



HELPING RETAIL BRANDS EVOLVE IN **WORLD OF ECOMMERCE**

“**Total retail sales rose 3.6% vs. ecommerce sales rose 16% in 2017**”

– U.S. Department of Commerce
and Statistics

“**67% of millennials and 28% seniors prefer to shop online**”

– Business Wire

While brick-and-mortar stores coexist, online shopping is growing at an exponential pace. The convenience of online shopping is here to stay. To remain in the market place, brick-and-mortar stores will need to adapt & transform themselves. Lumina Datamatics has the capabilities to help you attain your goal.



Content Management Support

- Catalog Management
- Image Manipulation
- Product Descriptions



Trend Offerings

- Social Shopping
- Augmented Reality Support
- Animated Product Images



Marketplace Solutions

- Marketplace Setup
- Marketplace Marketing
- Marketplace Management



Marketing Support

- Digital Marketing—
SEO, SEM, SMM, and SMO
- Market Intelligence—SKU/Brand
- Product Assortment Gap

With online commerce becoming more dominant as part of customer purchase behavior, Brands need a stable partner to manage their catalogs and content across their own website, multi-brand online retailers and marketplaces. We have experienced teams who manage complex workflows to manage taxonomies, stylesheets and catalogs across multiple channels we add to the attributes to make the products discoverable and improve customer experience.

Today's online shoppers, particularly gen X, Y and Z are completely dependent on technology. They shop using their gadgets and enjoy convenience and new experiences. They prefer shopping on web sites that promote augmented reality, animated product images, voice-enabled shopping, social-media-platform-supported shopping, or any new-age trending technology. Lumina Datamatics can help you integrate these new-age technologies to provide futuristic shopping experiences for your customers.

Selling online on marketplaces could be an uncharted territory for some. You need to set up and manage brand stores across **global online marketplaces**, (Amazon, eBay, Rakuten, etc.). Lumina Datamatics can manage everything for you from listing your products, writing product descriptions, imageries, taxonomy, pricing, inventory updating, etc. Eventually, we can market your products on these marketplaces, to get assured sales and optimum ROI.

Our digital marketing experts continuously optimize your web pages through SEO, ensuring traffic, visibility, reduced bounce rate, etc. and ensuring optimum ROI for all your SEM campaigns. Our dedicated team of social media marketing experts and influencers create and promote campaigns for increased customer engagements. We also provide market/pricing intelligence data with analytical dashboards to enable strategic business decisions.



Reputation Management

- MAP/MSRP Monitoring
- Online Distribution Monitoring
- Counterfeit/Duplicates Monitoring

Unlike the brick-and-mortar, online business channels are more prone to risk on reputation management due to easy accessibility by netizens. Lumina Datamatics can ensure that all your products sold online are from authorized vendors/sellers. We frequently monitor on-line sales channels for MAP and MSRP violations. We also scrape and crawl the web to provide details on counterfeit products which can tarnish your brand image.



Operations Support

- Dashboard Management
- Refund/Exchange Process Management
- 3PL Vendor Management
- Real Estate Management
- Customer Support
- Inventory Management

Online stores and marketplaces are mere front end for customers to shop. Most critical functions of ecommerce are backend operations. This significantly contributes to your customer experience. Lumina Datamatics helps you in managing dashboards of your shopping platforms, order fulfillment, refund/exchange processes, customer support, 3PL vendors, and so on. We can also set up advertisement real estate on your web site, to monetize revenue from ad networks or push your promo-

How does Lumina Datamatics help?

- Improve Customer Experience
- Improve Customer Loyalty
- Mitigate Financial Losses on Fraud
- Protect Brand Image
- Improve Seller Performance
- Reduce Chargeback Losses
- Better Product Compliance
- Make Platform Trustworthy & Safe for the Users

Why work with Lumina Datamatics?

- Experts in the ecommerce domain
- Pre-defined precision processes to ensure consistent quality of output
- Automated tools and workflows for faster turnaround
- Experience of working with Fortune 500 Clients
- Offshore Delivery Centres for faster turnaround at optimized costs

Lumina Datamatics eCommerce offerings



Content Services

Taxonomy Services | Classification | Product Content | Item Setup | Content Audit



Analytical Solutions

Pricing Intelligence | Assortment Analysis | Seller Analysis | Dynamic Pricing



Rich Media

Image Processing | 2D-3D Rendering | Video Rendering | 360 Degree | Model Shots with Skin Tone

Lumina Datamatics is a strategic partner to global publishers and ecommerce retailers, providing content, analytics, and technology solutions. We assist global marketers and merchandisers to leverage the power of content, analytics solutions, and technology, to tell their brand stories and gain a competitive edge to drive growth. Lumina Datamatics's expert solutions are a combination of its various in-house platforms, partnerships with global technologies, and more than 2800 professionals spread across Germany, India, the US. This global footprint services our customers across four continents, Americas, Asia, Australia, and Europe. Visit luminadatamatics.com.