

October 2022

Welcome once again to Lily AI's monthly newsletter. This month we're looking at boosting your holiday AOS and RPV, trend identification in the social age, and our guide to better product discovery.

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

Latest News



Boost Your Holiday AOS and RPV with Customer-Centered Product Attributes

It's not too late to boost your existing e-commerce stack for the holidays with Lily AI's impactful product attributes platform.

[Read more](#)



A Q&A on Home Product Attribution with Lily AI's Amy Chong

Amy Chong, Lily AI's Senior Styling Manager, discusses some of the top questions she's asked about Lily AI's home product attribution capabilities.

[Read more](#)



Trend Identification and the Top Fall & Winter 2022 Trends

Keep your stock from sitting on the shelves and strengthen your trend identification best practices by taking a look at some of the top fall & winter trends in fashion, home, and beauty.

[Read more](#)



4 Core Home Decor Styles

With the right attributes, shoppers can easily find the home products they're looking for. Take a tour of four core home decor styles with Lily AI and get merchandise moving from the store through the front door.

[Read more](#)

Webinar

Trend Identification in the Age of Social

WATCH 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 checking out our on-demand webinar centered on trend identification in the age of social media.

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



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



**Megan Tarpey**  
Spring Manager at Lily AI



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



**Faustin Chen**  
Merchandising Analyst at Lily AI

[Watch Now](#)

Downloadable Guide

Accurately Connecting People with Products: The Retail E-Commerce Guide to Product Discovery

**Accurately Connecting People with Products: The Retail E-Commerce Guide to Product Discovery**



Understand how retail product discovery can flounder across SEO, SEM, on-site search and recommendations in this comprehensive guide to using the language of the customer to drive better conversion and higher revenues.

The guide provides an in-depth look



into:

- The importance of the language of the consumer.
- SEO & SEM, on-site search, and product recommendations.
- And more!

[Check it out here](#)

## What We're Reading

HomePage News:

[Artificial Intelligence Offers Real Advantages for Smarter Retailing >>](#)

Comparably:

[Best Company Work-Life Balance 2022 >>](#)

Total Retail:

[Consumers' Biggest Pain Points With the Online Shopping Experience and How Retailers Can Improve on Those >>](#)

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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