

Turning a House into a Home: How to Deliver on Home Product Conversion and Sell-Through

Shoppers looking to buy goods for their homes want to build from the ground up. However, they aren't going to put up with a complex and frustrating process, when really it should be simple and exciting to search and find the items they really want.

To get home merchandise moving from the online store through the shopper's front door, extensive human-crafted, artificial intelligence (AI)-powered product attributes — **also known as the language of the customer** — is something to make room for as a retailer.

If your home product attributes are missing the mark, we know our guide **Turning a House into a Home: How to Deliver on Home Product Conversion and Sell-Through** can help. Discover why effective product attribution can help to capture all the ins and outs of the top home decor styles, the importance of customer-centric language, and more.

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



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Trusted by global retailers and industry leaders



Get a Preview of the Guide's 5 Core Points (Warning - Spoilers Ahead!)

1

The Evolution of Home

Take a look at the shifts in home decor trends in America, the status of modern housing, and the home industry today.

2

The Top 15 Home Decor Styles

Understand the top home decor styles with our detailed outline.

Ready to Help Shoppers Turn Their House into a Home?

If you're ready to start your journey to grow and strengthen your home product attribution, you've come to the right place. Lily AI helps retailers to boost product discovery and conversions by displaying relevant search results by harnessing the power of relevant product data.

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.

Resources.



A Q&A on Home Product Attribution with Lily AI's Amy Chong

Amy Chong, Lily AI's Senior Styling Manager, discusses some of the top questions she's asked about Lily AI's home product attribution capabilities.

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