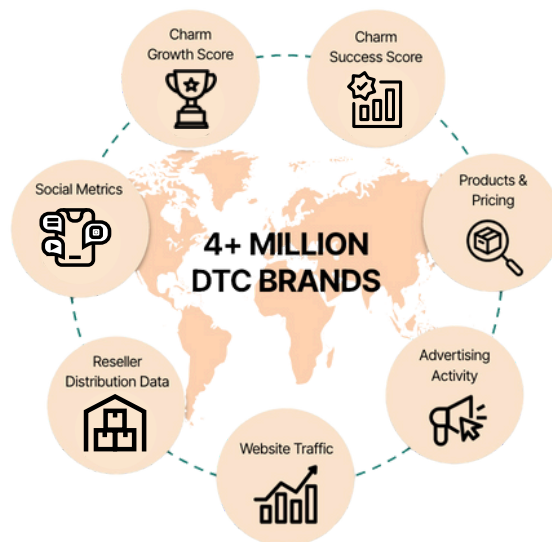


Brand Discovery & Analysis for Merchandising, Prospecting & Sourcing

Charm is the world's most comprehensive data set on ecommerce brands, leveraging AI & machine learning to track critical performance metrics for every brand online.



Coverage on Every Major Product Category

- Apparel & Accessories
- Arts & Entertainment
- Automotive
- Baby & Toddler
- Beauty
- Business & Industrial
- Consumer Electronics
- Footwear (Athletic & Fashion)
- Grocery, Food & Beverage
- Health & Wellness
- Home Improvement & Garden
- Household Products
- Housewares & Appliances
- Party Supplies
- Pet
- Sports & Outdoor
- Tobacco
- Toys & Games

Retailers



Brand Discovery for Curated Merchandising

Make data-driven merchandising and brand portfolio decisions to satisfy customers.

Agencies



Prospecting for Brand Customers

Fill your pipeline with the highest potential target brands that perfectly match your ICP.

B2B SaaS

3PL's

Investors



Sourcing & Diligence on Brand Investments

Discover and evaluate investments with comprehensive brand analytics.

Wayflyer

"You could argue that all our revenue comes from Charm. Data coverage & quality [is] the best compared to all the tools we've looked at. At a price point that makes sense for us as well, so it's a no-brainer."



Pauric McGorry
Director of Sales Operations

FAIRE

"Charm has provided incredibly unique insights into the retail landscape that our team can put into action."



Sara Ittelson
Head of Partnerships