



FMI Associate Member Search Results

This search was performed on 04/03/2025 at 11:21 AM

If you find information that needs to be updated, please email membership@fmi.org.

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Digital Wave Technology

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Website: www.digitalwavetechnology.com

Email: info@digitalwavetechnology.com

Products / Services: Advertising/Marketing and Design; Technology Services; Other

Company Description: Digital Wave offers an incredibly unique, powerful, easy-to-use native AI platform that allows it and its customers to rapidly build enterprise applications. We are focused on the following value for our customers: significant improvements in efficiency, higher conversions, improved profitability, and speed to market.

Digital Wave offers the following native AI Enterprise Solutions:

- * Product Information Management
- * Master Data Management
- * Category Management including management of web hierarchies.
- * Lifecycle price optimization
- * Promotion planning/optimization
- * Deal Management

The company continues to build other new applications for brands and retailers.

Digital Wave is also using AI as a copilot for solutions including auto-generation of:

- * Product attributes (including those most requested by customers in search, SEO, etc.)
- * Product content in brand voice (again including optimization for search)
- * Advertising content/digital campaigns that can be personalized to customers, regions, or individual consumers.
- * Data cleansing, identifying "holes" in our customers' master data and filling them in.
- * Other applications of AI to enhance sales and profitability and bring significant efficiencies to our customers

Primary Contact: Mary Scimone
VP Strategic Initiatives

Brands: Digital Wave Technology
