

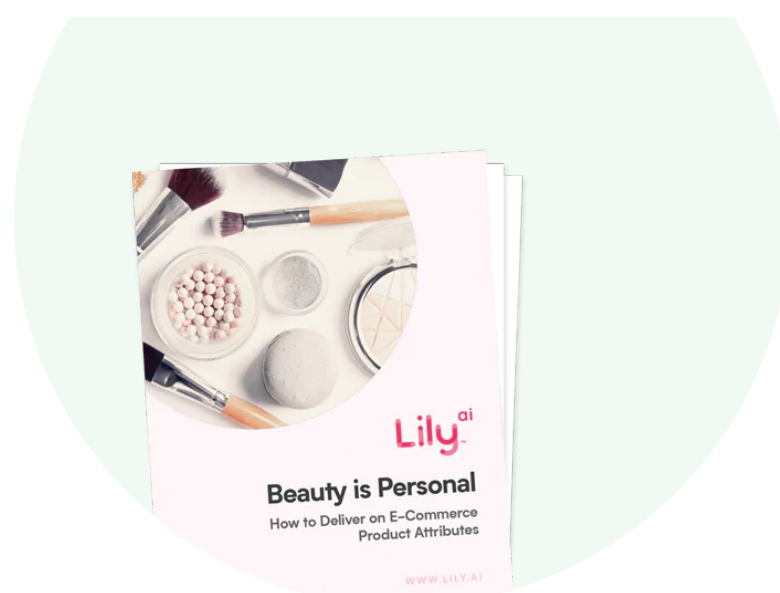
## Small details drive beautiful results.

If you're a retailer in beauty e-commerce, you're probably familiar with the fact that, like apparel, shopping for beauty products is an experience where one size (or shade) does not fit all.

When a consumer goes online to look for their next beauty product, they not only want to find the right product that serves as a reflection of themselves, they want to find the right product *without* breaking a sweat (or smudging their mascara). Done beautifully, retailers can help e-commerce customers match with the products *they're really looking for*, while helping themselves thrive in today's shifting beauty landscape.

In our guide, **Beauty is Personal: How to Deliver on Beauty E-Commerce Product Attributes**, discover the ins and outs of the historical and modern evolution of the beauty industry, as well as some big recent shifts in the current beauty landscape.

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



Email Address\*

First Name\*

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Trusted by global retailers and industry leaders



### Get a Preview of the Guide's 3 Core Points (Warning - Spoilers Ahead!)

1

#### The Evolution of the Beauty Industry

Learn about the beginning of beauty, the building of modern beauty, and what the beauty industry looks like today.

2

#### 3 Major Shifts in the Beauty Industry

How major shifts like the revolution of clean beauty, taking a personalized approach, and building a closer relationship with the consumer has impacted the beauty industry.

### Ready to Deliver?

If you're ready to start your journey to grow and strengthen your e-commerce opportunity to deliver the right beauty e-commerce product attributes, you've come to the right place. Lily AI helps retailers to boost product discovery and conversions by displaying relevant search results that harness 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.

# Beauty is Personal: How to Deliver on E-Commerce Product Attributes



### Beauty is Personal: How to Deliver on Beauty E-Commerce Product Attributes

Is your brand built for significant beauty e-commerce success? Explore the guide covering beauty e-commerce product attributes and learn how to thrive in today's beauty industry.

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