



# Monthly Round up

## July 2022

Welcome once again to Lily AI's monthly newsletter. This month we're looking at revolutionizing retail in a transforming industry, how to boost online product discovery, and forecasting retail demand with customer-centric predictions.

Take a look, and please reach out to us [here](#) if we can answer any questions!

### Latest News



#### Boost Your Beauty Product Attribution: Part 1

Small details drive beautiful results. Boost your beauty brand and thrive in today's shifting beauty landscape by focusing on site search, personalization, and SEO/SEM.

[Read more](#)



#### Revolutionizing Retail with AI and Product Attribution Data

The transformation to digital in retail is a revolution worthy of note. With all of the changes in the last few years, AI and product attribution data, and the partnership between Lily AI and JOOR can help to take retail to the next level.

[Read more](#)

### Webinar

#### From Merchant-Centric to Customer-Centric: How to Transform Online Product Discovery

Join us Wednesday, August 3rd at 11am PT / 2pm ET!

Your product taxonomy has a significant impact on the e-commerce journey. If you don't describe products using the language shoppers actually use, it can create a cascading series of problems that can hinder the customer experience and ultimately, hurt your bottom line.

Join Ken Pilot, a seasoned C-level retail leader and founder of Ken Pilot Ventures, and Lily AI CEO Purva Gupta, as they discuss some of the core e-commerce challenges facing many brands and retailers today, and how a customer-centered product attribution language can keep revenue flowing.



[Register Here](#)



#### How to Improve Retail Demand Forecasting with Customer-Centric Predictions

It's no secret that demand forecasting in retail can be a bit tricky. However, no matter how complex, doing it correctly can be a game-changer for retailers when planning out inventory accurately for coming seasons.

[Read more](#)



#### Fashion Product Attribution and the Top 3 Style Trends for Summer 2022

With the combination of AI-powered automation and Lily AI's in-house style experts, retailers can be sure to cater to the right styles and trends for the summer 2022 fashion lineup.

[Read more](#)

### Downloadable Guide

#### Customer-Centric Predictions: A Better Way to Forecast Retail Demand



It starts with understanding why - not



what.

In our new guide, we take a look at some of the main challenges impacting the entire retail supply chain, demand forecasting in 2022, the pivotal role of proxy products, and more.

The guide also provides an in-depth look into:

- How to mitigate the supply chain crunch with customer-centric product attribution.
- The importance of the language of the consumer in forecasting retail demand.
- How leveraging Lily AI can help your retail e-commerce business thrive.

[Check it out here](#)

## Announcements

Lily AI will be at eTail East!



Heading to Boston for the eCommerce & Omnichannel Conference? We'd love to meet you in person on August 8th-10th and show you how the Lily AI platform is delivering incredible results for Bloomingdale's, The Gap, Macy's, thredUP and others.

[Request a meeting with us here!](#)

## What We're Reading

Retail Dive:

[E-commerce sales to exceed \\$1 trillion this year >>](#)

Comparably:

[Best CEOs for Women 2022 >>](#)

Luxury Daily:

[Brands must prepare for a beauty renaissance: report >>](#)

Learn more about how to accurately connect your shoppers with the relevant products they're looking to buy.

[REQUEST A DEMO](#)

