

Eureka

Project partners Search Form

Program (select appropriate):

☐ EUREKA

☐ EUROSTARS

☒ CLUSTER

☐ CELTIC-NEXT

☐ SMART

☐ EUROGIA²⁰³⁰

☐ Xecs

☒ ITEA4

Thematic Call (if applies):

☒ AI (Artificial Intelligence)

☐ Green Transition

Contact Person Details

Name: Tomás Gazmuri

Position: Founder & CEO Andes

Phone:

Email: tgazmuri@Andes.com

Organization Details:

Name: Andes ML

Country: Chile

Website: <https://www.Andes.com/>

Type of ☒ SME

☐ Large Company

☐ University

Organization: ☐ Research Inst.

☐ Administration

☐ Other (specify):

Number of ☐ < 10

☒ 11-50

☐ 51-100

Employees: ☐ 101-250

☐ > 250

Describe the activities, products, services, and expertise of your organization:

Andes is a next-generation Retail Media platform that empowers retailers to transform digital traffic into high-impact revenue streams. Built on AI-driven technology, we enable personalized advertising, streamlined campaign operations and monetization of first-party data, all while protecting user privacy. Born in Latin America at the end of 2022, and built for the world, we partner with retailers and brands to scale omnichannel advertising, maximize performance and unlock new growth.

Founded by a team of experts, Tomás Gazmuri as former Group Chief Digital Officer of the Falabella Group, Rajiv Upadhyay as former Chief Technology Officer at Reliance in India and Felipe Villa as Head of Industry at Google, Andes leadership team brings a

rare combination of deep expertise in AI, retail media, and SaaS scaling.

Tomás, who led the monetization of intangible assets at Falabella by generating +\$100 million in additional EBITDA, saw this opportunity in how to help many companies by creating a scalable and intelligent product that could help their businesses creating a new profitable revenue stream monetizing their online traffic and data. In Latam, the online company that developed this product in-house was Mercado Libre, and this is when the founding team of Andes asked Valeria Vinitski, who built the advertising revenue platform at Mercado Libre, to join the company. In addition, they also asked José Vaisman, head of Falabella's Customer Data Platform and Advanced Analytics platform, to join and strengthened the team and AI solution. This combination of talent and experience positioned Andes as an attractive option for Digital Commerce companies looking to activate new businesses that can represent between 5% and 8% of their revenue, with margins of up to 80%.

Andes has developed a technically robust infrastructure for its Retail Media offering, Andes delivers Sponsored Products, Display Ads, Sponsored Brands, Video Ads and advanced Insights tools, helping retailers and brands activate first-party data, optimize campaigns, and drive measurable performance across the Customer Journey.

The company's technical capabilities allow it to continuously develop and innovate, adapting to the needs of its customers in different markets quickly and accessibly. Andes' infrastructure is organized to support the development and scaling of the project nationally and internationally.

- Scalability through Google Cloud Platform, which allows for the simultaneous management of multiple markets with flexible and secure infrastructure.
- Strategic connections through integration with Salesforce, Insider, VTEX, and Adobe Commerce, among others, which facilitates adoption in international markets.

Project Details	
Project Title	AI-driven Multichannel Monetization & Personalization Platform for Digital Commerce
Acronym	
Keywords	
<p>Describe your Project:</p> <p>The project aims to create a white-label, AI-powered platform that enables retailers and digital ecosystems to transform their traffic and first-party data into incremental high-margin revenue streams. Our goals are:</p> <ul style="list-style-type: none"> • Monetization at scale: Deliver a platform that allows retailers to capture 5–8% of GMV as new revenue with +80% margins. • Multichannel personalization: Integrate onsite, offsite, direct-to-consumer (D2C), and LLM-powered assistants into a unified platform. • Privacy-first compliance: Ensure GDPR, LGPD, and CCPA compliance via data clean rooms and secure AI pipelines. • Rapid adoption: Deploy in less than 4 weeks through a modular SaaS architecture, reducing integration costs and democratizing access to Retail Media. 	
<p>Describe the innovative part of your project:</p> <p>The project advances beyond the state of the art in several dimensions:</p> <ul style="list-style-type: none"> • Multichannel orchestration: Current competitors (Criteo, CitrusAd, Topsort) focus on single-channel solutions. AndesOne uniquely combines onsite, offsite, D2C, and LLMs in one unified SaaS platform. • Proprietary AI algorithms: Our ranking, experimentation, and incrementality models deliver smarter targeting and measurement from day one, even without historical data. • White-label flexibility: Retailers maintain full brand ownership, unlike closed ecosystems (Amazon Ads, Mercado Ads). • LLM integration: First solution to enable product sponsorship and recommendations inside AI assistants, preparing retailers for the future of commerce interfaces. 	
<p>Describe the market expectations of your project:</p> <ul style="list-style-type: none"> • Market size: Retail Media will reach USD 129B in the US and USD 5.4B in LatAm by 2028, growing >20% annually. Europe shows similar double-digit growth, making this an export-ready innovation. 	

- **Economic impact:** The platform creates **incremental, high-margin revenue** for retailers, new advertising opportunities for brands, and more relevant shopping experiences for consumers.
- **Societal impact:** By enabling local retailers to compete with global giants (Amazon, Mercado Libre), we contribute to **digital sovereignty and fair competition**.
- **Sustainability:** Efficient use of data and targeted ads reduces wasteful digital spend and improves ROI for brands.

Possible Partner Profile:

Type of Partner Needed ☒ SME ☒ Larger Company
(multiple choices are ☐ University ☐ Research Institution
allowed) ☐ Administration ☐ Other (specify):

Describe the expertise of possible partner(s) required for your project:

We are looking for a tech partner to help us to develop our In-Store product, which help us monetize the whole customer journey by adding the digital signage of physical store, and including this as part of a One-Stop-Shop offering to advertisers. Knowledge of algorithm development and optimization, AI, and experience in in-store optimization are required.

Describe the role of possible partner(s) in your project:

- Contributor to the development of an in-store monetization system

Deadline for Partner Search: 05/11/2025