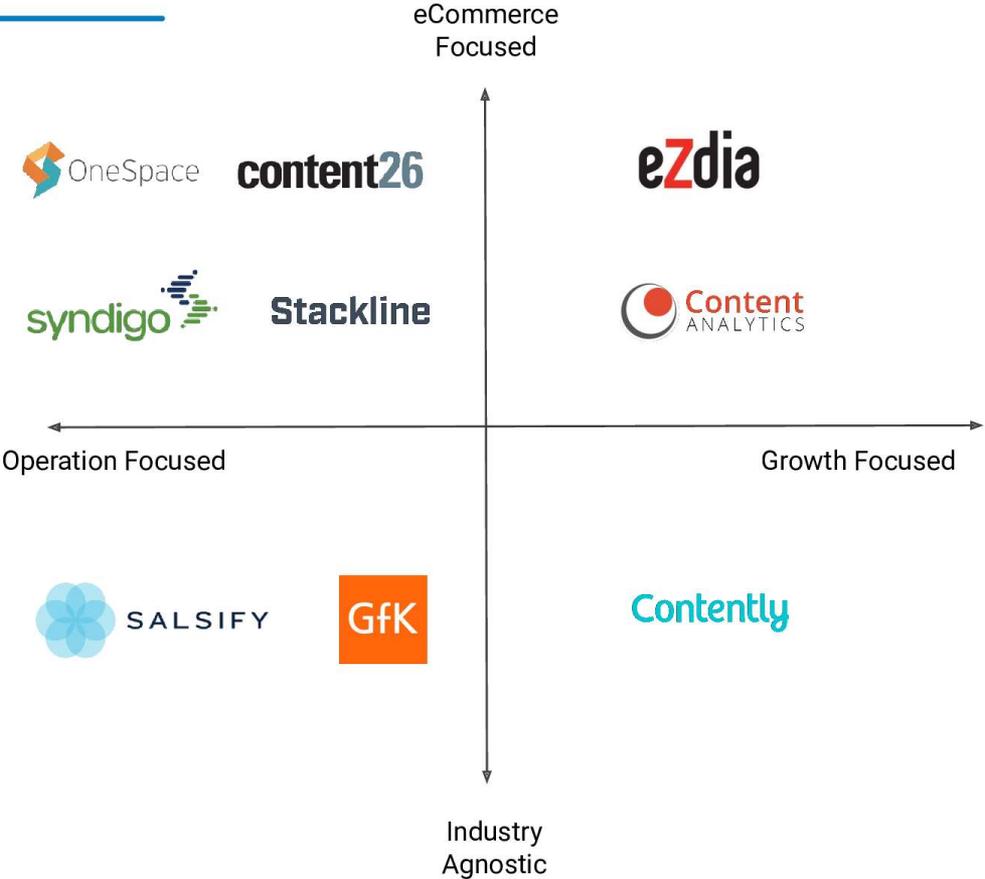
High Level Digital Business Architecture

Content Source
- Manufacturer
- Customer Site
- Spreadsheets
- Catalog
- Marketplaces
- eCommerce Platforms

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eZanalytics

Learning Engine

Prioritize

eZ Content

Optimize

eZ Monitor

Monitor

Analysis
- Scoring Engine
- Recommendation Engine
- Budgeting Engine

Content Optimization
- Workflow Engine
- Media Optimization Engine
- On-Demand Workforce Engine

Real-time Tracking
- Performance Engine
- Competition Engine
- Reporting Engine

Data/ Analytics Integration

bazaarvoice: Google Analytics OMNITURE

Bulk Data Transfers (Daily, weekly, monthly, qtrly) **Prisync**

Publishing Integration

SALSIFY PIMCORE amazon

Real-Time/ Near-Real-Time PIM Integration Walmart

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$1 Billion+ TAM

Global 2019

eCommerce Software Market $6.2B

TAM $1B+

Content Marketing Market $4B

Search Advertising $136B

Source - $6.2B Grand View Research;
$4B Maximize Market Research;
$136B Statista

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Competitive Landscape

Business Model

	eCommerce Site	**MarketPlace**	**eCommerce + MarketPlace**	
	DIY	DIY	Full Service	
	$499/mo	**$999/mo**	**$3K to $15K /month**	
eZ Analytics	Conversion Analytics	Marketplace Analytics	Conversion Optimizer	Performance Optimizer
eZ Content	On-Site Content	Marketplace Content	Auto Correction and Workflow	
eZ Monitor	Google Rank, Sales Tracking	MarketPlace Rank, Sales tracking	Multi Channel Matrix	
Channels	eCommerce Site	+ Marketplace	+ Multiple Marketplaces	Channel Optimizer
Content Optimization	$300 Credit	$600 Credit	Budget Optimizer	

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Use of Funds

*$1.07M of the $5M target is being raised through Wefunder

Product ($2M)	Sales and Marketing ($3M)	Key Executive Hires
Developers	MARKETING Budget	COO
Data Science Team	PRODUCT MARKETING	VP Data Science
Partners Integration Team	Enterprise Sales	

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Roadmap to Achieve Vision

Build and Strengthen Platform Components

- eZ Monitor
- Recommend
- eZ analytics ✓
- eZ Content ✓

April 2021

Automate

- eZ Monitor
- Recommend
- eZ analytics
- eZ Content

Sep 2021

Make Smarter

- Learning Engine
- eZ Monitor
- Recommend
- eZ analytics
- eZ Content

AI

6 MONTHS

9 MONTHS

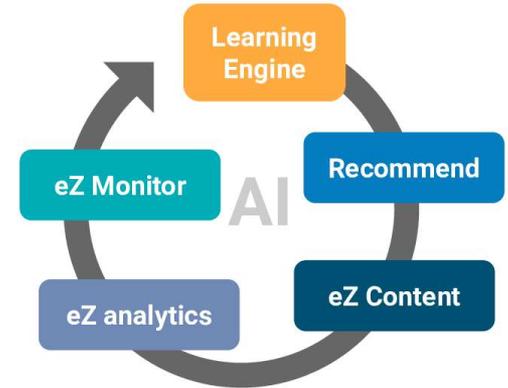**12 MONTHS**

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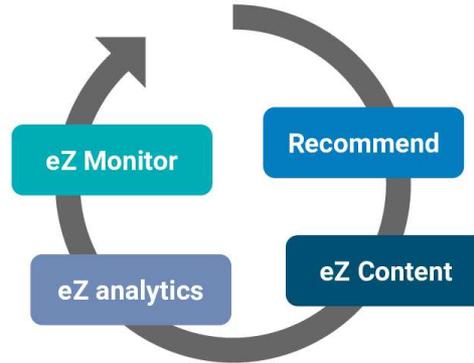
Be a part of our exciting journey !

Thank you!
Question?