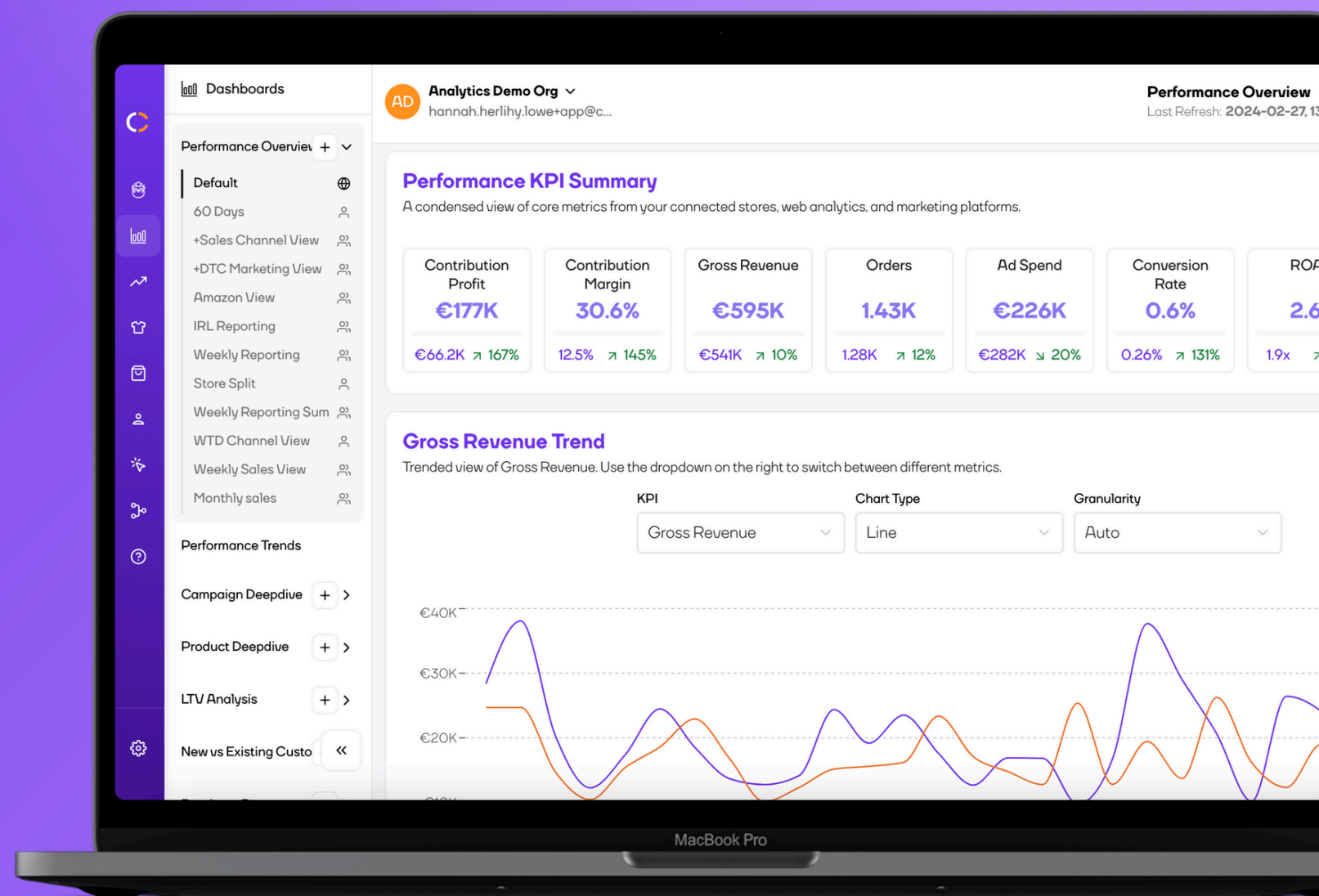


# CONJURA

Transform your performance data into powerful insights for eCommerce, operations, finance, merchandising and marketing teams.



## Accurate SKU-Level Ad Spend & Profitability Tracking

Understand your true contribution profit per product. No more guesswork or blended averages.



