

Attribute Verification and Identification

Colors and Materials Case Study

Executive Summary

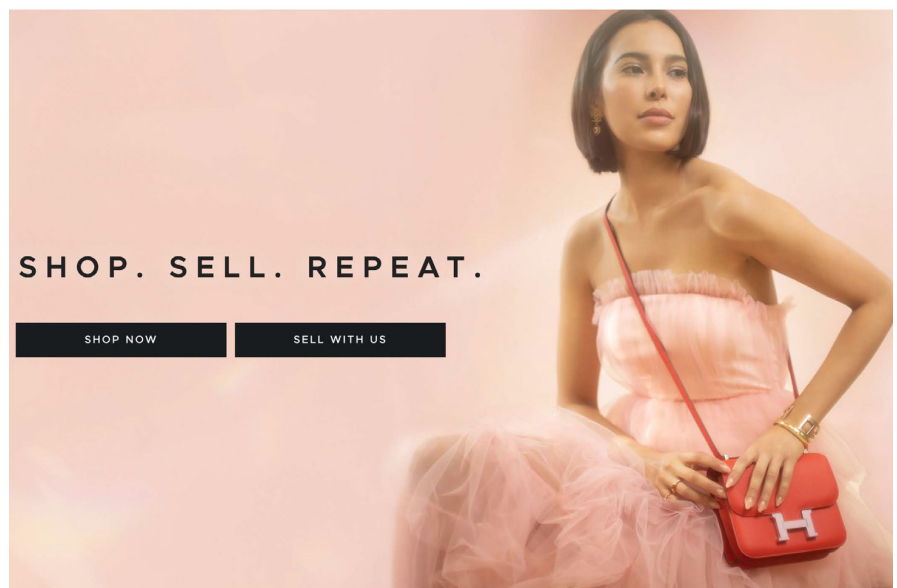
With the recent surge in re-commerce, resale companies are finding themselves in a much more competitive market. FASHIONPHILE, the online ultra-luxury recommerce site, where consumers can buy and sell women's luxury designer used handbags, accessories and jewelry, wished to improve the shopper experience by organizing the site taxonomy around product attributes and colors. With newly optimized search listings, FASHIONPHILE customers have increased their average time on site, site conversions while improving the overall customer experience.

FASHIONPHILE selected eZdia to adjust and optimize its taxonomy through its data annotation services.

eZdia does what computers can't to add brand, material and color labels that make their site pages infinitely more searchable and allow users to improve their ability to filter results based on key product attributes.

FASHIONPHILE

NEW ARRIVALS DESIGNERS HANDBAGS ACCESSORIES JEWELRY WATCHES DISCOUNTED



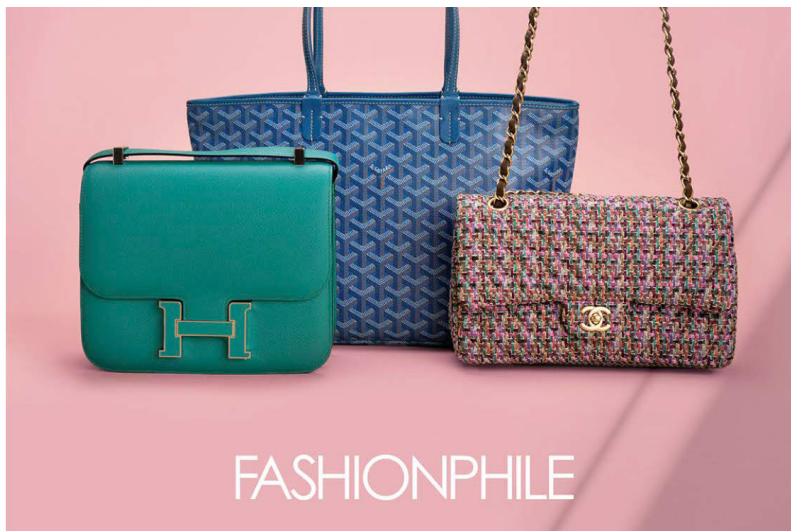
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FASHIONPHILE

We are facing challenges around delivery time and project complexity to the validation of data and content attributes. Therefore, we have the immediate need to speed up the project implementation to our content taxonomy strategy.

I was very excited to form a strong partnership with eZdia in order to leverage their content expertise to speed up the project. They were able to quickly identify the product attributes and create unique groupings for the Universal Style ID database within weeks. This eventually helped us save time and money in delivering a unified customer experience.

Sophia Tsao
Chief Digital Officer



Challenge

Preparing fashionphile.com for site merchandising and machine learning product recommendations
FASHIONPHILE needed to build up the content taxonomy infrastructure to tackle unique SKU challenges.

FASHIONPHILE's ultra luxury re-commerce business model is not designed for commodity products. Each item procured from a seller is completely unique and in most cases has no UPC, product identifier, or manufacturer part number, making it difficult to create groupings in order to list and merchandise their products online effectively. They needed to create a unique content taxonomy to have the grouping relationship among hundreds of thousands of unique SKUs because ultra-luxury designer brands have their own specific and unique terms, materials (eg - damier & monogram = canvas) and unique color system (eg - rose = pink; rouge = red), FASHIONPHILE needed a partner to help build up their own content attribute database for creating a Universal Style ID.

eZdia Approach

Review Every Brand Product

eZdia leveraged its professional eCommerce research network to manually parse the titles, research the product's features and updated the facets within weeks. A dedicated Project Manager was assigned by eZdia to train, manage and monitor the team while ensuring that project status was being communicated to the client regularly.

eZdia's trained professional network performed the work in accordance to the Project Schedule approved by FASHIONPHILE while the Project Manager made sure the quality of work met the client's minimum standards. eZdia organized and updated the data into a format that matched Fashionphile's requirements.

Process

Review and Audit

eZdia's review and research workflow included a thorough auditing process which allowed the task performer and verifier to request an approved auditor to confirm the final result, delivering an exceptional high quality result.

Results

Brand Material:

Total SKUs Reviewed: 30K

Number of Material Combinations Identified per Requirement: 1.4K

Brand Color:

Total Color Combinations Verified: 4K

Number of New Colors Recommended After Verification: 620

- **Under Budget by 8%**
- **Shortened Delivery Time of Results by 15%**
- **Average # of SKUs Reviewed per Day: 1,000**

Conclusion

Most eCommerce companies rely on Brands to provide all the relevant attributes for a given product. Unfortunately that is not always the case. Brands and manufacturers omit key attributes which are commonly used by shoppers. The display taxonomy on an eCommerce website is the backbone of the customer experience. Many techniques and best practices should go into developing a successful display taxonomy, and it is essential to the customer experience that they be effectively implemented.

About eZdia

eZdia specializes in building eContent to help eCommerce sites acquire, engage and convert site visitors into customers. Founded in 2012, eZdia is proud to work with the world's most successful eCommerce sites including: Amazon, Walmart, Alibaba, and Newegg.

eZdia's approach exclusively focuses on its return on content spend (ROCS) profitability model designed to isolate and measure the benefit of content strategies.