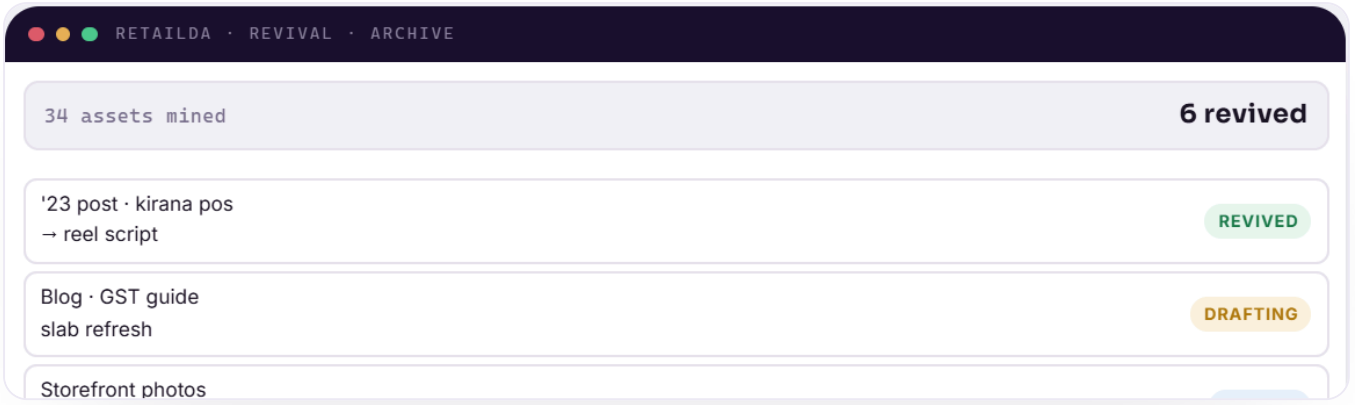
PRODUCT DATASHEET · SOCIAL COMMAND CENTER

Content Revival

Automatically recycle evergreen posts and products.

Evergreen content never dies: top posts and seasonal products resurface automatically into your queues, so the calendar is never empty.



97
terminals live on one deployment

5 yrs
production on the original build

Air-gap
proven at defence sites

₹20L
lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Evergreen recycling
Proven posts requeue automatically with variant copy.

Seasonal products
Items resurface when their season approaches.

Queue fill
Empty slots pull from your best-performing library.

Frequency caps
Recycling with taste — cadence limits per channel.

AI-visibility tracking
Watch whether AI assistants surface your pages.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

From the Growth plan

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 10 FEATURES

- ✓ Evergreen posts requeue with fresh variants
- ✓ Empty slots auto-fill from your best library
- ✓ Performance-weighted picks
- ✓ On-page SEO scoring — every page and product scored against its focus keyword
- ✓ AI-assistant visibility tracking — watch whether AI assistants surface your pages
- ✓ Seasonal products resurface on schedule
- ✓ Frequency caps per channel
- ✓ Sunset rules keep recycling tasteful
- ✓ Broken-link & redirect manager — 404s captured and 301'd before they cost rank
- ✓ Stale-content radar — posts losing impressions surface for refresh before they slide

BUILT FOR

All industries

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How Content Revival compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#content-revival

ALTERNATIVE	WHERE RETAILDA™ WINS
Buffer evergreen	Performance-weighted recycling with frequency caps — the calendar never goes quiet.
Agency calendars	Queue auto-fill from your best content library.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Social Publisher · Campaign Studio · Forms & Capture · AI CRM Automation · A.B.M

Deployment & rollout

What a Content Revival deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	From the Growth plan — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

From the Growth plan
Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

E-MAIL: hello@retailda.com
CALL: +91 - 87778 40671
WHATSAPP: +91 - 94751 16711

RetailDA