



From Digital Marketing to Intelligent Operations: AI Use Cases in Retail

Vince Li (Chief AI Scientist)

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AI
EMPOWERS
DECISIONS

DEEP
ZERO



DeepZero: Leading AI-driven digital marketing technology Company

Founded in 2009, this **AI-driven digital marketing technology** company integrates technology, data, and traffic, and is planning to list on the Hong Kong Stock Exchange at the end of May.

Food & Beverage										
Personal Care & Home Cleaning										
Skincare & Beauty										
Luxury & Fashion										
Mother & Baby / Pet Care										
Home Appliances & Digital Products										
Pharmaceuticals & Healthcare										
Others										

60%+

Product, Data Analysis, Algorithms & R&D+
The core technical team comprises members from top-tier tech companies including the Chinese Academy of Sciences, Microsoft, and Xiaomi, with over 500 employees.

200

Help large and medium-sized enterprises build marketing cloud and enterprise data management platform (DMP/CDP), Ad serving intelligent media management system

2 PB

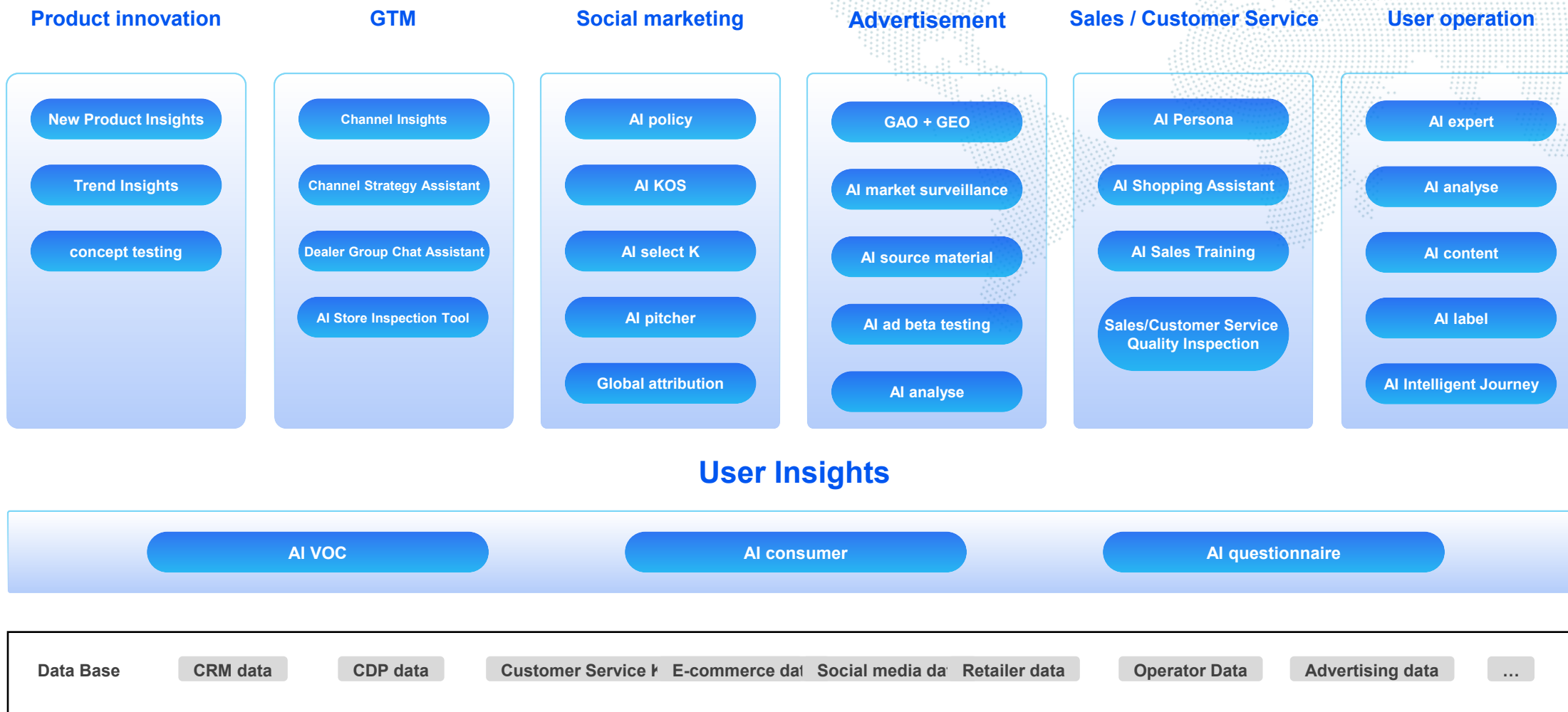
Daily data processing volume

11

Headquartered in Beijing, with branches in Shanghai, Guangzhou, Hefei, Chongqing, Hong Kong, Seattle, Los Angeles, Singapore, London, and Dubai.



DeepZero develops a full-scenario AI Agent product – DEEP AGENT





Why Enterprise Knowledge Management is So Important?

01

01 Knowledge Reliability

Model hallucinations lead to business decision risks

Word

PDF

PPT

Excel

ERP

CRM

Email

IM

Intranet

Images

Video

Employee Experience

