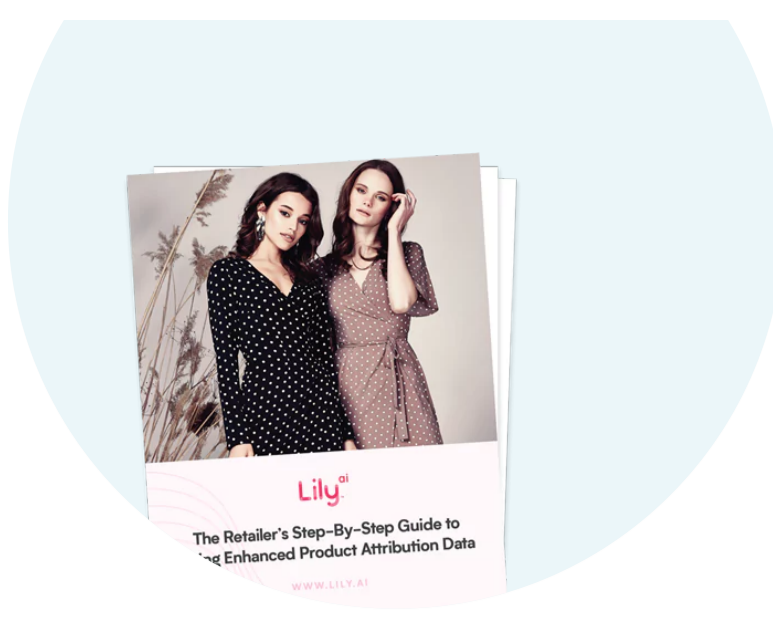


Is your product taxonomy *truly* helping shoppers to find what they're looking for?

If you're like most retailers, the product attributes in your descriptions are probably a little... inadequate. This makes product discovery challenging — even frustrating — for your customers. Ensuring closer alignment of product attributes and how shoppers actually describe and search for your products is the key to maximizing e-commerce conversions and order values — and that requires more granular, customer-centric product attribution data for optimized product tagging.

There are huge advantages to enhancing your product attribution. That's why we've put together the 6 key ways retailers can benefit in [The Retailer's Step-by-Step Guide to Using Enhanced Product Attribution Data](#).

[Want a little more info about the guide first? Preview the guide here!](#)



First Name*

Last Name*

Company Name*

Job Title*

Business Email*

Your message

Subscribe to the monthly Lily AI product and industry newsletter

[DOWNLOAD NOW](#)

Trusted by global retailers, brands and industry leaders



Get a Preview of the Guide's 6 Benefits (Warning – Spoilers Ahead!)

- Learn how to enhance site search with product attribution data.**
Enrich your existing site search engine with customer-centric product data.
- Supercharge personalization within the retail e-commerce stack.**
Deliver personalized shopping experiences in less than 5 clicks.

Typical Generic Retailer Product Attributes

Lily^{ai} Customer-Centric Attributes (trends, styles, subjective, personalizable)

Ready to Enhance Your Product Attribution and Start Reaping the Benefits?

If you're ready to start your journey to **enhanced product data enrichment**, you've come to the right place. Lily AI helps retailers boost product discovery and conversion by turning qualitative product attributes into a universal, customer-centered language at a high volume with unprecedented accuracy and scale.

Why Lily AI?

Lily AI enables brands and retailers to speak in the language of their customer, helping to boost site conversion, order size, and full margin sales. By automating and dramatically enhancing the product data attribution process, Lily AI increases product sell-through and drives 8-9 figure revenue uplift for some of the world's leading retailers and brands.

With the deepest image recognition platform for retail, the Lily AI product attributes platform injects customer-centric attributes across the breadth of the existing retail stack to drive immediate relevance and connect shoppers with the products they're really looking to buy.

"It all needs to start with the customer. The context of what they are trying to accomplish — their progress in refreshing their closet or finding a specific piece for an event — does not come from segmentation alone. Lily AI's product attributes platform understands what our customer is trying to do and offers the right recommendations to them."

← →

Resources.



3 Reasons Why E-Commerce Product Recommendations and Personalization Urgency Has Never Been More Pressing

E-commerce product recommendations and personalization has never been more urgent. See the three key reasons why it's truly pressing today.

[READ](#)

Learn more about how to instantly inject the language of the customer across your existing retail stack.

[REQUEST A DEMO](#)



Products

[Product Attribution](#)

Pricing

[Get a Quote](#)

Company

- [About](#)
- [Careers](#)
- [Press](#)
- [Resources](#)
- [Blog](#)
- [Request a Demo](#)

Applications

- [Site Search](#)
- [Recommendations](#)
- [SEO/SEM](#)
- [Item Set-Up](#)
- [Demand Forecasting](#)