



# Monthly Round up

## September 2022

Welcome once again to Lily AI's monthly newsletter. This month we're looking at the power of actionable search insights, our [Series B announcement](#), and how to dominate SEO + SEM.

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

### Latest News



#### The Power of Actionable Search Insights at Your Fingertips

Having truly actionable retail search analytics is a secret weapon that allows for rapid decision-making and action based on relevant search data.

Learn how Lily AI's Search Analytics Dashboard empowers retailers to fill the gaps in their existing search engine.

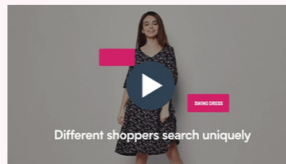
[Read more](#)



#### Lily AI Closes \$25M Series B to Bring the Language of the Consumer Across the Entire Retail Value Chain

Lily AI has built one of Silicon Valley's fastest-growing and most innovative retail technology companies by driving a thriving, female-led organization focused on empathy for employees, brands, and their consumers.

[Read more](#)



Different shoppers search uniquely

The "synonyms gap" in how customers search for the relevant products they're looking to buy is real, and not fixing it is a true loss of revenue.

[Learn more in under 90 seconds!](#)



#### The Top Home Decor Styles

No matter the style, home decor is personal. Take a tour of some of the top home decor styles with Lily AI and get merchandise moving from the store through the front door.

[Read more](#)



#### Build a Better Brand Initiative with Lily AI's Taxonomy

Getting the right items out at the right time can be a tricky art to master. Luckily, Lily AI's taxonomy fits right on time with your brand initiative schedule.

[Read more](#)

## Webinar

### Trend Identification in the Age of Social

**REGISTER NOW!**

In any season, **trend identification** is a key part of any retailer's journey in the fashion, home and beauty cycles. However, how do you know if the trends you're focusing on are going to pay off in the long run - especially in the quick-paced and ever-shifting age of social?

Keep your stock from sitting on the shelves by joining us for our upcoming webinar centered on trend identification in the age of social media.

**Lily.ai WEBINAR** | TUESDAY, SEPTEMBER 27  
10 AM PT / 1 PM ET

**Trend Identification in the Age of Social**  
Strengthen your trend identification practices in the social media age.



**Kathy Lee**  
Director of Retail Operations at Lily AI



**Megan Tarpey**  
Digital Manager at Lily AI



**Han Vo**  
Senior Merchandising Analyst at Lily AI



**Faustin Chen**  
Merchandising Analyst at Lily AI

[Register Now](#)

[Downloadable Guide](#)

## The Retail E-Commerce Opportunity to Dominate SEO/SEM

### The Retail E-Commerce Opportunity to Dominate SEO/SEM



If you're a retailer in e-commerce, you most likely have put in the work to eliminate the "middleman" from the search process – meaning the need to start a search on your actual site in order for the shopper to find what they're looking for.

Get the new guide for retailers who want their brand's results on the **front page** of Google, yet who often struggle to place them there.

The guide provides an in-depth look into:

- The benefits of deep, rich, granular product data.
- How to fine-tune your SEM strategy and maximize your advertising budget.
- And more!

[Check it out here](#)

## What We're Reading

Center for Data Innovation

[5 Q's with Purva Gupta, Co-Founder and CEO of Lily AI >>](#)

Fashion United:

[Product attributes platform Lily AI closes 25 million dollar funding round >>](#)

Women's Wear Daily:

[EXCLUSIVE: Retail Tech Start-up Lily AI Secures \\$25 Million Series B Funding >>](#)

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

[REQUEST A DEMO](#)



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