The Data and AI Experience Company

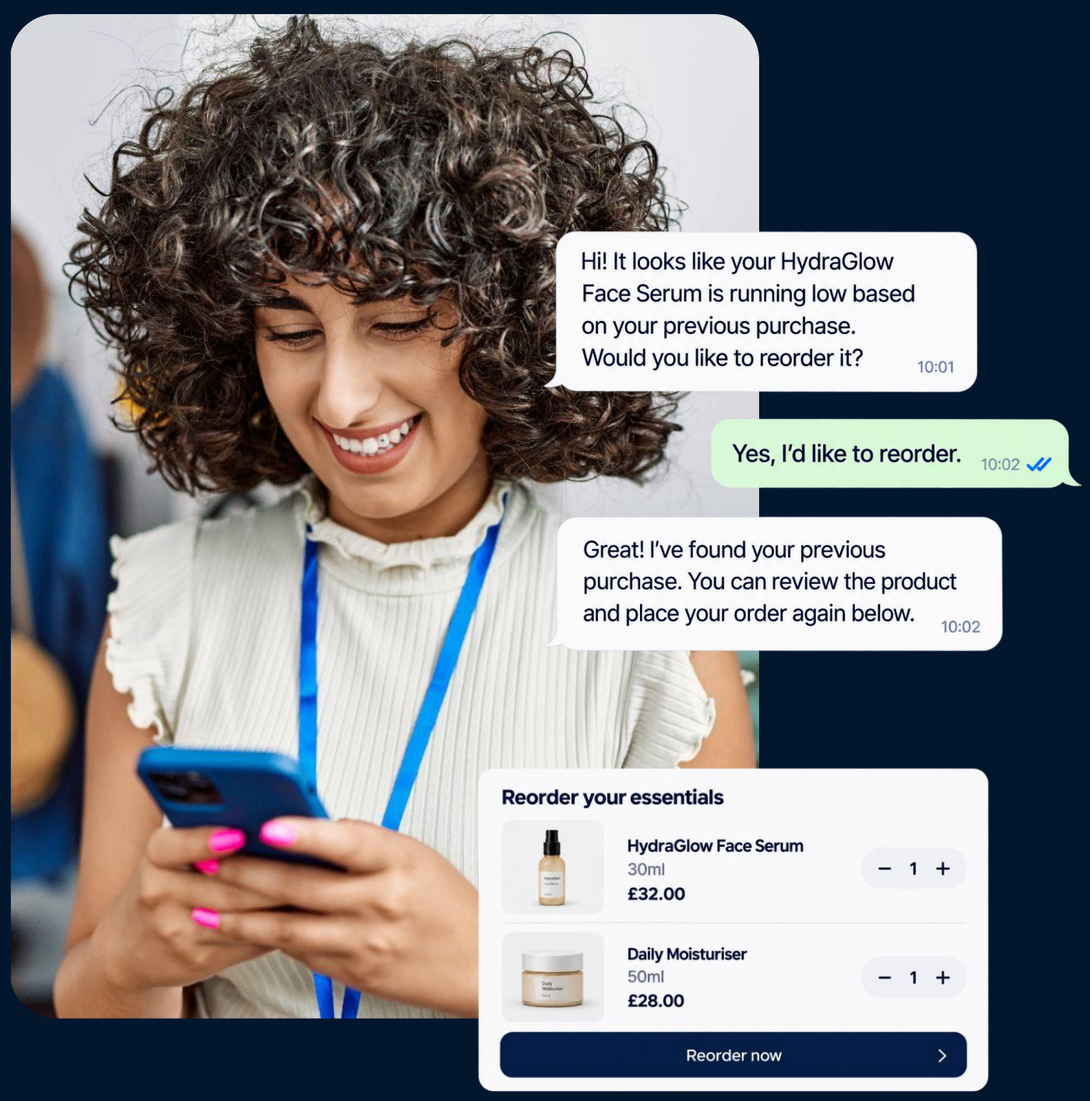
Retail

CONVERSATIONAL AI

Retail Replenish

Prompt repeat purchases and subscription renewals at the right time.

Retail Replenish brings customers back to the moment they are ready to buy again. Personalized reorder reminders, one-tap reorder and subscription renewals keep repeat purchases flowing in one conversation.



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

Replenishment Cycle Detection

Learn how often each customer typically reorders each product.

Repurchase Timing Trigger

Trigger the reminder just before the customer runs out.

Personalized Reorder Reminder

Send a reminder featuring the exact products the customer buys.

One-Tap Reorder to Checkout

Take the customer from reminder to checkout in a single tap.

Subscription Renewal and Management

Handle renewals, changes and pauses in the same chat.

Trusted by global retail leaders

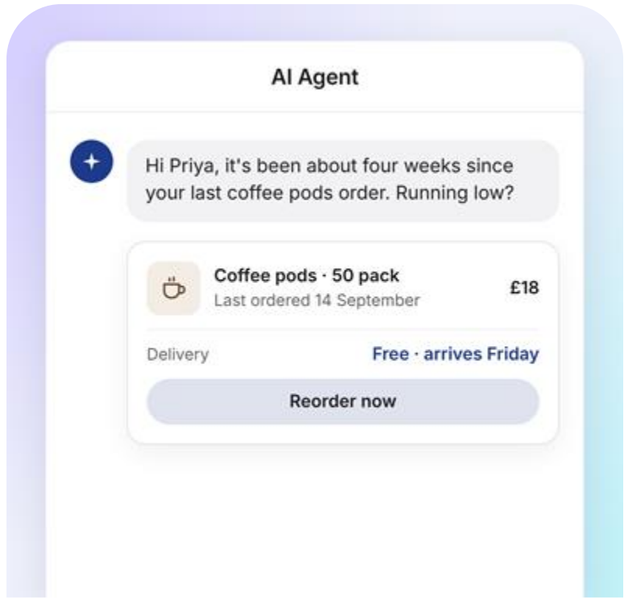
Unilever · LANEIGE · SK magic · McDonald's · AirAsia MOVE · KIA

