Qloo

Media Kit

ABOUT QLOO

Qloo is the leading AI company demystifying the intricacies of global consumer tastes and preferences. The company operates one of the world's most robust catalogs of notable people, places, things, and interests, coupled with a consumer behavior and sentiment database containing more than 10 trillion unique signals and zero Personally Identifiable Information (PII). By leveraging cutting-edge AI models, Qloo unlocks the value of these databases to understand and predict audiences' interests and affinities with unrivaled accuracy. Since 2012, Qloo's award-winning Taste AI technology has helped multinational companies — including Netflix, Starbucks, JCDecaux, and Michelin — drive growth by powering personalized customer experiences and large language models, superior recommendations, data-driven marketing strategies, and advanced audience intelligence. Qloo is the parent company of TasteDive, a cultural recommendation engine and social community that allows users to discover what to watch, read, listen to, and play based on their existing unique preferences.

LEADERSHIP BIOS

Alex Elias, Co-Founder & CEO

Alex Elias, Co-Founder, and CEO of Qloo, leads the AI-powered cultural intelligence platform specializing in consumer tastes, with applications in music, film, TV, podcasts, restaurants, fashion, and travel. Available through a high-performance API, Qloo is popular among Fortune 500s and technology companies. Elias also chairs TasteDive, a discovery platform with over 7.5 million users, helping consumers find entertainment based on personal taste. Before founding Qloo, Elias earned his Juris Doctor at NYU School of Law, where he focused on data usage and internet privacy regulation. A thought leader in AI and anonymization, he frequently speaks publicly, appears on networks like Bloomberg and CNBC, and writes for various publications.

Jay Alger, Co-Founder & COO

James Alger, Co-founder and COO of Qloo, oversees the continued development of the AI-powered platform recognized for deciphering culture and taste. Qloo was launched in 2012 when Alger and Co-founder, Alex Elias, recognized that brands needed new, privacy-centric ways to understand and predict consumer preferences. Since then, Alger has steered the development of Qloo's services to maximize value for customers, bridging the gap between client requirements and Qloo's technological development. Prior to Qloo, Alger spent 20 years in advertising and marketing, including as CEO of Deepend, a digital agency headquartered in Soho, NY. In that role, Alger led the strategic development and production of marketing campaigns for brands including Estee Lauder, ESPN, MTV, Toyota, and United Healthcare.

SELECT CUSTOMERS

MICHELIN GUIDE

Michelin partnered with Qloo to enhance their digital platforms by offering personalized restaurant and hotel recommendations based on individual tastes, ensuring a tailored experience for each guest while maintaining Michelin's renowned standards of quality and discernment.

NETFLIX

By integrating Qloo's technology, Netflix refined its merchandising strategies, enabling more personalized and targeted brand collaborations, taking the appeal of its IP to store shelves, creating deeper connections with fans, and driving critical incremental revenue.

JCDecaux

JCDecaux employs Qloo's AI for real-time, geo-specific, and personalized advertising recommendations on its digital displays, optimizing ad placement and crafting targeted advertising experiences that resonate with specific demographics and locations.

Starbucks

Starbucks collaborates with Qloo to personalize in-store music playlists, leveraging cultural insights to reflect the unique musical tastes of the local customer base, thereby enhancing the in-store experience and driving store loyalty.

Company Fundraising:

