

 Depict

**Curate the moments
that matter.**

Automate the rest.

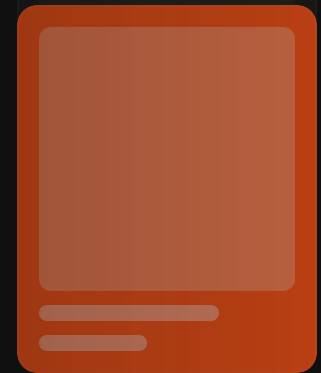
Why we exist

**AI is making every store
look the same.**

The stakes

Being average is a loyalty problem.

Nobody comes back for the store that looks like every other store.



Meanwhile, the week

The work that never needed you.

The Monday re-sort

The sold-out sweep

The midnight campaign publish

The tagging

The rules that don't propagate

The fixing what broke overnight

Where this goes

Your week, after.

-  Nobody re-sorts collections by hand on Monday morning.
-  Sold-out products never sit at the top of the grid.
-  The drop tells its story online the way it does in the window.
-  Your team's week goes to the calls only your brand can make.



Try it

This is what it feels like.

Click a product to pin it where the story needs it. Then let a rule clean up behind you. Rules work around your pins, never over them.

● Apply out-of-stock rule

Reset

A stylized illustration, not the real interface.

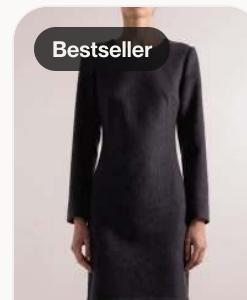
MAISON



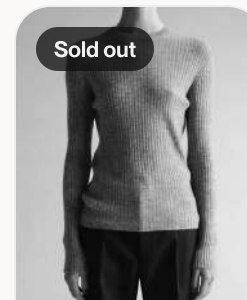
Wool Wrap Coat
€490



Cotton Poplin Shirt
€140



Wool Crepe Column Dress
€290



Ribbed Merino Sweater
Sold out



Double-Breasted Wool Blazer
€390



Organic Cotton Tee
€35



Straight Leg Jean
€170



Canvas Tote Bag
€55

The platform

One system, any stack.

Depict plugs into your store and runs the three surfaces where shoppers meet your catalog.

One set of rules, your taste everywhere.



Visual merchandising

Curate collections visually. Boost, bury, pin, drag and drop. Rules keep every listing page clean while you decide what leads.

API-first



Site search

Search that understands your catalog. Typo tolerance, synonyms, redirects, and zero-results pages you actually control.

API-first



Recommendations

Cross-sell and upsell slots you curate like everything else. The right products, in the right company.

API-first

Visual merchandising

Your grid, your call.