## One Platform, All Your Data, Total Clarity

Seamlessly connect your Shopify, Big Commerce, Google Ads, Meta, Amazon and more into one intuitive platform.



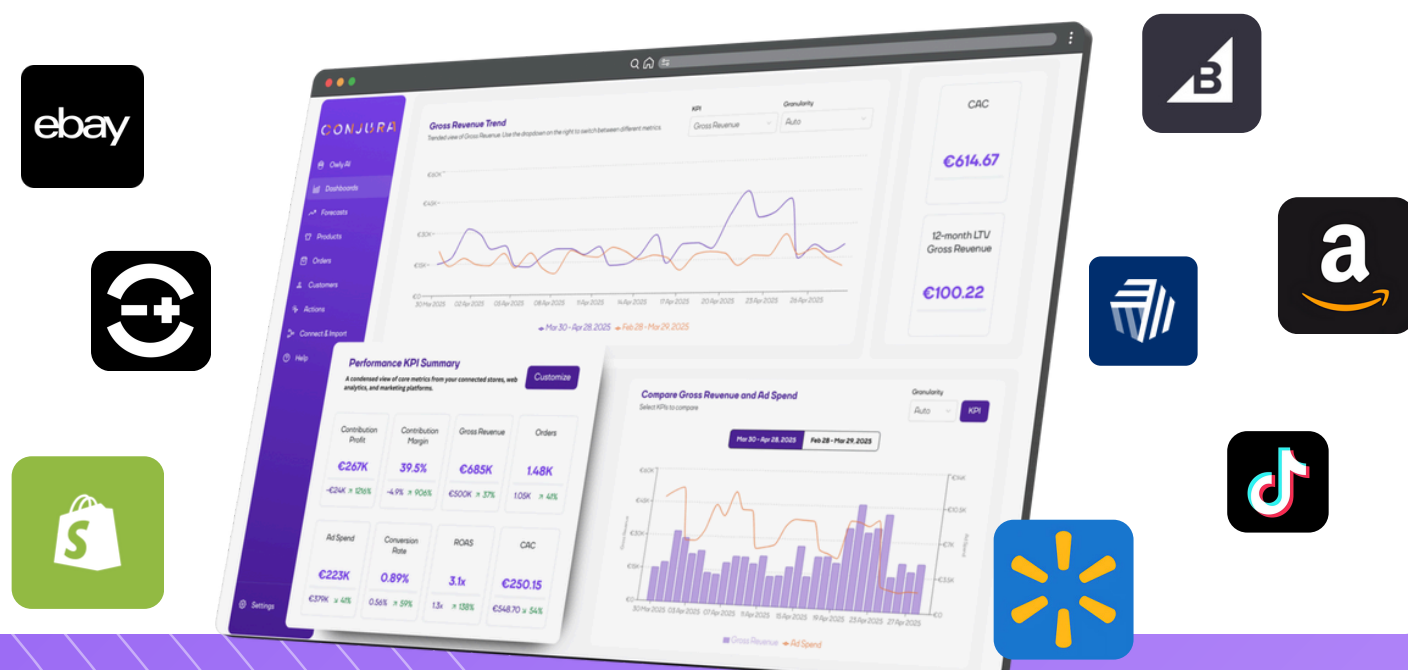
## Customizable & Actionable Insights

See the metrics that matter most to your business with 100's of KPIs at your fingertips.

