

## Company description

[ENG]

### Short description (140 char)

Aqurate Personalize helps eCommerce shops get the most out of each visitor, boosting conversions and AOV through AI-driven personalized product recommendations.

(160)

[ENG]

### Mid description (500 char)

Aqurate Personalize helps eCommerce shops increase the conversion rate and average order value, by offering their visitors a personalized online shopping experience.

Using AI-driven technology, Aqurate delivers highly targeted product recommendations to each customer, based on their previous interactions with the shop.

Cross-sell and similar product recommendations can be displayed on the website (product detail page, cart), app, or sent by email.

Aqurate Personalize delivers up to 23% increase in revenue, with results that are independently verified through rigorous A/B testing.

(579)

[RO]

### For PR purposes

Aqurate ajută la colectarea datelor cu care interacționează utilizatorii magazinelor online și la introducerea acestora în motorul de recomandare de produse. Soluția AI este bazată pe analizarea și interpretarea unor volume mari de date privind comportamentul clienților - produse cumpărate, click-uri, produse adăugate în coș și altele. Aceasta compară acțiunile similare ale diferiților utilizatori și estimează, prin intermediul inteligenței artificiale, ce ar putea prezenta interes pentru fiecare utilizator.

La finalul anului 2023, Aqurate a depășit 3,84 milioane de comenzi procesate prin magazinele online ce folosesc algoritmul său AI de recomandări de produse.

Aqurate Personalize crește veniturile din eCommerce cu până la 23%, prin recomandările de produs generate cu AI, personalizate fiecărui vizitator al site-urilor. Serviciul crește atât rata de conversie din eCommerce, cât și valoarea medie a comenzii.

**Despre Aqurate**

Aqurate, platformă SaaS bazată pe inteligență artificială care ajută companiile din eCommerce să își folosească datele pentru a crește, a fost fondată în 2019 de Vlad Marincas, Tudor Goicea, Lisardo Erman și Raul Mazilu. Platforma a atras, până în prezent, finanțări în valoare de aproximativ 500.000 de Euro. Mai multe informații sunt disponibile pe [www.aqurate.ai](http://www.aqurate.ai).

## Bio Founders

[ENG]

### Vlad Marincas – CEO & co-founder

#### Extended Bio

Vlad Marincas is the CEO and co-founder of Aquarate, an AI-based SaaS platform that increases eCommerce conversions and average shopping cart value through personalized product recommendations and behavioral segmentation.

An innovator with extensive experience in Data Science, Vlad has previously worked at the European Central Bank as a PhD intern and research analyst.

Active in the academic environment as well, Vlad has taught linear algebra, econometrics, microeconomics and macroprudential policies, at prestigious German universities such as Universität Osnabrück, University of Bonn or European-University Viadrina.

Throughout his career, he has successfully managed various Machine Learning and Artificial Intelligence projects in eCommerce.

#### Short Bio

Vlad Marincas is the CEO and co-founder of Aquarate, an AI platform that increases eCommerce conversions. An innovator with experience in Data Science, Vlad has worked within the European Central Bank and taught exact sciences at prestigious German universities.

### Tudor Goicea - CRO & co-founder

#### Extended Bio

Tudor Goicea is the CRO and co-founder of Aquarate, an AI-based SaaS platform that increases eCommerce conversions and average shopping cart value through personalized product recommendations and behavioral segmentation.

Passionate about technology, Data Science and experienced in building start-ups, Tudor has previously held the role of Chief Revenue Officer at TypingDNA (backed by Google), an artificial intelligence-based start-up that provides additional security solutions through biometrics.

His career includes analysis, research and consulting roles at Flexperto GmbH, Horváth & Partners, GECAD Ventures and Procter and Gamble.

Tudor is a cum laude graduate of the Rotterdam School of Management, where his research has included natural language processing and sentiment analysis for digital products evaluation.

#### **Short Bio**

Tudor Goicea is CRO and co-founder of Aqurate, an AI platform that increases eCommerce conversions. Passionate about technology and Data Science, Tudor has previously worked in companies such as Typing DNA (backed by Google), Flexperto GmbH, Horváth & Partners, GECAD Ventures and Procter and Gamble.