Product content: Sales pitch decks, solution case studies, etc.? Agent may generate inaccurate answers, hallucinate made-up information, or provide outdated solutions that lead to wrong decisions.

02

02 Knowledge Asset Accumulation

Business experience is hard to transform into reusable assets

Difficult to transfer experience from seniors to juniors

FAQ is fragmented and lacks systematic categorization

Lack of unified management and deposition standards

Difficult to search, retrieve, and feed back knowledge and experience in a timely manner

Customer consultant: The answers seniors gave last year to similar questions, experience summaries, and solutions are hard to find. FAQ/SOP knowledge is fragmented, and new Agents have to start from scratch, resulting in low efficiency in training new hires.

03

03 Knowledge Governance

Enterprise data assets are scattered with service silos

Data silos across business systems

Siloed workflows and requests

Complex operations with siloed knowledge

Lack of unified access to internal information

Sales team records in CRM, technical documents in knowledge base, process flows in collaboration tools, and user data in multiple systems with no unified standards. Knowledge is scattered across systems, making it difficult to utilize.

04

04 Knowledge Reusability

Each Agent connects independently, working in isolation

Data Source

System Integration

Agent

Every time a new system is integrated, each Agent must be connected separately

When business needs change, integrating a new system or data source requires reconfiguring each Agent individually, resulting in repeated development and high maintenance costs.