Create repeat customers and loyalists

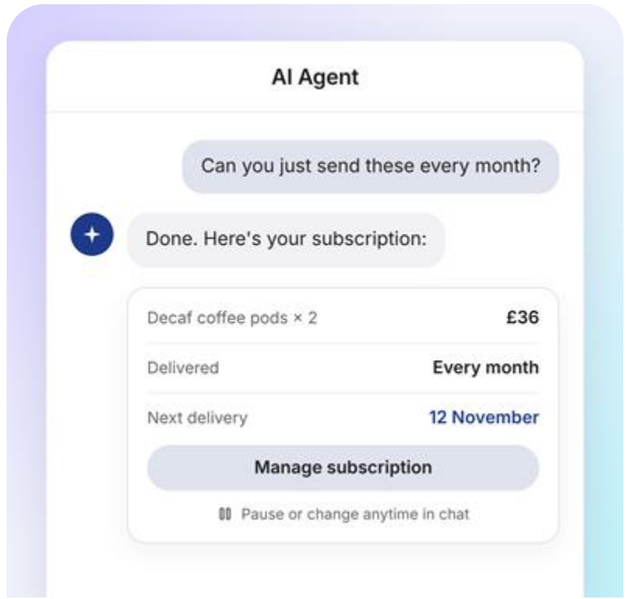
Running out shouldn’t be the reminder to reorder.

When the nudge comes too late, or not at all, customers buy from whoever is closest to hand.

Time to restock my usual?

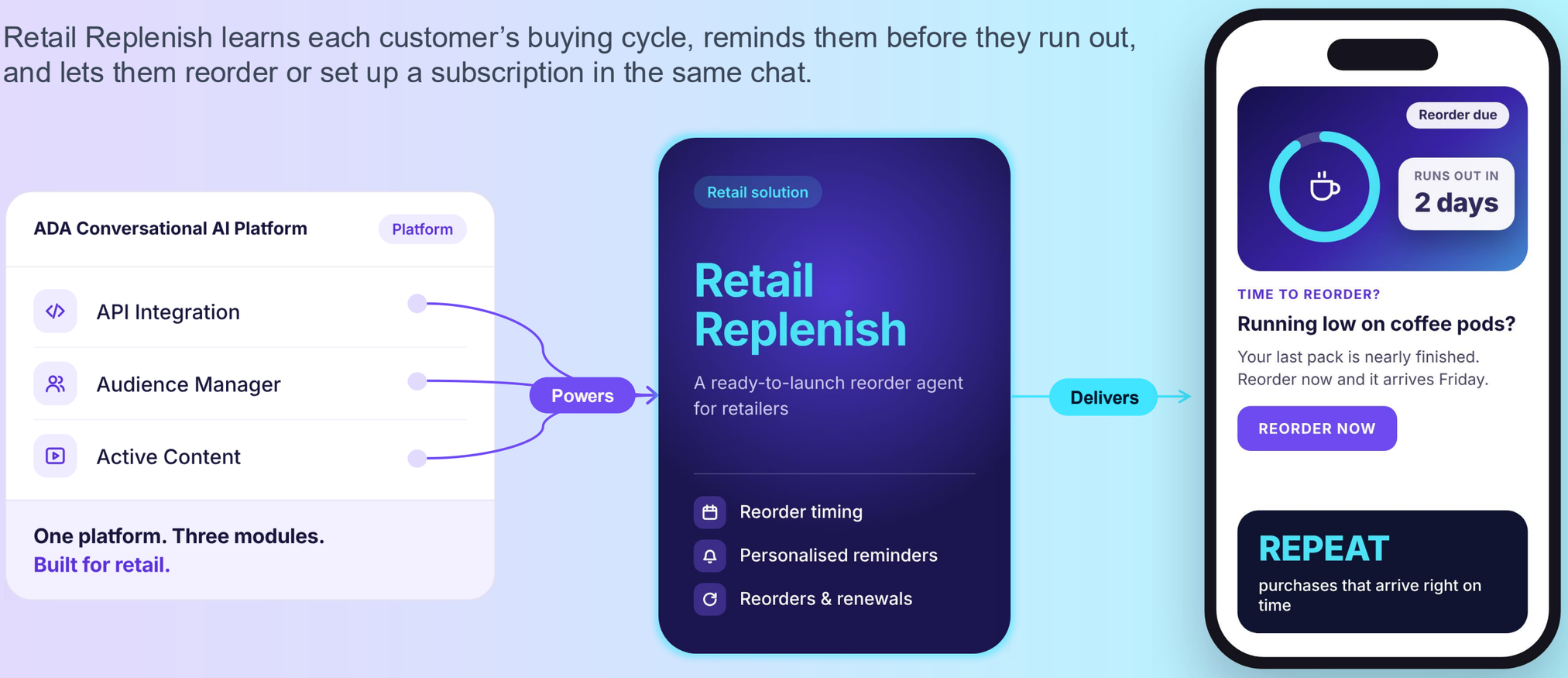


Can I get this on repeat?



Why retail replenishment works better on ADA's Conversational AI platform

Retail Replenish learns each customer’s buying cycle, reminds them before they run out, and lets them reorder or set up a subscription in the same chat.



Unilever

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 repeat GMV with Retail Replenish

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

ada