## Powerful Features That Fuel Your Business Growth

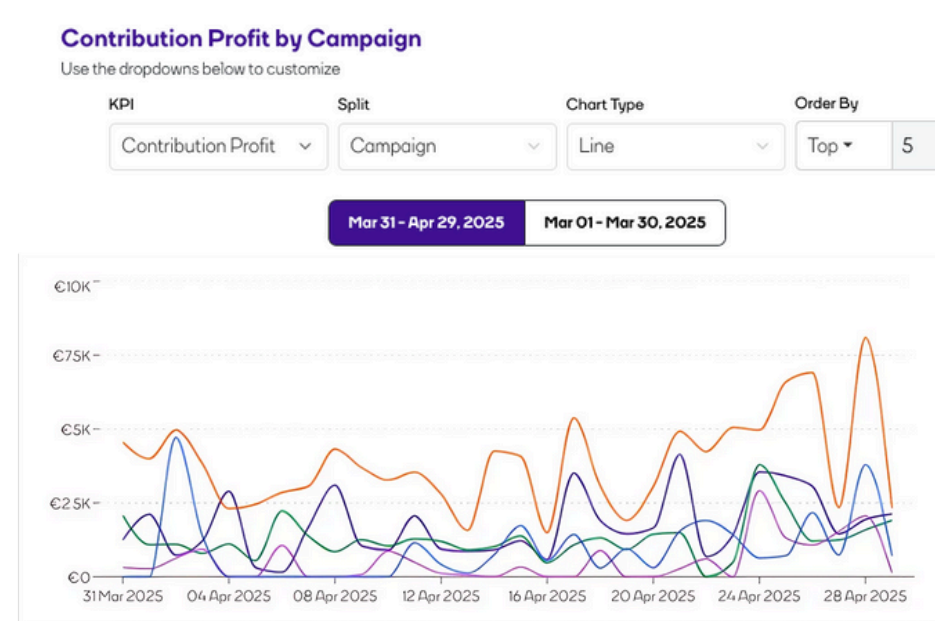
### Level-Up Channel Profitability

Bring together all of your online store, marketplace and ads data into one source of truth. Whether you're selling through Shopify, Amazon, or managing operations via Linnworks and Cin7, Conjura connects the dots. Discover omnichannel clarity that uncovers true product and channel profitability, optimizes marketing spend, and streamlines operations.



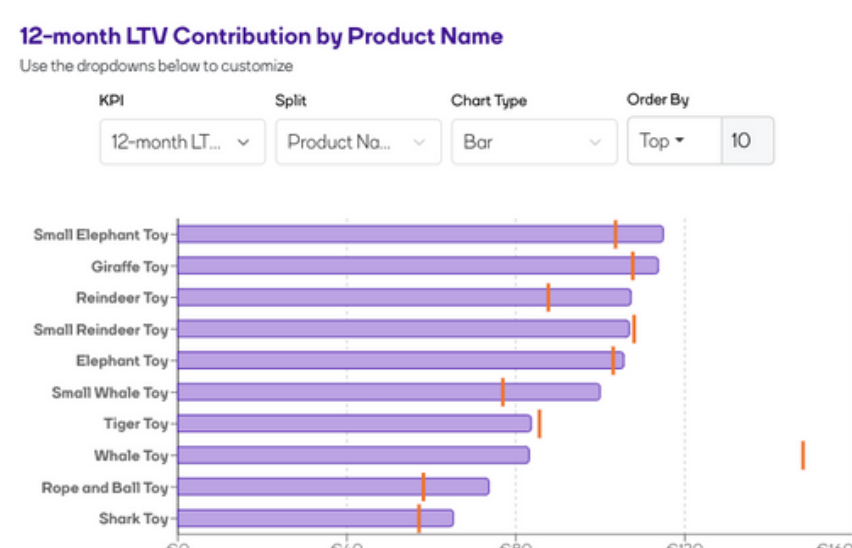
### Enhance Marketing ROI

Increase the profitability of ad spend by 21%. Track what's working and what's not, helping you cut waste and double down on high ROI products and marketing channels.



