



The Cultural AI that predicts global consumer preferences

Qloo's AI provides contextualized personalization and actionable privacy-centric recommendations based on a deep understanding of consumer taste across more than 575 million people, places and things, with deep entity-level match rates across eBay's product categories.

Qloo's entity coverage spans over half a billion entities, fully de-duplicated and structured within a hierarchical ontology, including the following domain coverage -

Products 85,000,000+ Consumer products, Brands, SKUs	Books 27,500,000+ Titles, Authors, Publishers	Music 142,500,000+ Artists, Albums, Songs
Film 4,500,000+ Movies, Actors, Directors	TV 1,500,000+ TV Series, Actors, Networks	Fashion 550,000+ Labels, Designers, Stores
Travel 4,700,000+ Destinations, Hotels, Attractions	Dining 2,950,000+ Restaurants, Cafes, Bakeries	Nightlife 950,000+ Bars, Clubs, Venues
People 375,000+ Public Figures, Influencers	Media 1,550,000+ Apps, Podcasts, Games	NFT 25,000+ Art, Tokens, Currencies

The following examples show two routes where Qloo can greatly enhance taste inferences for eBay, in a compliant manner, **to drive higher gross merchandise volume across nearly all eBay product categories from** motors to memorabilia.

Product Journey

When users come to eBay via search traffic or single products, there is often sparse signal to leverage for personalization. Qloo's API can instantly traverse all cultural categories and overcome any cold starts with a single entity as a starting point.

eBay item



Beyerdynamic

DT 1990 Pro

Electronics » Portable audio
» Headphones



Sample Brand-Level Recommendations Across Domains

Headphones

- Sennheiser
- Bang & Olufsen
- Focal
- Audio-Technica
- Bose

Similar items (in-domain)
Comparable items from within the same sub-category.

Electronics

- Roland
- Nord
- Bang & Olufsen
- Leica
- Yamaha

Related items (in-domain)
Recommended brands for items from the parental category.

Clothing & Accs




- A.P.C.
- Dior Men
- The Kooples
- Aimé Leon Dore
- Reiss

Cross-domain suggestions
From any category at a parental or sub-category level.

User Journey

For all existing users—Qloo can leverage anonymized insights based on transaction arrays to drive transaction volumes. For the user below, Qloo is able to make personalized recommendations by analyzing their recent transactions.

Recent purchases

 <p>Monica Vitti et Michelangelo Antonioni vintage silver print</p>	 <p>IWC IW354806 Aquatimer Automatic Cousteau Divers</p>	 <p>Dexter Gordon Jazz LP Homecoming: Live at the Village Vanguard</p>
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Qloo AI User-Based Predictions / Taste Analysis

General insights	Lifestyle traits	Predicted attributes
<p>Unique Tastes</p> <ul style="list-style-type: none">• Mid century Italian cinema• Hardbop jazz• Mechanical diving watches• Blue Note LPs	<p>Price sensitivity</p> <p>Low — Mid — High</p> <p>Brand affinity</p> <p>Basic — Premium — Luxury</p>	<p>Demographic</p> <ul style="list-style-type: none">• Male• 30-40 yrs <p>Geolocational</p> <ul style="list-style-type: none">• New York, NY• USA

Personalized Recommendations Subgenres

**Qloo can also generate Brand or SKU-level predictions*

Clothing & Accs	Motors	Collectibles & Art
<p>French leather goods</p> <p>Luxury watches</p> <p>Collectible sneakers</p>	<p>Vintage SUVs</p> <p>Luxury midsize SUVs</p> <p>Electric SUVs</p>	<p>Satirical art NFTs</p> <p>Architecture photos</p> <p>Jazz memorabilia</p>

Personalized cross-domain recommendations create new taste-based discovery loops for every eBay member and driving GMV across eBay listing categories.