

November 2022

## Latest News



## Capturing Synonyms with Product Data Enrichment

One of the largest challenges for customers in the shopping experience is actually finding the products they're looking for in their own unique terms. As a brand, make sure that customer's shopping intent isn't forgotten by capturing any and all synonyms with product data enrichment.

[Read more](#)

Home Decor and  
Harnessing Customer-Centric  
Home Product Attributes

## Infographic: Home Decor and Harnessing Customer-Centric Home Product Attributes

Effective and accurate home product attribution that bridges the gap between **brand-speak** and **customer-speak** can not only help your shoppers find exactly what they're looking for, it can also help deliver higher conversion rates, more full-margin sales, and increased sell-through.

[Read more](#)


## 5 Ways to Supercharge Your E-Commerce Site Search Engine

Connect your high-intent search bar shoppers with the most accurate results with Lily AI enhanced product attribution that will supercharge your existing e-commerce site search engine's results.

[Read more](#)


## Looking for More Zero-Party Data? You Probably Already Have It

Data is one of the biggest drivers of successful marketing today in e-commerce. If you're looking to add more zero-party data, there's a good chance you already have it - and can strengthen your access to it with the help of Lily AI.

[Read more](#)

## Announcement

## Lily AI and Pimberly Join Forces in New Partnership

We're incredibly excited to announce that we have agreed to a partnership with [Pimberly](#) to provide global brands with the ability to streamline product data and digital asset management.

**Pimberly** is a cloud-based PIM (Product Information Management) and DAM (Digital Asset Management) platform that combines powerful automation and scraping & localization capabilities to enable outstanding product experiences across sales channels. Like Lily AI, Pimberly will help to increase your speed to market and quickly and efficiently launch new products to maintain your competitive edge.

We're looking forward to the many exciting opportunities this partnership presents!

"The Lily AI and Pimberly partnership makes *perfect* sense. Together, our platforms provide brands and retailers with the most comprehensive *product attribution*, allowing their customers to easily *discover the products they're shopping for.*"

-Nicole Kiernan, Partnerships Manager

Lily<sup>ai</sup>

## Downloadable Guide

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

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



Help shoppers turn their house into a home with the help of more accurate, customer-centric product attributes. Take a house tour with Lily AI and get merchandise moving from the store through the front door.

The guide provides an in-depth look into:



- The evolution of home decor.
- The top 15 home decor styles.
- A Q+A on home product attribution.
- ...and more!

[Check it out here](#)

## What We're Reading

### Retail Technology Innovation Hub:

[RTIH Innovation Awards: Global Technology Vendor of the Year shortlist announced >>](#)

### Business of Fashion:

[How Retailers Use AI to Optimise E-Commerce and Consumer Experience >>](#)

### Modern Retail:

["They're better customers": Overstock.com's CEO Jonathan Johnson on the move to furniture-only >>](#)

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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