Curate visually

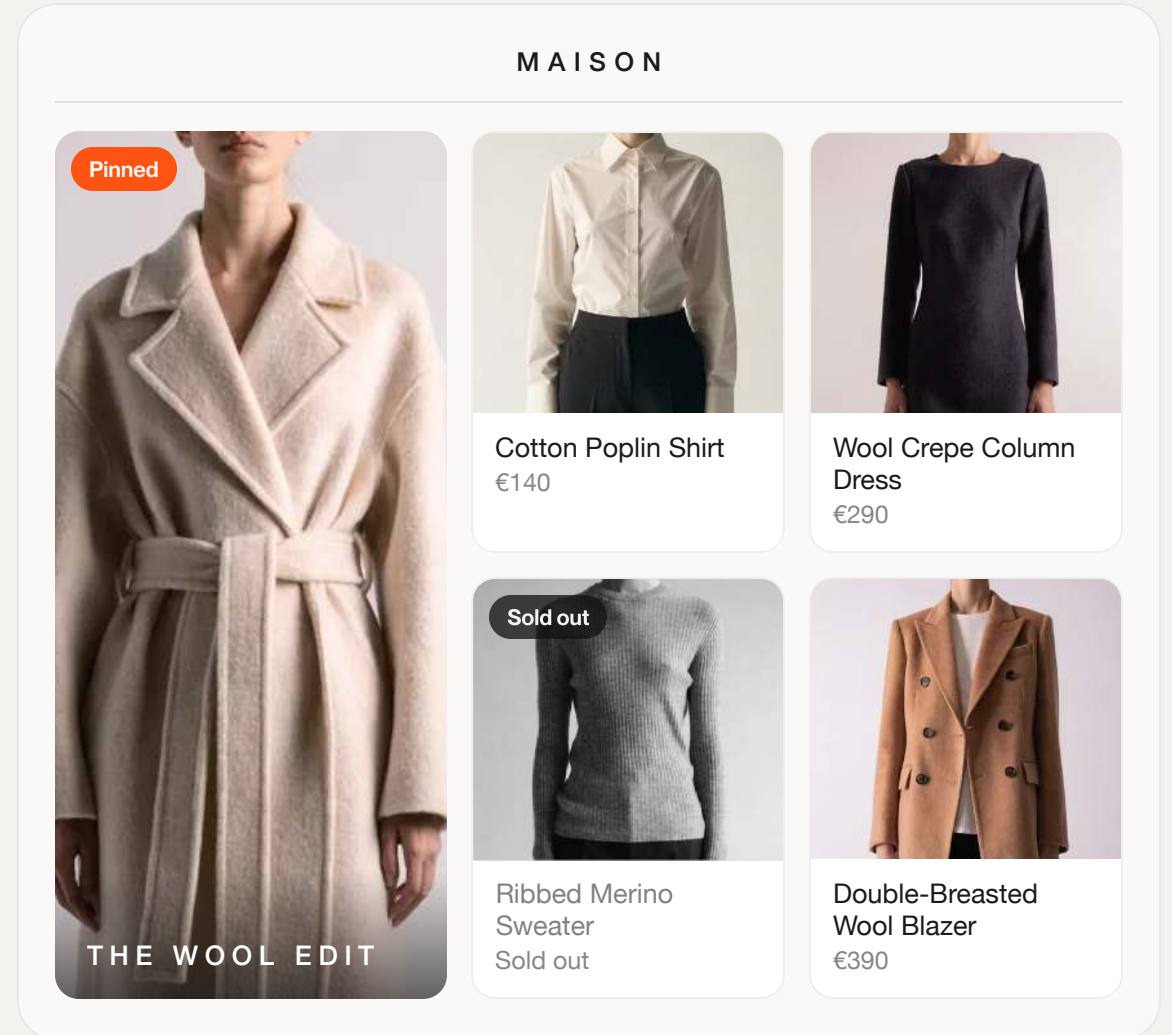
Drag and drop, pin, boost, bury. Break the grid with big features when the story needs one.

Rules run the floor

Out-of-stock demotion, low-stock handling, scheduled collection versions: set once, enforced everywhere.

Never a black box

See why every product ranks where it does. And pins always win: rules never move what you placed.



Site search

Search that gets what they mean.

