

The logo for SARAFAN AI TECHNOLOGY is centered in the top banner. It features the word "SARAFAN" in a large, bold, white, sans-serif font, with "AI TECHNOLOGY" in a smaller, white, sans-serif font directly below it. The background of the banner is a vibrant, abstract watercolor splash of colors including blue, purple, red, orange, and yellow.

# SARAFAN

AI TECHNOLOGY

## TECHNOLOGY

AI technology for the clothes,  
shoes and accessories  
recognition in photos

## PRODUCT

An instrument for content  
monetizing for publishers,  
bloggers and media-sites and  
for fashion brands promotion



About the company

# What is Sarafan?

Sarafan.AI is an Artificial Intelligence that recognizes clothes, shoes and accessories in photos and selects counterparts in our partners webstores. The neural network Sarafan AI has analyzed more than 18.000.000 photo at the moment.

Getsarafan.com - is a niche affiliate network working on a CPC payment model for fashion, brand and e-commerce industries.

Our partners are media sites, blogs, fashion and lifestyle websites, Instagram bloggers. Resources subscribers have interest in acquiring clothes in photos as well as in looking for similar ones. Partners install a Sarafan widget on their site. It shows similar clothes to the one in the photo. There is only one thing to do for the website visitors – to click on the look he likes and go directly to the webstore page.

# Sarafan AI Technology



## Narrow specialization

Algorithms are specific and work on clothes and accessories recognition



## Recognition of photo type

Attribution of photo type based on product data feed



## Machine learning

Based on experience, trends and user behavior



## Quality metrics of selection

Automatic control system

How does it work?

# Business model - CPC

1

## Sarafan

install the widget on a website / connect Instagram account

2

## Users|Subscribers

navigate to an online store's brand product page

3

## Online stores

pay the cost of click-throughs

4

## Blogger/ Site

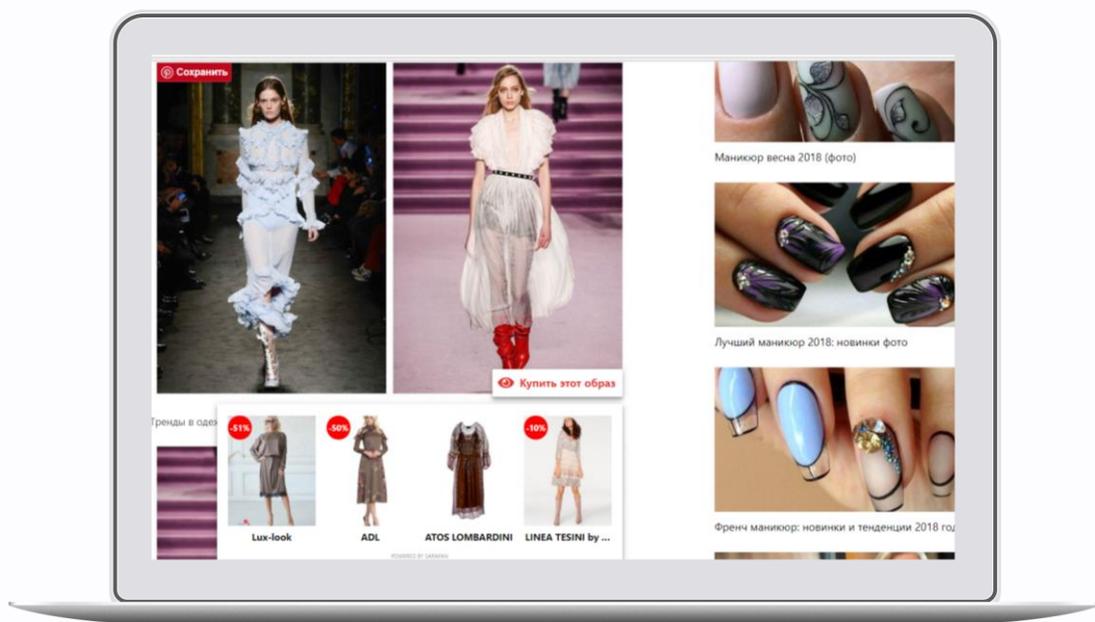
get paid for each unique subscriber's click-through

# Sarafan & Media sites

Sarafan is a completely new format of promotion on content and media websites. With Sarafan widget readers perceive advertisements as a part of the website, as a native and useful content.

Using Sarafan brands could obtain high-quality target channel, receiving buyers willing to make a clear purchase. At present we are connecting 50 partner sites specializing in fashion themes.