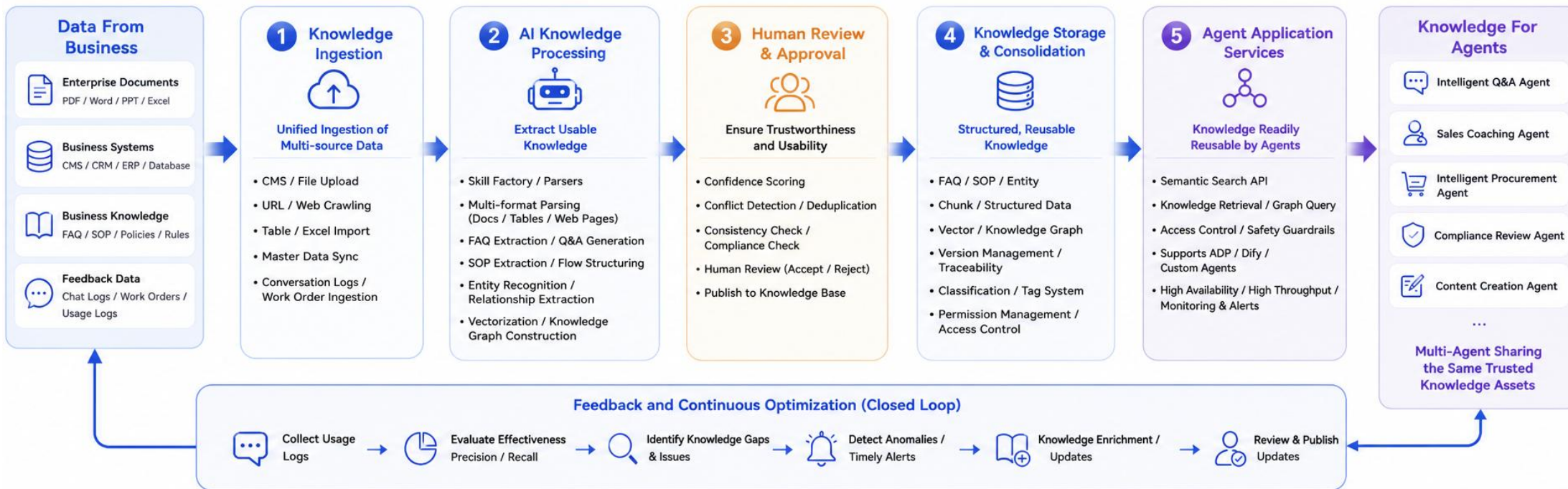


Unified Knowledge Platform to Support Different Agent Use Cases

Goal Build a unified knowledge platform to provide trustworthy, reusable, and governable enterprise knowledge assets for multi-category Agents

Business Scenarios

- Intelligent Q&A
- Sales Coaching
- Intelligent Procurement
- Compliance Review
- Content Creation
- Developer Assistant
- HR Assistant
- Marketing Decision-making



Core Value of the New Paradigm

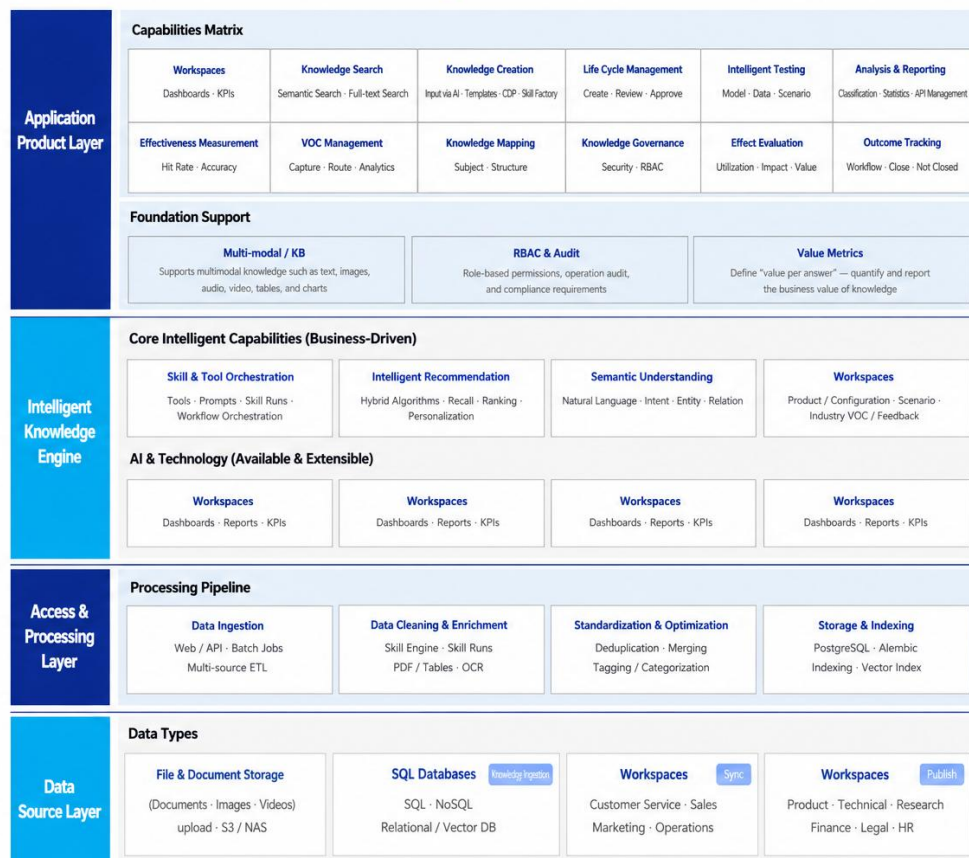
- Agent-Centric**: Knowledge services for business intelligence
- Trustworthy Knowledge**: AI-generated, human-reviewed and approved
- Multi-format Knowledge Assets**: Structured / Vector / Graph
- Controlled Access & Governance**: High availability, secure and compliant
- Continuous Evolution (Closed Loop)**: Feedback-driven, continually improving



Case Study1: Consumer Knowledge Management

A leading global FMCG company aimed to build a **unified consumer knowledge management platform** to standardize, centralize, intelligently distribute, and continuously optimize fragmented **product knowledge, sales scripts, and service content**, addressing challenges such as inconsistent structures, inefficient manual workflows, content accuracy risks, and limited governance across customer service and sales touchpoints.

