The Data and AI Experience Company

Retail

CONVERSATIONAL AI

Retail Moments

Turn sales events and limited-time offers into personalized, shoppable conversations.

Reach the right audience, personalize the content, and let shoppers browse the catalogue and purchase without leaving the chat.



Meta Channels — Engage and convert across the world's leading messaging platforms

WhatsApp
Business messaging at scale

Instagram
Turn conversations into customers

Messenger
Seamless support and engagement

Complementary Channels — Platform-agnostic, configured for channels beyond Meta

Email
Extend reach beyond Meta

Owned Channels
On web or in app

RCS
Interactive brand experiences

Audience Activation

Reach the right segments for each event or offer, in the moment that matters.

Personalized Content

Tailor creative, products and offers to each shopper with Active Content.

Product Catalogue

Let shoppers browse products natively with WhatsApp Catalog.

Conversational Shopping

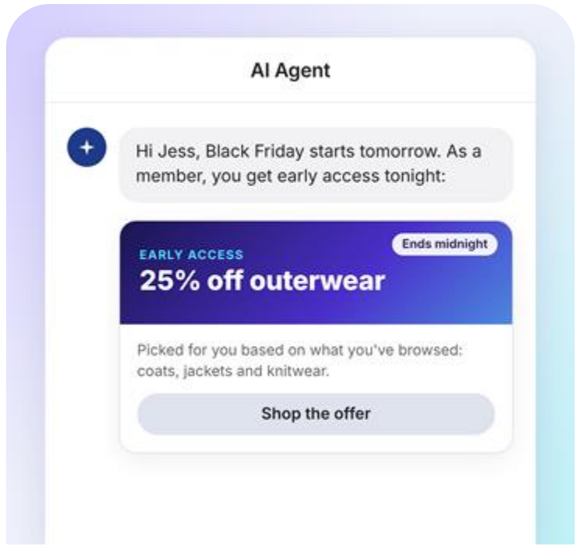
Guide shoppers from offer to basket with a conversational journey.

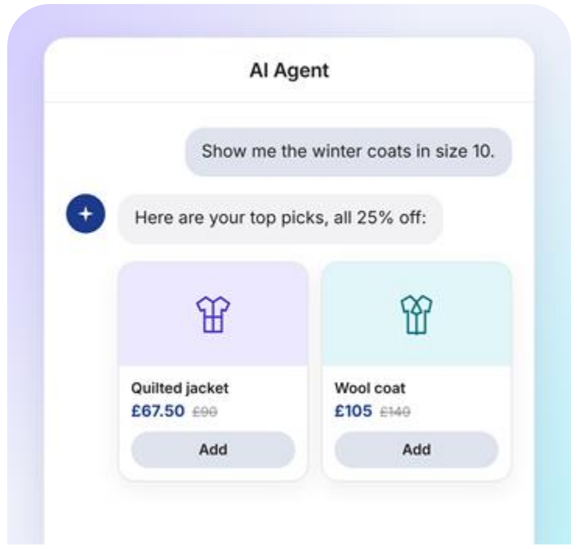
Trusted by global retail leaders

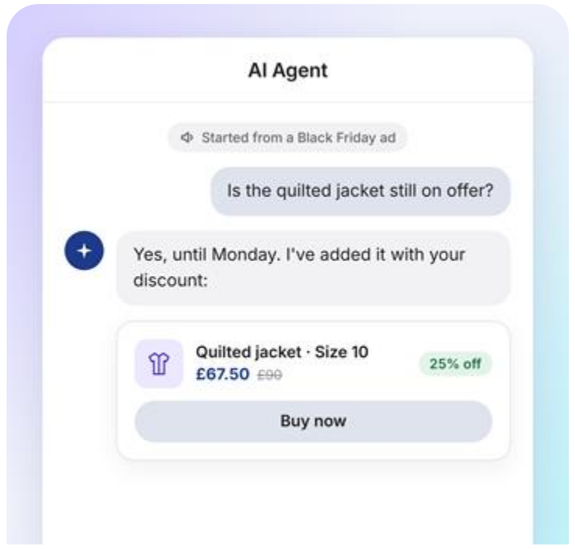
Unilever · LANEIGE · SK magic · McDonald's · AirAsia MOVE · KIA

Stand out when everyone is on sale

Sale events shouldn’t get lost in a crowded inbox. Blanket emails and banner ads all look the same, so shoppers scroll past offers that were picked for them.

