

THE SALES ADVISOR FOR YOUR CATALOGUE

What if your catalogue knew how to listen?

Edouard-O understands what your customer is really looking for, advises them from the products you actually sell, helps them imagine the interior that suits them, and keeps the thread of the conversation from one visit to the next.

CONVERSATION

CLIENT

I'm looking for a sculptural armchair,
but nothing too bulky.

EDOUARD-O

Here are three sculptural armchairs that fit naturally
into a contemporary interior. They combine character
with visual lightness.



Alba Armchair



Néo Armchair



Lume Armchair

Ask a question...



WHY NOW

Your customers are already changing **how they choose**.

The decision now happens in two places: on your website — and upstream, in AI assistants.

38 %

of consumers surveyed in France, Germany and the UK already use AI to search for products or decide what to buy.

McKinsey · March 2026

+393 %

year-on-year growth in traffic from AI sources to US retail sites in Q1 2026.

Adobe Digital Insights · Apr. 2026

+42 %

higher conversion for AI-origin traffic vs other sources in US retail in March 2026.

Adobe Digital Insights · March 2026

What Edouard-O does for you

ON YOUR WEBSITE

Turn vague requests into guided choices.

IN YOUR CATALOGUE

Make your products comparable in your customers' language.

BEFORE YOUR WEBSITE

Stay visible when product discovery starts in an AI assistant.

OBJECTIVE — reduce choice friction, convert qualified visitors more effectively, stay visible where product discovery begins.

OUR SERVICES

Four services.

One asset: your catalogue.

Independent or combined depending on where you start.

01

Catalogue audit

Measure what an AI really understands about your products — and where your catalogue loses information.

From €1,000 excl. VAT

02

Normalization & enrichment

Unify your data and add the language of advice: style, use, atmosphere, perception.

From €3,000 excl. VAT

03

Edouard-O Advisor

Talk with your visitors and recommend only from products you actually sell.

From €900 excl. VAT / month

04

AI Channels

Structure and maintain your catalogue for the new AI entry points to commerce.

From €500 excl. VAT / month

Starting with the audit is not mandatory — but it is the simplest way to know where to act.



01 — CATALOGUE AUDIT

Is your catalogue really ready **for AI**?

We measure what an AI understands,
what it misunderstands, and what it
cannot find.

Audit report extract



Catalogue analysed:

1,842 references

Usable dimensions:

94 %

Usable materials:

41 %

Style / use:

missingVariants correctly
linked:**72 %**Products with
inconsistencies:**217**

Normalization example

solid oak / chêne massif / oak wood

→ **OAK**

3 recommended priorities

- 1 Normalize materials
- 2 Reconcile variants
- 3 Create style attributes

At the end, you know exactly where to act — category by category.

02 — NORMALIZATION & ENRICHMENT

Your product sheets speak specs.

Your customers don't.

You already have the facts. Edouard-O standardizes them and adds the language needed for advice.

Before

EXISTING MERCHANT PRODUCT SHEET

Noma Armchair

Solid oak armchair with ivory bouclé seat and back.

REFERENCE	FAU-NOMA-01
CATEGORY	Armchair
MATERIALS	Solid oak · bouclé fabric
DIMENSIONS	82 × 76 × 74 cm
COLOUR	Ivory
FINISH	Natural oak
PRICE	€890
AVAILABILITY	In stock



After

CATALOGUE PREPARED BY EDOUARD-O



YOUR DATA, STANDARDIZED

STRUCTURE	Solid oak
UPHOLSTERY	Ivory bouclé
DIMENSIONS	82 × 76 × 74 cm

EDOUARD-O ADDS

STYLE	Organic contemporary
CHARACTER	Sculptural
VISUAL WEIGHT	Light
ATMOSPHERE	Warm
SEAT	Enveloping
USE	Living room / reading

03 — THE ADVISOR

An advisor, not a search engine.

Edouard-O understands the request, asks the right questions and recommends only from your catalogue.

- 
It asks questions
To understand what you need.
- 
It explains
Its choices clearly and transparently.
- 
It remembers
Your tastes, constraints and previous exchanges.
- 
It never cheats
It recommends only products from your catalogue.

Room photo



It reads the style, proportions and what is already there.

CONVERSATION

CLIENT

I'm looking for a sculptural armchair, but nothing too bulky.

EDOUARD-O

Do you want it to anchor the room, or remain visually discreet?

CLIENT

I like the second one, but it's too expensive.

EDOUARD-O

I'll keep the same design direction and bring the price down. Here are three alternatives under €1,200.



Alba Armchair

€890

Soft lines, elegant presence.



Néo Armchair

€990

Sculptural design, compact format.



Lume Armchair

€1,190

Balanced and light.



04 — PREPARING FOR AI CHANNELS

What if your customers started their search via an AI assistant?

We make your catalogue readable by compatible assistants,
search engines and AI agents.

Examples of interfaces:

ChatGPT

Gemini

Perplexity

Claude

Visibility, ranking and access methods remain specific to each platform.



Merchant catalogue

products, prices, stock,
variants



Edouard-O layer

normalization, attributes,
feeds, identifiers



AI channels

assistants, search engines,
platforms

STRUCTURED DATA EXAMPLE

```
{  
  sku: "BUF-KAN-180",  
  category: "sideboard",  
  material: "walnut",  
  width_mm: 1800,  
  price: 2490,  
  availability: "in_stock"  
}
```



No ranking or citation guaranteed.
What we guarantee: a catalogue
ready when these platforms choose to access it.

[TEST MY CATALOGUE](#)

Is your catalogue readable by AI assistants?

INVESTMENT

Modular **services.**

Independent or combined, depending on the state of your catalogue and your ambition.

01 — Catalogue audit

ONE-OFF ENGAGEMENT

from €1,000 excl. VAT

- SME catalogue: €2,000–€3,000 excl. VAT
- Large / multi-supplier: quote

02 — Normalization & enrichment

ONE-OFF ENGAGEMENT

from €3,000 excl. VAT

- SME catalogue: €5,000–€10,000 excl. VAT
- Large / multi-source: €10,000–€20,000 excl. VAT
- Multi-country / complex PIM: quote

03 — Edouard-O Advisor

MONTHLY SUBSCRIPTION

from €900 excl. VAT / month

- Structured SME: €1,500–€2,500 excl. VAT / month
- Large brand: €3,000–€5,000 excl. VAT / month
- Multi-country / multi-site: quote

04 — AI channel preparation

SUBSCRIPTION & MONITORING

from €500 excl. VAT / month

Large brand: €1,000–€2,000 excl. VAT / month
Multi-channel / multi-country: quote

Enrichment is priced after the audit. Setup fees may apply for AI channels depending on the number of references and the state of existing feeds.

EDOUARD-O

AI CONCIERGE

CONTACT

Let's talk about your catalogue.

A sample of your products is enough to get started.

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EDOUARD-O · a solution by Clair-O



SCAN
TO
DISCOVER
EDOUARD-O

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