Knowledge Base Architecture



Core Advantages of a Deep AI Knowledge Base



Enterprise-Grade Knowledge Governance

- ◆ Unified consumer knowledge hub to connect products, scenarios, and diverse knowledge
- ◆ Full lifecycle management: **Ingest – Publish – Optimize** for continuous governance
- ◆ Multi-brand, multi-knowledge classification and access control to meet compliance needs



Rapid Intelligent Application Enablement

- ◆ Directly supports intelligent customer service, intelligent procurement, sales enablement, and content creation
- ◆ Accessible via **API + SDK**, integrates seamlessly with internal and external systems
- ◆ Skill Factory + Tool Orchestration for fast adaptation across documents and scenarios



Multi-Format, Multi-Source Unified Ingestion

- ◆ Supports unified ingestion via manual entry, AI auto-parsing, and templated imports
- ◆ Supports **PDF / Word / Excel / PPT / HTML / TXT** and other formats
- ◆ Auto-extracts SKUs and other data to form reusable knowledge units



AI-Powered Quality Assurance

- ◆ End-to-end control for content management, review workflows, and knowledge library quality gates
- ◆ Pre-publish: **Draft Review · Blind Testing · Quality Inspection** & Triple Validation
- ◆ Post-publish: Consistency · Accuracy · Satisfaction · Time-to-Value Monitoring



Stable & Secure Enterprise Architecture

- ◆ Supports relational DB + vector DB + object storage in a multi-tier architecture
- ◆ RBAC / SSO / Audit Logs / Data Encryption / Environment Isolation / Backup
- ◆ Deployed in production and disaster recovery environments for business continuity and scalability



Case Study1: Consumer Knowledge Management

工作台 / 知识创建 / AI 智能提取

搜索知识... HKK 明

AI 智能知识提取

上传 PDF, 选择 CBKM Skill, 实时轮询任务状态并查看结构化抽取条目

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P&G 三类知识一体化处理 (文本PDF, v5)

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上传 PDF 并开始抽取后, 此处展示结构化条目
解析完成后将自动检测与已有知识的冲突

Extract Product Knowledge from unstructured data



Case Study 2: Sales Agent. Taggings, personalized sales strategy

Customer Insights | Sales Data | Dashboard | Tools & Templates

Search

User Inquiry

- Compare GLC63 AMG to Competitive SUVs?
- Discuss Advanced Tech in GLC63 AMG

James Sales Data inquiry 11:58

John Message about Mercedes 11:58

David Message? message 11:58

Richard New message starting 11:58

Peter Absurd from Friend 11:58

Hi! I'm interested in the Mercedes GLC63 AMG.

Hi! Great choice! The GLC63 AMG features a powerful 4.0L V8 biturbo engine, delivering 603 horsepower and a sports car-like acceleration.

Yes, I'm definitely interested in its performance and technology.

User Inquiry

- Compare GLC63 AMG to Compet
- Discuss Advanced Tech in GLC63

Inquiry Reason

The customer has inquired about features three times recently, asking for details on performance and intelligent functions.

Recommended Scripts

Follow-Up Insights

- AI analysis: Based on the \$70K-\$100K price range and interest in high-end sporty SUVs, the focus is on competitive models like BMW X5, Porsche Cayenne
- The customer has inquired about performance, advanced features three times, indicating a strong interest in high-end intelligent vehicles.
- The customer values both luxurious performance and advanced technology.
- Recommend emphasizing features such as the 4.0L V8 biturbo engine, advanced driving assistance systems, and adaptive suspension to highlight the vehicle's competitive edge.
- Compare against competitors like BMW X5 and Porsche Cayenne, focusing on engine performance, luxury features, and intelligent technology to meet customer expectations.
- Based on the analysis, recommend contacting the customer to explain competitive advantages and suggest test drives. Additionally, consider offering personalized discounts or incentives.