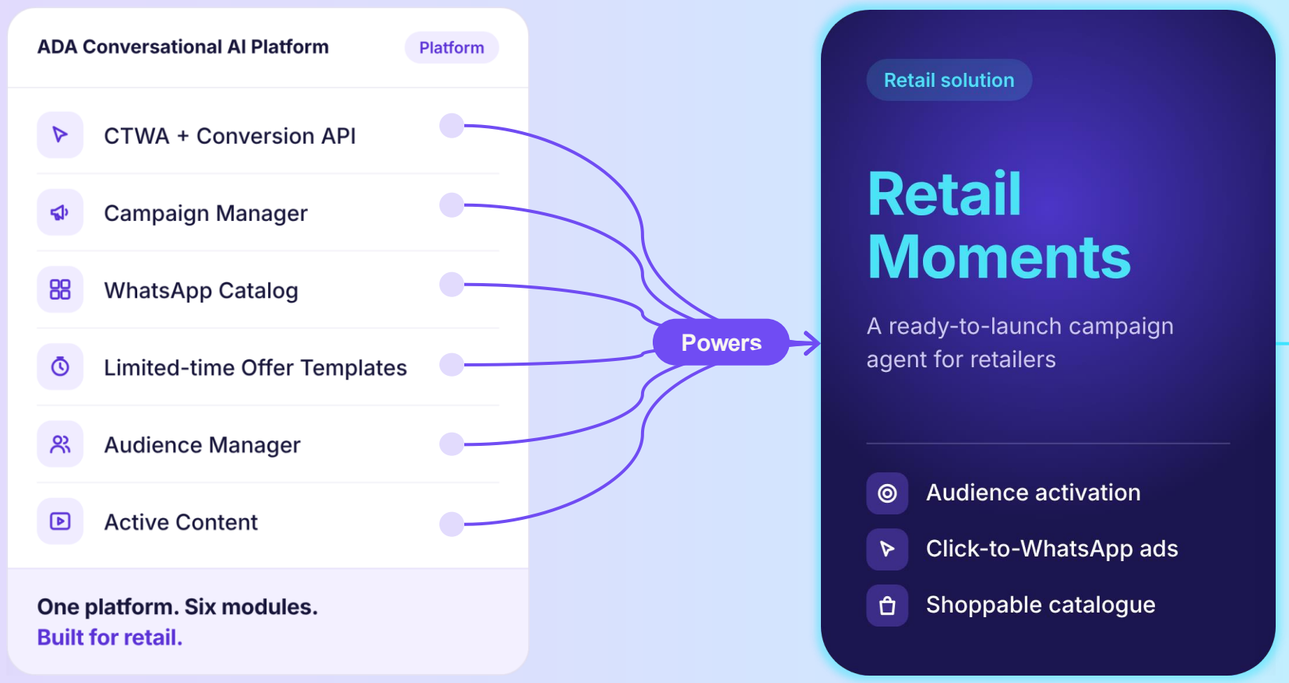






Why sales campaigns run better on ADA's Conversational AI platform

Retail Moments turns ads and offers into shoppable conversations, matching each shopper with the right deal and letting them browse and buy from your catalogue in WhatsApp.



FMCG

Points & Rewards

QR to WhatsApp

How Unilever turned product packs into WhatsApp rewards journey

Unilever added QR codes to participating packs that opened straight into WhatsApp. Consumers joined the promotion, redeemed points and claimed discounts in one conversation, without switching to another channel.

Higher
QR-to-WhatsApp conversion

Faster
Path from purchase to reward

More
Consumers reached through packaging alone

Grow GMV with Retail Moments

ADA is the Data & AI Experience Company, combining platforms, AI accelerators, and always-on operations to deliver measurable growth at scale.

26B+
Personalized journeys created

278M+
AI-powered conversations to drive engagement

16B+
Authentications verified to protect trust