LUMINA DATAMATICS
WE MANAGE KNOWLEDGE

Smart Content Curation Solution Drove More Traffic to a Leading Online Marketplace for Antiques and Fine Arts

CLIENT OVERVIEW

The client is a U.S. based, leading online marketplace for furniture, fine arts, and haute couture. More than 300,000 monthly unique visitors find the client's online platform as the go-to source for antiques, fine interior decor, and collectibles. The online platform showcases products of the creators and dealers from the U.S., the U.K., Spain, and Italy.

BUSINESS NEED

Designers and dealers from different parts of the world daily uploaded product details in their proprietary format. The volume runs on to more than 50,000 products per month. The data contained non-contextual information and external links. The client needed a content solution to manage the volume, accurately categorize the products and cleanse the data from non-contextual information.

CHALLENGE

Curating and managing new product information for 50,000 products per month was the primary challenge for the client. The inconsistent and incorrect product information led to:

- Delayed onboarding of products on to the site
- Faulty purchases and additional product return
- Strenuous data cleansing
- Ineffective search and confusing product display
- Product description with outbound links

➤ SOLUTION

Lumina Datamatics brought in its experience in managing voluminous content requirement and devised an integrated content solution. With built-in smart-logic, Lumina Datamatics set up a content curation workflow system to:

- Cover 100% of product information uploaded by the designers and dealers
- Manage the end-to-end process
- Intelligently classify products and spot external link
- Check and alert on guideline deviations
- Enable content editing based on human judgment

BENEFITS

With Lumina Datamatics' content curation solution, the client could onboard 60,000 products every month.

- The automated approach increased throughput by 30% and reduced TAT for making items live
- The product onboarding volume increased to 150% over a period of 6 months
- The anomaly free content reduced the bounce rate by 14%
- The SEO product information enabled enhanced discoverability of products
- The engaging content increased on-page stay time, which boosted sales by nearly 16%

Lumina Datamatics Facts

| 7 global offices, 3 delivery centres and 3000+ employees | Engagement across 4 continents | 3 of Top 5 retailers as customers | 2 Billion data points transformed annually for e-retailers | Specialized content, data, and analytics solutions provider |