Increases Engagement and Revenue with Vody's Data Integration Solutions

Industry: E-commerce, Home Goods, and Lighting

Company: Large E-commerce Home Accessories

About:

A top retailer in home lighting and decor, known for its extensive selection and commitment to style and quality. With thousands of products in various categories, this company offers customers lighting solutions tailored to their home decor preferences.

The Challenge:

This company needed help managing and enriching structured and unstructured data across its diverse product catalog. Product attributes often need to be more complete and consistent with the language in which customers express their preferences. This negatively impacted search functionality and hindered personalized recommendations and overall product discovery.

The Solution:

Vody's solutions are powered by AWS and are accessible via SaaS API. Our model training and inference is backed by Amazon Elastic Kubernetes Service which allows us to easily scale to the customer's needs. Amazon ElastiCache enables us to cache inference results for fast access. To ensure highest accuracy and ensure we are adhering to customer-specific content guidelines, our model output is monitored for quality with a multi-stage process, including evaluation by human reviewers and automated review by powerful foundation models offered through Amazon Bedrock (Anthropic Claude).

For this customer, Vody accurately identified missing product attributes and further enriched catalog data with insights from unstructured data sources (product reviews, images) and our models' understanding of the customer-centric language for expressing personalized preferences (e.g., "spooky decorations," "funky accent lamp"). This comprehensive approach made each product's attributes more accessible, relevant, and personalized to customers.

Results and Benefits:

The collaboration revolutionized how the company manages its product data. Vody's enrichment of the catalog data significantly boosted search accuracy and product recommendations, leading to a 12% increase in conversion rates. Site engagement improved by 2% as customers found more relevant and appealing product options tailored to their needs.

In summary, the two key takeaways are,

- **Higher Conversions:** 12% increase in conversion rates.
- **Increased Engagement:** 2% increase in site engagement.

Stats:

- **12%** increase in conversion rates

- **2%** increase in site engagement