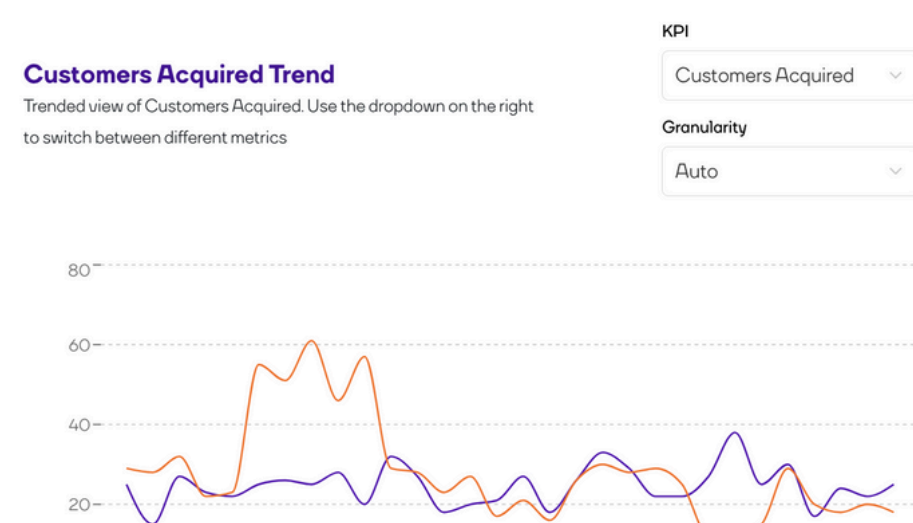
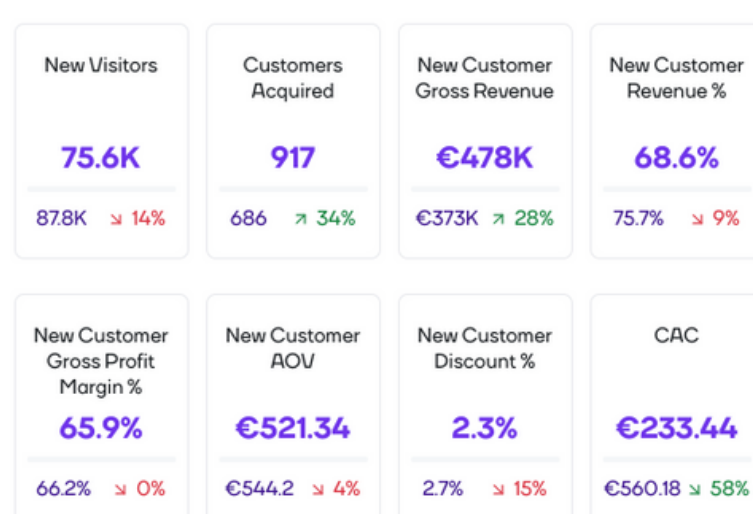
### Optimize Product Offerings

Spot your bestsellers, slow movers and stock risks in our product table, then dive deeper to uncover why and what to do next.



### Understand Your Customers Better Than Before

Get to know who's buying, how often and what keeps them coming back with insights from our Customer Table, LTV Analysis and Purchase Patterns - so you can strategically target, retain and grow your most valuable audiences.



Book a demo at [conjura.com/book-a-demo](https://conjura.com/book-a-demo)



# Owly AI. Your eCommerce AI Agent for Smarter, Profit-Driven Analytics

## The intelligent way to get instant, accurate answers from your data

Unlock instant answers, deep-dive reports and strategic insights with Owly AI - your personal data analyst embedded within the Conjura platform.

- ▶ Ask questions about your business performance in plain English, Owly AI does the digging for you
- ▶ Get impactful suggestions on how to improve SKU performance, optimize marketing spend, LTV and more
- ▶ Generate powerful business reports & strategies without the need to analyze or interpret dashboards



Restock this item or lose £2365 in revenue opportunity.



Ask Owly AI

What products are driving the highest vs lowest contribution LTV?



What are my top performing products by channel?



**HELENA DINGLEY**  
Senior eCommerce Director  
Ella & Jo

"It's very powerful! We've been looking for a tool like this for a while and it's helped transform our business. We analyse, plan and strategise a lot more now because we have the time to do it"

# Inventory Forecasting. Stay One Step Ahead of Your Revenue & Stock

## Accurately forecast stock and revenue

By analyzing real-time trends, historical data, seasonality and marketing signals, Conjura can forecast 30, 60 and 90-day revenue and SKU-level stock so you can plan smarter, avoid stockouts, and keep cash flowing.

- ▶ Discover a whole range of forecasting metrics and views for your business
- ▶ Avoid missed opportunities with forecasting recommendations that always have profitability in mind
- ▶ Get 30, 60 and 90-day forecast breakdowns by SKU and sales channel



You need to restock this product now

### Next 30 Days Predicted Gross Revenue Trend

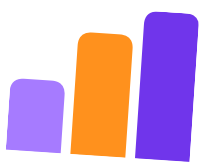
Trended view of Next 30 Days Predicted Gross Revenue

KPI

Next 30 Days Predic...

Granularity

Auto



\$

30 day prediction of sales



\$ +

60 day predicted gross revenue trend