Understands your catalog

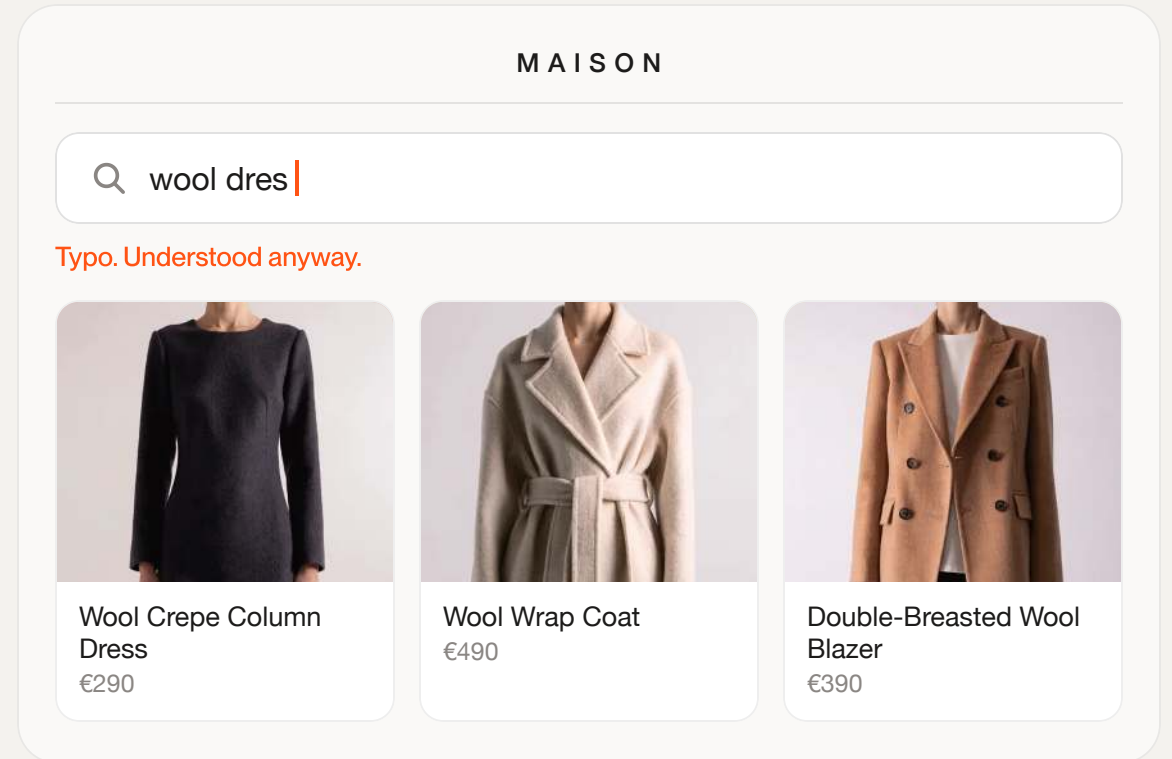
Results come from your full product data, not just titles. Typos and synonyms land anyway.

You stay in control

Redirects, facets and filters, and zero-results pages you actually decide.

Proven, not promised

Fresh out of the box, Depict matched an incumbent tuned for years at a UK lingerie brand. "Red bra": 25 results, every one a red bra.



Recommendations

In the right company.

Strategies, not guesses

Shop the Look, Similar Products, Cross-sell, Upsells, Popularity: pick the job each slot does.

Curated like everything else

Manual Picks let you hand-place any slot. Your recommendations follow your rules too.

The story continues

The same taste that sorts your collections decides what sits next to every product.

MAISON



Wool Crepe Column Dress
€290

Viewing

COMPLETE THE LOOK



Leather Slingback Pump
€240



Leather Shoulder Bag
€320



Sculptural Gold Cuff
€120

Proof

Receipts, not promises.

350+

brands shipping with Depict

3M+

SKUs indexed

4.8

stars on G2

"We saved 40% of our time merchandising every month."

Hanny Eldblom, Head of Ecommerce, Stronger

TOTEME

OUR LEGACY

BJÖRN BORG

gina**tricot**

POC

CDLP

STUTTERHEIM
RAINCOATS

LUCA FALONI

Jaded London

KOTN

EYTYS

CHIMI

Who we are

Built to amplify brands, not average them.

A Stockholm team building the frontier of AI
merchandising.

The team came from

G Google

Spotify

Uber Uber

PayPal

K. Klarna

EA Electronic Arts

McKinsey & Company

\$20M raised, backed by

initialized

Y Combinator

TIGERGLOBAL

IEQT
VENTURES



Getting live

Fast to start. Light to run.

An API-first integration we scope and build with you. Your frontend stays yours. Docs at docs.depict.ai.

Works out of the box

Relevance, rules, and search that understands your catalog from day one. No tuning project before the value shows up.

Deep control when you want it

Pin, boost, bury, redirects, rules: customize everything, babysit nothing. Pins always stay where you put them.

No new headcount

Depict runs on your taste, not on a team hired to feed the system.

Prices are public at depict.ai/pricing. Monthly plans cancel anytime.



See it on your own catalog.

We set Depict up on your real products, so the next conversation is about your store, not our slides.

depict.ai