Customer Profile

Customer Preferences

- High-end sporty SUVs
- Interested in luxurious performance and advanced tech

Recent Interest Data

- 3 queries about high-end features
- 15 user inquiries related to premium vehicles

Customer Tags

High-End SUVs Performance High-End Tech

For identical issues, follow-up strategies vary based on distinct user personas.

Smart Micro-assistant Voice Memo Follow-Up Suggestions

Follow-Up Insights

- AI Analysis: Based on the \$70K-\$100K budget and interest in high-end sporty SUVs, focus on models like BMW X5, Porsche Cayenne.
- Customer has inquired about performance, advanced features 3 times, indicating strong interest in high-end intelligent vehicles.
- Values luxurious performance and advanced tech.
- Recommend highlighting 4.0L V8 biturbo engine, advanced driving assistance, and adaptive suspension to emphasize competitive edge.
- Compare with competitors (BMW X5, Porsche Cayenne) on engine performance, luxury features, and smart tech to meet expectations.
- Follow up to explain competitive advantages, suggest test drive, and offer personalized discounts/incentives.

Customer Profile

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High-End SUVs Performance High-End Tech



Case Study 2: Sales Agent. Taggings, personalized sales strategy

The screenshot displays a sales agent's interface. On the left, a mobile phone mockup shows a WeChat chat with a customer. The customer's message is: "Hello, I'd like to learn more about your products." The agent's response is: "Hello! It's a pleasure to assist you. What kind of products would you like to learn about?"

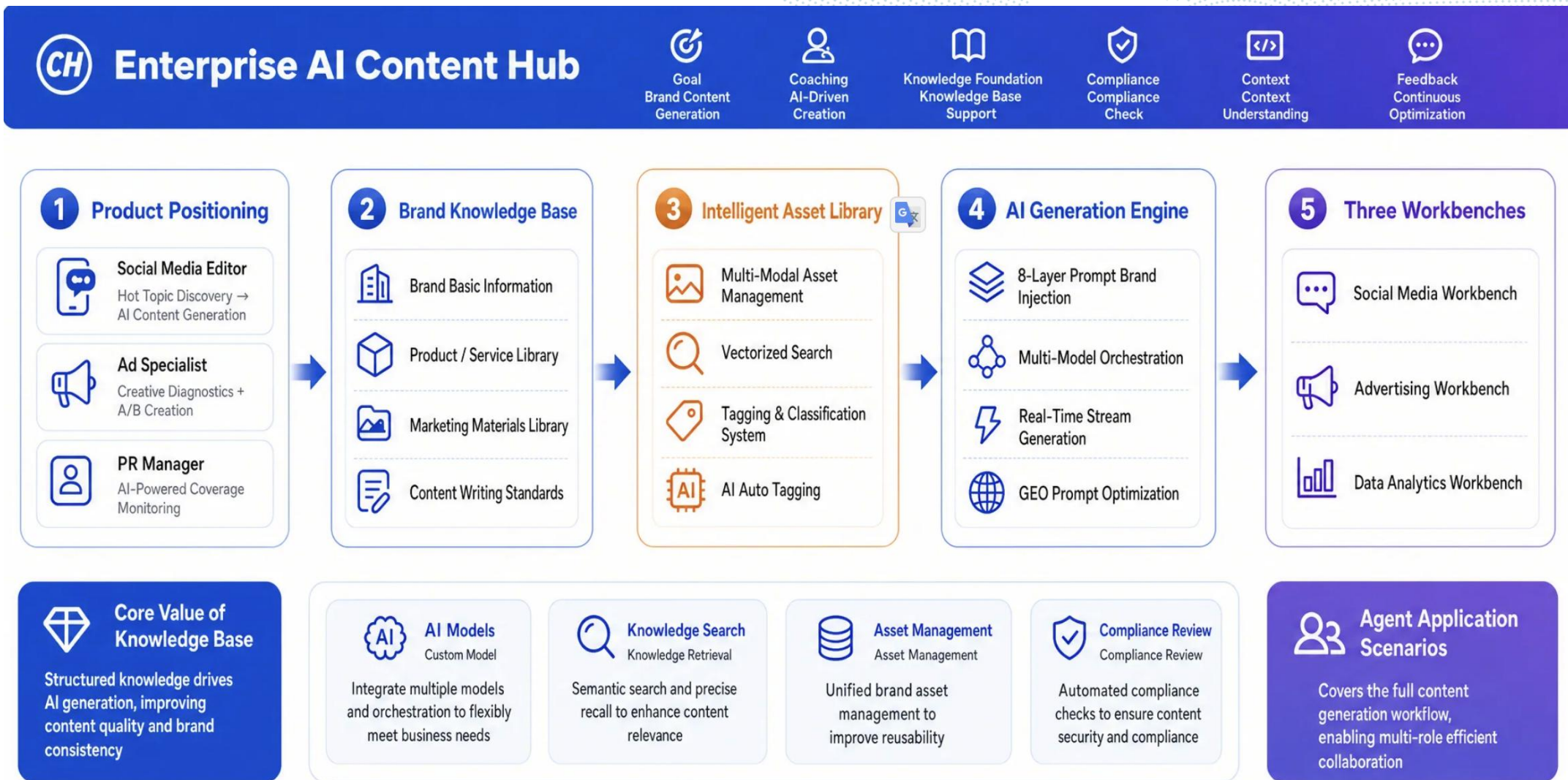
In the center, a "Simulated Customer" chat window shows the same interaction. The customer's message is: "Hello, I'd like to learn more about your products." The agent's response is: "Hello! It's a pleasure to assist you. What kind of products would you like to learn about?"