**10 million** is the number of monthly active users of our partner media sites



[See examples](#)

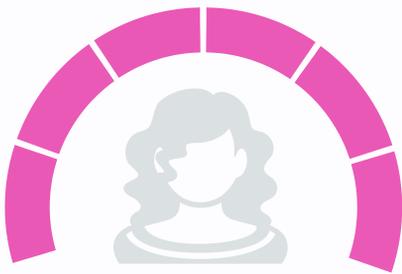
# Target audience

Age: **25-55**  
years

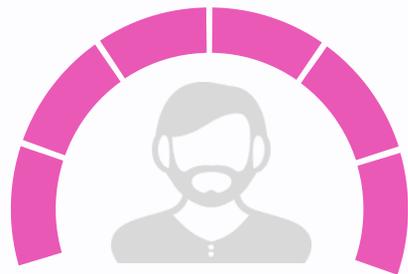
---

Income:  
average, above-average

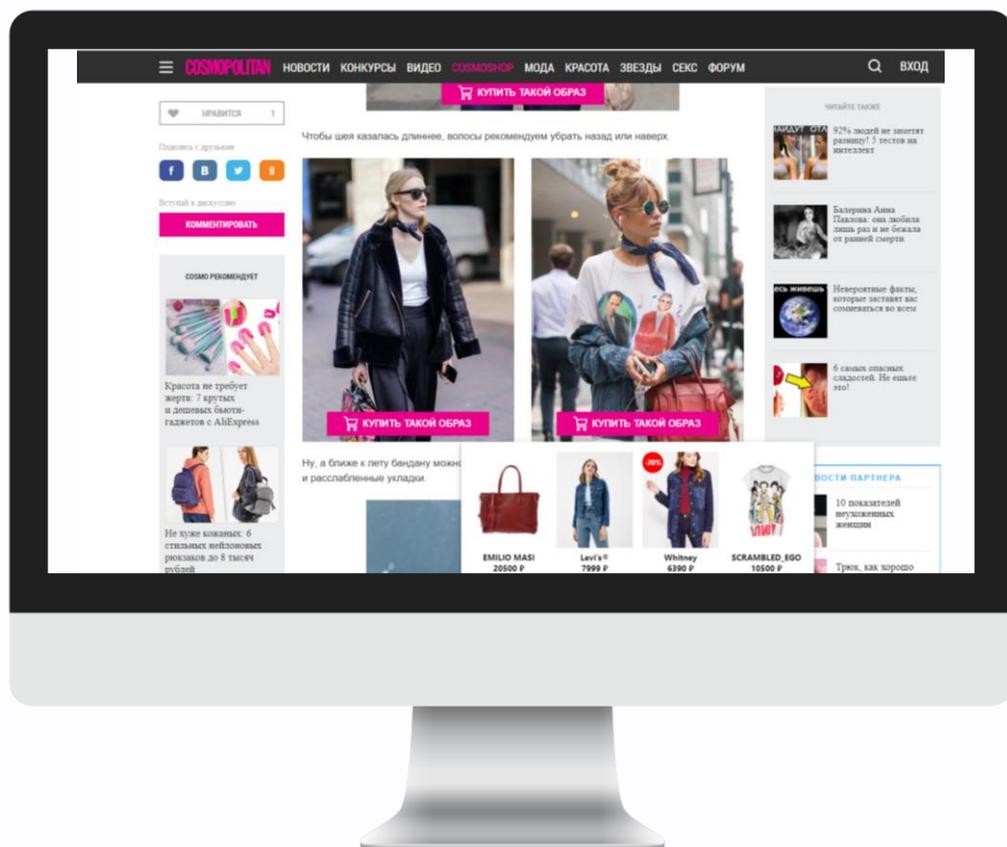
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**71%**



