Lily ai | Monthly Round up

August 2022

Welcome once again to **Lily AI's monthly newsletter**. This month we're looking at Product Data Enrichment, the art of AI-powered, customer-centric item set-up, and the many aspects of fashion product attribution.

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

Latest News

What is Product Data Enrichment?
INFOGRAPHIC

A retailer's stack is only as powerful as the enriched product data that gets fed into it. Learn more about product data enrichment, and why connecting shoppers with what they're *really* looking for is key.

Read more

Thrift the Look with Lily AI's Fashion Product Attribution

Resale in retail is not a new concept, but it has recently expanded from physical locations to online stores too. To put your best thrifting foot forward, check out our top tips.

Read more

Product Discovery in the Influencer Age: How to Capitalize on Social Media Fads

Glow-up your product discovery strategy and convert Gen Z social media fads into sales with the help of Lily AI's domain expertise and robust product attribution taxonomy.

Read more

Webinar

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

WATCH ON-DEMAND NOW!

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.

Ken Pilot, a seasoned C-level retail leader and founder of Ken Pilot Ventures, and Lily AI CEO **Purva Gupta**, 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 in our latest webinar - **on-demand and ready to watch now!**

Lily ai | RETAIL THINKTANK
From Merchant-Centric to Customer-Centric: How to Transform Online Product Discovery

Watch Now

The Connection Between Fashion Merchandising and Product Attribution Data

Fashion merchandising is continually evolving and there are clear ways to ensure the process is more seamless and effective – starting with better item set-up with the help of customer-centric AI.

Read more

The Importance of Empathy in Fashion Product Attribution

Fashion is a powerful form of self-expression, but if the shopper can't find what they're actually looking for, the retailer is going to fall flat. One of the best ways to combat this is by recognizing the importance of empathy in fashion product attribution.

Read more

Effective Product Attribution Q&A with Lily AI's Sean Gouldson

Sean Gouldson, Lily AI's Head of Presales, discusses some of the top questions asked about Lily AI's product attribution management capabilities.

Read more

Downloadable Guide

The Art of AI-Powered Customer-Centric Item Set-Up

Merchandisers can now harness the power of AI and customer-centric product attribution data to more effectively and efficiently put together your item set-up from start to check out.

In our new guide, we take a look at some of the main challenges with manual product attribution, the importance of customer-centric product attributes, and more.

The guide also provides an in-depth look into:

- What item set-up looks like with Lily AI.
- Auto Attribution in the item set-up process.
- Lily AI's Auto Attribution with JOOR.

Check it out here

What We're Reading

Modern Retail:

As budget-conscious shoppers hunt for deals, big retailers turn to resale >>

The Business of Fashion:

How Fashion Retailers Use AI to Optimise E-Commerce and Consumer Experience >>

Retail Dive:

US online retail sales to reach $1.6 trillion by 2027: report >>

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

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