STYLESAGE

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StyleSage Launches E-Commerce Smart Tagging API

June 3, 2018 – StyleSage has launched a proprietary new technology that enables e-commerce retailers to get products onto their sites and in front of consumers faster. Utilizing image recognition technology, product listings with incomplete information are organized and mapped to retailers' master product taxonomies. An often painful cleaning process that was previously manual and weeks in duration can be shortened down to hours, and most importantly, it means millions in lost revenue can be avoided.

This new API leverages StyleSage's core, long-running image recognition expertise, and it takes incomplete product listing information, including text and images, extracting from both the critical design elements and standardizing these attributes back to a retailer's master product taxonomy.

In the business of selling apparel and accessories, each product category has unique characteristics that need to be tagged and searchable by consumers. Other solutions often enforce their own generic, limited taxonomy on retailer's product assortments. StyleSage is opposite in its approach -- the products are mapped to the retailer's taxonomy and the attributes are enriched in the manner which makes the products most identifiable by consumers.

Key Product Features:

1. Flexible to each retailer's master taxonomy
2. 95% + accuracy
3. Categorization and mapping procedure reduced from 4-6 weeks, down to hours
4. Nuanced design detail capabilities
5. Text and image data extraction

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[StyleSage](#) is an AI-powered analytics and automation company that enables brands to increase their speed to market. Our central thesis is to automate decisions, analyses, and workflows and processes. Our three lines of product include: competitive intelligence analytics platform, rapid eCommerce smart tagging, and image-based "Amazon-like" product matching.

With a little more than 4 years under its belt, StyleSage has global clients that collectively represent over $100 billion of business in the apparel and footwear market, including great brands like Under Armour, Lululemon, and H&M. Learn more at https://stylesage.co.

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