

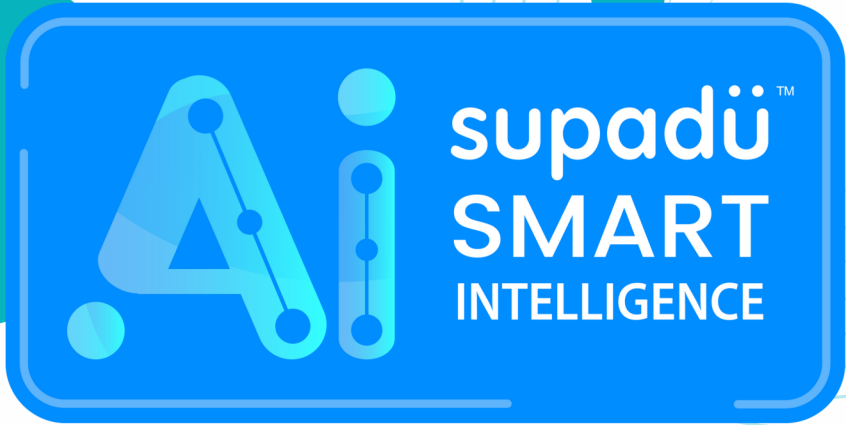


supadü™
SMART
INTELLIGENCE

Enhance your reader engagement with AI driven video and translation tools

supadü™

Market leaders in websites and eCommerce for publishers



Revolutionary tech breathes life into your book marketing, engaging audiences and boosting sales.

Elevate book title visibility with ‘avatar-led’ book reviews in all languages, and fully integrated with Smart Buy Buttons. Using cutting-edge AI driven promotional collateral empowers your marketing and sales teams for unprecedented success!

“The key to artificial intelligence has always been the representation.”

–Jeff Hawkins, Co-founder Palm Computing

Avatar-lead title video review with Smart Buy



Campaign Marketing page

A white book details overlay with a close button (X) in the top right corner. On the left, there is a video player showing a woman (the AI avatar) in front of a book cover for 'Foster' by Claire Keegan. The video has a play button icon. Below the video is the 'indie pubs' logo. To the right of the video, the text reads 'Foster' and 'Claire Keegan'. Below this is a short synopsis: 'It is a hot summer in rural Ireland. A girl is sent to live with foster parents on a farm, not knowing when she will return home. In the strangers' house, she finds a warmth and affection she has not known before and slowly begins to blossom in their care. But in a house where there are meant to be no secrets, she discovers how fragile her idyll is.' Below the synopsis is a red 'supadü SMART BUY' button with a shopping cart icon, followed by the price '£7.99' and the text 'Buy this book'. A dashed teal arrow points from the video player to the 'Buy this book' text.

A.I Review video

Reviews can be automatically fed from reviews within Supafolio or manually curated

Book details overlay with embedded AI review and Smart Buy buttons

Easy multi-language translation of author & title videos

Limitless possibilities in communication and connection – use everywhere including social media

Hola, mi nombre es Sarah Manning, autora de 'Lip Service'. Es una historia de amor intriga...



Hello, my name is Sarah Manning, author of Lip Service. It's a story of love and intrigue...



Local language marketing and promotions is proven to increase sales and SEO

Sophisticated video translations with lip-synch

Avatar video-driven promotional collateral for marketing & sales teams

Completely auto-generated from text making it easy to create

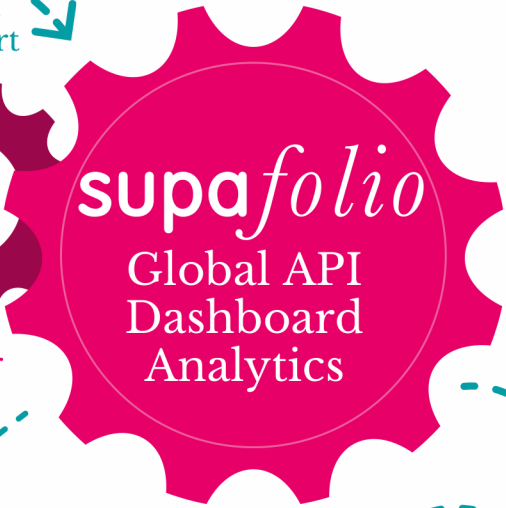


Sales team 'avatar' - created with a real human - can easily 'talk through' the collateral and marketing strategies.

Good for guides, how-tos and other promotional collateral



Catalog &
Data import



Supafolio unifies data for
customer management
and output to website
& marketing tools



Your Supafolio licence gives you access to so much more

Our Supafolio API dynamically feeds live product information to websites, stores, marketing pages and our Supadu Smart Suite. Through the user-friendly Supafolio dashboard, users can edit data in real time and add supplementary data such as audio, video, pdfs and external links.



*Discover tools to grow your audience,
increase title visibility & drive sales*



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eCommerce for publishers*

Get in touch to learn more or request a demo

info@supadu.com

www.supadu.com