Lily ai | Monthly Round up

June 2022

Welcome once again to **Lily AI's monthly newsletter**. This month we're looking at the art of AI science and merchandising, revolutionizing retail in a transforming industry, and how to use enhanced product attribution data.

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

Latest News

Bringing AI Science to the Art of Merchandising with Product Attribution Data

Merchandising is both an art and a science. One of the best ways to meet today's core challenges in retail and connect shoppers with what they're looking for is to infuse customer-centric product attribute data into your existing e-commerce stack.

Read more

What is Product Content Enrichment? 3 Things to Know

Product Content Enrichment is key for retailers in e-commerce. Learn more about what it is and the top three things to know about it.

Read more

Webinar

Revolutionizing Retail - How Digital and AI are Transforming the Industry

Join us Thursday, June 30th at 10am PT / 1pm ET!

Retailers and brands are continuing to adapt to an e-commerce landscape in which consumers - as opposed to merchants - hold the cards, and define the terms of engagement.

What are some of the ways these brands and retailers are meeting the challenges of 2022? Join JOOR CEO Kristin Savilia and Lily AI CEO Purva Gupta as they take a look.

JOOR **Lily ai** WEBINAR

Revolutionizing Retail—How Digital and AI are Transforming the Industry

THURSDAY, JUNE 30TH • 10 AM PT / 1 PM ET

Kristin Savilia
CEO, JOOR

Purva Gupta
CEO, Lily AI

Eddie Hertzman
Moderator and Founder/President
of Sourcing Journal

Register Here

How to Connect Shoppers to What They Want and Need with Intent-Driven Personalization

Personalization is more than just the "flavor of the month," but it's not always easy to get right. Learn how to connect consumers to what they want and need with a more personalized shopping experience.

Read more

The Top 6 Tips for Improving Site Search

Optimize site search for modern shoppers by understanding some of the key challenges in retail and how to improve e-commerce customer intent with our top six tips.

Read more

Downloadable Guide

The Step-By-Step Guide to Using Enhanced Product Attribution Data

Is your product taxonomy *truly* helping shoppers to find what they're looking for? This is the guide to help you find

out.

In our new guide, we take a look at six key ways you can use enhanced, customer-centered product attribution data to grow your retail e-commerce business.
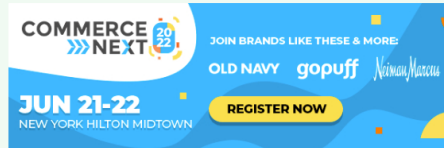
The guide also provides an in-depth look into:

- How to implement product attribution data that supercharges personalization.
- The importance of optimizing site search with the attributes shoppers are looking for.
- How Lily AI can help to enable better SEO, SEM, and filters + facets.

Download it here

Announcements

Lily AI will be at CommerceNext 2022!

Heading to New York for **CommerceNext 2022**? We'd love to meet you in person in on **June 21st-22nd**, and show you how the Lily AI customer intent 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:

Retailers grapple with e-commerce's drag on profits: report >>

Silicon Valley Business Journal:

Women of Influence: Purva Gupta of Lily AI >>

Forbes:

Companies Improve Their Supply Chains With Artificial Intelligence >>

Want to learn how to inject robust product attribute data and unique customer intent into your entire e-commerce stack?

REQUEST A DEMO