Qloo has raised over $55M in funding to date, with a $25M Series C closed in February 2024. Qloo's investors include Eldridge, AXA Venture Partners, AI Ventures, Chaifetz Group, Jaws Ventures, Moderne Ventures, MDC Ventures, and a range of individuals across the entertainment and other strategic industries including Leonardo DiCaprio, Elton John, and Starwood Hotels founder Barry Sternlicht. This latest financing allows Qloo to address new commercial opportunities for its Taste AI engine, such as on-device learning and foundational models leveraging Qloo as well as introduce an accessible, self-service interface later this year to make consumer and taste analytics available to small and mid-sized enterprises and individuals. Qloo will also use this funding to pursue opportunistic M&A along the lines of the completed TasteDive acquisition, which greatly expanded Qloo's first-party data moat and corpus of cultural learning.
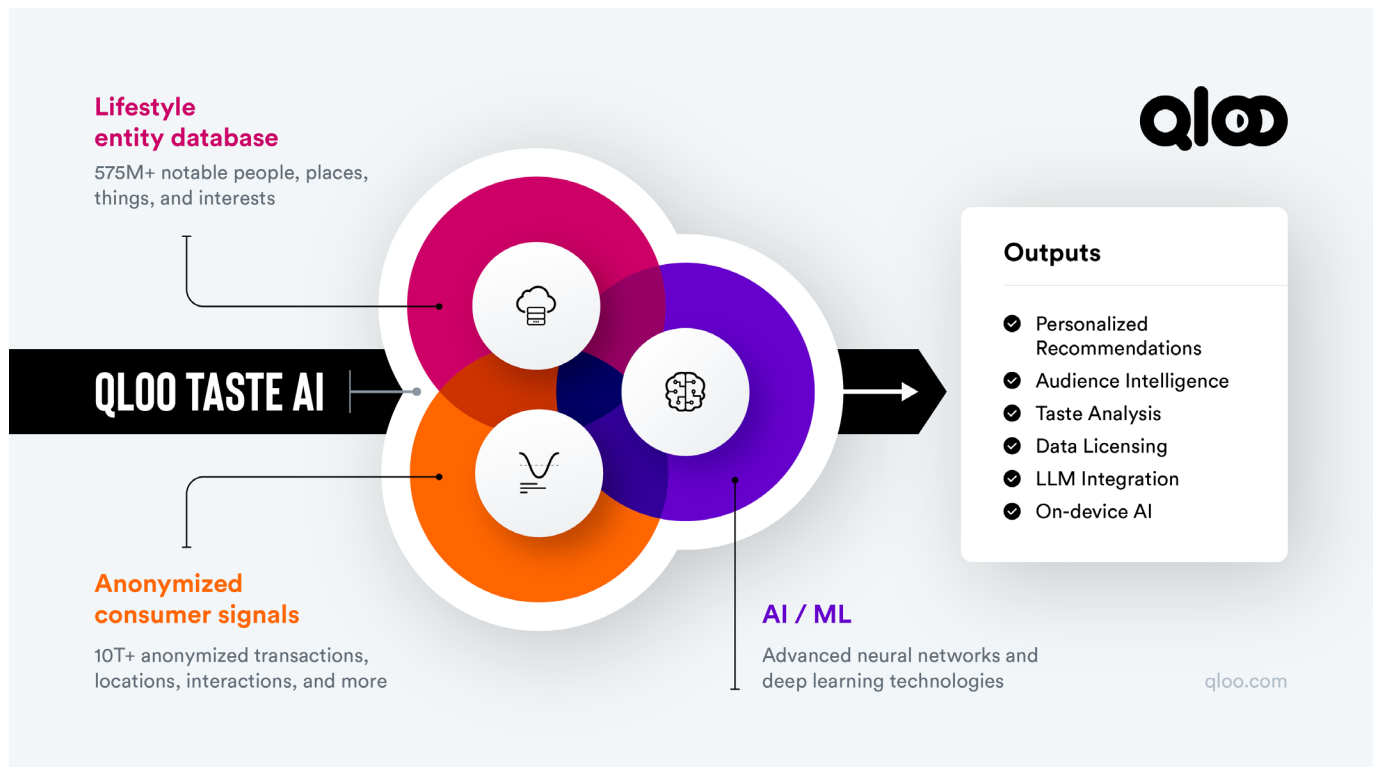
FREQUENTLY ASKED QUESTIONS

1. How does Qloo's Taste AI work?

Qloo uses proprietary recursive training models to uncover and predict consumer tastes and preferences. Our deep learning data science works across three distinct layers of our Taste AI engine:

Lifestyle Entity Database: A comprehensive cultural database cataloging half a billion records of notable people, places, things, and interests.

Anonymized Consumer Signals: A globe-spanning consumer behavior database that observes how people interact with entities within Qloo's cultural catalog.

AI / ML: AI that interprets the taste signals from the two different databases to understand and predict consumer taste.

Lifestyle entity database
575M+ notable people, places, things, and interests

QLOO TASTE AI

Anonymized consumer signals
10T+ anonymized transactions, locations, interactions, and more

AI / ML
Advanced neural networks and deep learning technologies

Outputs
- Personalized Recommendations
- Audience Intelligence
- Taste Analysis
- Data Licensing
- LLM Integration
- On-device AI

qloo.com

2. When was Qloo founded?

Qloo was founded in 2012.

3. Where is Qloo headquartered?

Qloo is headquartered in New York City, with an office at 100 Crosby Street in the Soho neighborhood.

4. How does Qloo work with Generative AI and LLMs?

Businesses' demand for new generative AI experiences and services is skyrocketing, which unlocks critical opportunities for Qloo's Taste AI to power more human outputs. LLMs are powerful for their ease-of-use, but are notorious for finding and returning generic outputs that reflect the "average" of the internet. Qloo is an essential engine powering unique and impactful generative AI experiences, providing a deep understanding of cultural entities and individual preferences in a way that puts consumer privacy and ethical data practices at the center. We are a foundational oracle in this rapidly evolving AI landscape — enriching platforms with a detailed appreciation of personal tastes at a global scale.

5. Where does Qloo get its data?

Qloo's data pipeline is composed of highly proprietary data streams, as well as some third-party data sources. At the core of our Taste AI engine is our proprietary TasteDive first-party dataset, a recommendation app for consumers. We also have a proprietary, highly structured, and continuously updated entity database with more than 575M objects ranging from brands, music, film, TV, podcasts, dining, nightlife, fashion, consumer products, books, travel, and more. In addition, we have proprietary data learning rights with our customers. And finally, we ingest sentiment data from multiple third-party sources.

6. How is Qloo privacy-compliant?

Qloo maintains a comprehensive Ethics Policy that prioritizes transparent and responsible AI development and deployment, as well as data privacy and security. Qloo fully complies with regulations like GDPR and CCPA, and our AI models operate without any personally identifiable information (PII), instead focusing on mapping connections between cultural entities independent of identity.

Logos & Graphics
You can download Qloo's logo and brand-approved graphics here.

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