On the right, a "Recommended script" panel is visible. It includes a search bar, a "New Session" button, and a "Customer Inquiry" section. The inquiry text is: "Waiting for customer to enter a message...". Below this, there is a checkbox for "Automatic query" and a "Query" button. At the bottom, there are tabs for "Recommended script" and "Excellent Conversation Script Reference".

Sales Copilot



Case Study 3: Enterprise AI Content Hub: Centralized AIGC platform based on Knowledge Platform





Case Study 3: Enterprise AI Content Hub

front page

CONTENT CREATION

- Text Workbench
- Image Workbench
- Video workbench

CONTENT LIBRARY

- Content assets
- Writing library
- Content Insights

CONTENT MODERATION

- Review queue 2

CAPABILITY CENTER

- Skills Library

BRAND CONFIGURATION

- Brand Profile
- Product Catalog
- Language style
- Brand Rules
- Knowledge Platform

SYSTEM MANAGEMENT

- API Console
- User permissions
- Tag Management
- Call log

Good evening, admin ☀️

Two items are pending review today . Keep up the pace!

Number of contents generated this month 53 +18% compared to last month	Average content performance score 84.6 +4pts compared to last month	Writing experience 13 Three new entries were added this week.	Number of active skills 10 Covering 6 platforms
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Quick Start

- New text content**
AI-assisted generation of product recommendations/ads/emails, etc.
- New image content**
Generate image descriptions and accompanying text.
- Create new video content**
Import video and generate subtitles and text.
- Generate live streaming script**
Automatically generate live-streaming sales scripts
- Generate e-commerce product detail page**
Generate product detail page copy with one click
- Batch Campaign**
Batch generation of multi-platform marketing content sets

Today's Platform News normal

- Today's API Calls: **0 times**
- Success rate: **0%**
- Average response time: **1.4s**
- Content generated today: **11 items**

Skill Usage Ranking (Today) Top 5

- Product Recommendation Notes: 42 times
- Advertising copy: 31 times
- GEO Long Article: 28 times
- Live Streaming Script: 15 times
- Campaign in bulk: 9 times

Recently generated content View all →

Autumn/Winter Tabby Handbag Recommendation Notes #01 Xiaohongshu (Little Red Book) - 2 hours ago	91 Released	<input type="button" value="Check"/>	<input type="button" value="download"/>	<input type="button" value="Generate similar"/>
Coach Pillow Tabby Brand Story Article WeChat Official Account - Today at 10:30	78 Pending review	<input type="button" value="Check"/>	<input type="button" value="download"/>	<input type="button" value="Generate similar"/>
Live Streaming E-commerce Script - Double Eleven Promotion	88 Released	<input type="button" value="Check"/>	<input type="button" value="download"/>	<input type="button" value="Generate similar"/>

Quick Access

- Brand profile configuration
- View the syntax library
- Data Insight Report



Scan me!

THANKS

Email: wenzhe.li@ipinyou.com

Phone: 86-13811043559

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