knexus
Make content sell

About Knexus

Visual Commerce Platform

Knexus platform is a unique capability for brands with either a mature ecommerce store, who are building a D2C offering or are looking to bolster sales exits to e-Retailers.

As the only fully automated, personalized & scalable visual commerce platform, Knexus takes complete control of collecting, tagging, product matching & distributing influencer, user-generated (UGC) & brand content across individual buying journeys. Inspire confidence to buy & foster product discovery with personalized & shoppable social proof & validation content.

Key Benefits

01 Fully Automated

Knexus platform requires no operational management, saving time, cost & resources

02 Fully Scalable

Scale quickly & easily to industrial strength to maximize ROI

03 Performance Uplift

Industry leading performance uplift with comprehensive personalization & machine learning models constantly learning from data & content

04 Unique Insights

Transparent performance attribution & unique, powerful insights on content performance, customer journeys & more

Performance Uplift

Machine learning models constantly learn from data & content, generating industry leading performance uplift
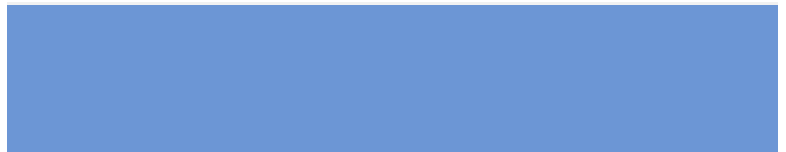

Amplify your success

Influencer, UGC & brand content is key to social proof & validation for shoppers. Knexus automatically identifies and displays the best videos, images, social posts & articles for each shopper, in his/her buying journey.

Personalization ensures the most effective targeting, whilst machine learning continuously optimizes results. With comprehensive analytics identifying content impact on sales, brands use Knexus to deliver exceptional shopping experiences that substantially improve ecommerce performance.
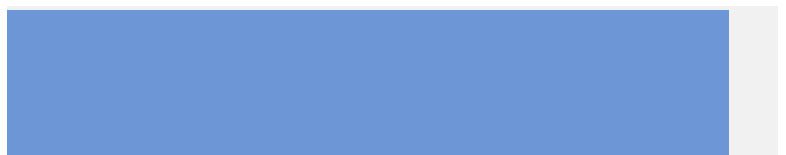
+132% add to cart rate
from personalized & shoppable TikTok videos

+98% sales improvement
from Instagram posts on PDPs

+114% add to basket rate
improvement from personalized YouTube videos

+76% conversion increase
from personalized product recommendations

Capabilities

Knexus platform is fully automated. From finding and tagging content, to integrating it into buying journeys and optimizing.

Scale to industrial strength

When manual resource is required, scaling across a large number of visitors/customers, SKU's, journeys, channels & markets becomes uneconomical. Scale successfully by putting your social proof and validation content to work using a fully automated platform like Knexus.

01 **AI POWERED TAGGING OF CONTENT**

Classify & enrich your influencer, UGC & brand content automatically

02 **REAL-TIME PERSONALIZATION**

Ensure the most effective targeting across individual buying journeys

03 **SHOPPABLE CONTENT**

AI powered product pairing ensures a seamless shopping experience, with the most relevant product displayed alongside content

04 **ACTIONABLE INSIGHTS BASED ON SALES IMPACT**

Advanced analytics continually building intelligence around content, customers & products

Knexus Products

Our single platform helps you reduce costs and resources whilst successfully scaling
UGC & influencer content across key touchpoints, channels and site pages.

01 KNEXUS FOR WEBSITES

Unleash social proof & validation content from channel-based silos & into each visitor's digital buying journey. Scale UGC, influencer & brand content across more journeys & pages in your site - automatically matching each shopper with the YouTube or TikTok videos, Instagram posts, blogs that will give them the confidence to buy.

02 KNEXUS FOR LANDING PAGE PERSONALIZATION

Knexus automatically takes complete control of landing page creation & segmentation, with dynamic landing pages which update to display the products, UGC & brand content best matching the social ad or paid search intent of each shopper.

03 KNEXUS FOR CRM

Knexus for CRM automatically takes complete control of the email campaign creation process from template creation & data segmentation to campaign optimization, with dynamic email templates which update to display the products, UGC & brand content most relevant to each subscriber & the stage of their buying journey.

04 KNEXUS FOR MOBILE APPS

Unleash social proof & validation content from channel-based silos & into visitor's digital buying journey. Scale UGC, influencer & brand content across more journeys & pages in your site - automatically matching each shopper with the YouTube or TikTok videos, Instagram posts, blogs that will give them the confidence to buy.

Words from Customers

You are not just signing up to a platform, you're signing up to a team of people who are there to support you every step of the way and provide expert insights to grow and scale your brand.

Director, eCommerce
Lenovo EMEA

★ ★ ★ ★ ★

"Huge thanks to the amazing team at Knexus for their support"

Global Manager, Consumer Experience
Acuvue

★ ★ ★ ★ ★

"All credit to you and your team. Amazing work & Grace under Pressure – love it!"

Associate Brand Manager,
Johnson's Baby®

★ ★ ★ ★ ★

"One of the reasons we like working with Knexus is how seamless it is from setup & integration to launch & management."

Results from Customers

You are not just signing up to a platform, you're signing up to a team of people who are there to support you every step of the way and provide expert insights to grow and scale your brand.

Brand Manager
ZYRTEC®

★ ★ ★ ★ ★

"Within a few months of putting Knexus live, we'd seen a **162% year-on-year sales exits increase from our website**."

Associate Brand Manager
Johnson's Baby

★ ★ ★ ★ ★

"Our results have been phenomenal. We quickly surpassed any benchmarks we had for Knexus and are still continuing to see improvement 2 years later."

Questions?
Contact us.

www.knexus.co

hello@knexusgroup.com

┈┈┈➤ Book a Demo

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