**29%**



Sarafan&Media sites

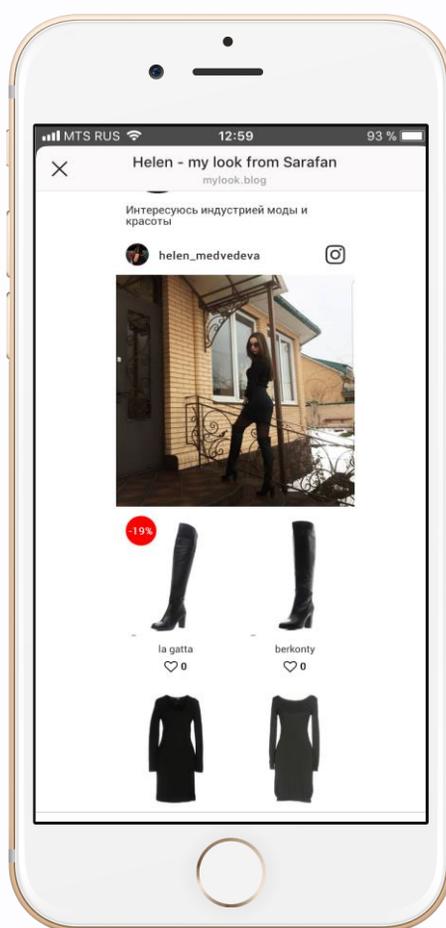
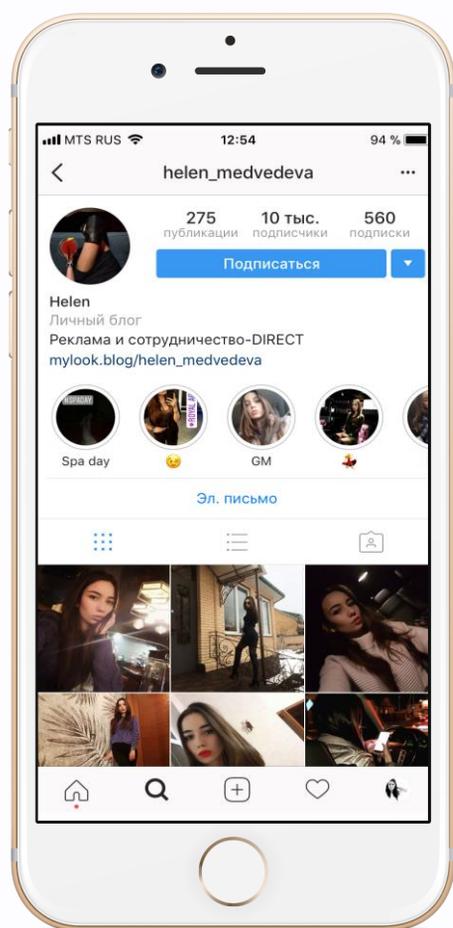
# Sarafan& Cosmopolitan

Sarafan widget is installed on one of the most visited women's websites in Russia - [www.cosmo.ru](http://www.cosmo.ru). Cosmo has 28 million visits per month in average over the past six months. Other Independent Media's projects like Home Hearth, Harper's Bazaar, Grazia and Esquire will join us after Cosmo.ru launch.

[See examples](#)

Sarafan for bloggers

# Sarafan& Instagram



Web traffic of our bloggers -  
**1,5 million** subscribers

[See examples](#)

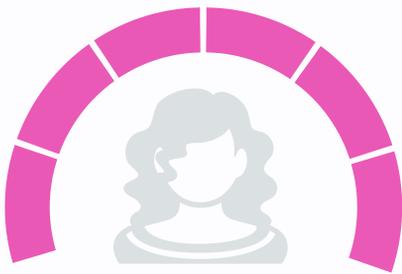
# Target audience

Age: **18-34**  
years

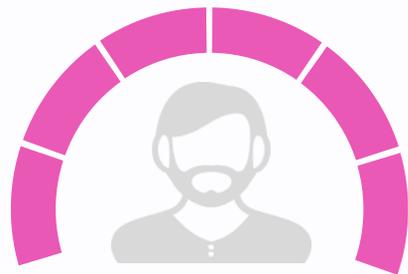
---

Income:  
average, above-average

---



**68%**



**32%**

# Reasons to say Sarafan YES!



## Native advertising

the widget is perceived as useful  
functionality of the media-cite



## Influence marketing

items from your product feed would  
be considered as celebrities'  
recommendations



## Segmentation

click-throughs of buyers willing to  
make a clear purchase



## Branding

mix of online banner ads and referral  
marketing

Advantages for content media sites and Instagram bloggers

# Reasons to say to Sarafan YES!



## Native advertising

the widget is perceived as useful  
functionality of the media-site



## Ease of use

the links to product pages are formed  
automatically and are always up to date



## Passive income

the cost of every unique click-through  
from your web site is 15 ¢



## Innovativeness

Sarafan widget is a mix of online  
banner ads and referral marketing



## Accessibility

the installation of Sarafan widget at  
the platform is 100% free



## Variability

the widget demonstrates a lot of  
choices of online stores at once

Our contacts

# Contact us



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