



Accurately connect
your shoppers with
the **relevant** products
they're looking to buy.

WWW.LILY.AI



Lily AI injects **the language of the customer** across your existing retail stack, accurately connecting your shoppers with the relevant products they're looking to buy. We drive 8-9 figure revenue uplift for retailers and brands by dramatically improving their **on-site search conversion**, **personalized product discovery** and **demand forecasting**.



Lily AI uses AI and NLP technologies to analyze a retailer's product catalog, then injects customer-centric attributes across the breadth of the existing retail stack to drive immediate relevance, and **connect those products with the buying objectives of customers**. By injecting extensive product attributes with the industry's highest speed, depth and accuracy across the existing stack, Lily AI provides a customer-centered language that is a foundational, core layer to power modern retail.

Trusted by global retailers and industry leaders



Why Lily AI



Delivers Real Business Impact:

Major retailing brands, from **Bloomingdale's** to **thredUP** to **The Gap**, use Lily AI to deliver millions in top- and bottom-line impact.



Deepest Image Recognition Platform for Retail:

Our platform provides a depth and scale of attribution that no other solution can match by turning qualitative product attributes into a **universal customer-centered language** at a high volume with unprecedented accuracy.



Supercharges the Entire E-commerce Stack:

No need to rip & replace. The investments retailers and brands have already made become even more powerful with the rich product attribution data provided by Lily AI.



Extensive In-house Domain Expertise:

The depth of our taxonomy is driven by dedicated in-house domain experts that bring deep backgrounds in fashion, technology and retailing, and who are experts in helping retailers control product accuracy and depth.

Enriched product attribution data from Lily AI powers these use cases and more:



Enhanced site search



Filters and facets



Product recommendations



SEO and SEM



Demand forecasting



Merchandise planning



Return rate reduction



Item set-up processes



James Kim

VP of E-commerce

bloomingdale's

"Lily AI's platform solves for something extremely difficult: driving pinpoint results for the many long-tail queries that comprise more than 50% of our e-commerce searches. Lily's rich and detailed product attribution helps ensure that Bloomingdale's customers find what they're looking for, every time."



Chris Homer

Co-Founder & COO

THREDUP

"It all needs to start with the customer. Lily AI's product attributes platform understands what our customer is trying to do and offers the right recommendations to them."



Get in Touch at hello@lily.ai

800 West El Camino Real, Suite 180
Mountain View, CA 94040

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Backed by World-Class Investors

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