

Content Enrichment

Taxonomy & Categorization

Structured Product Titles

Product Attributes

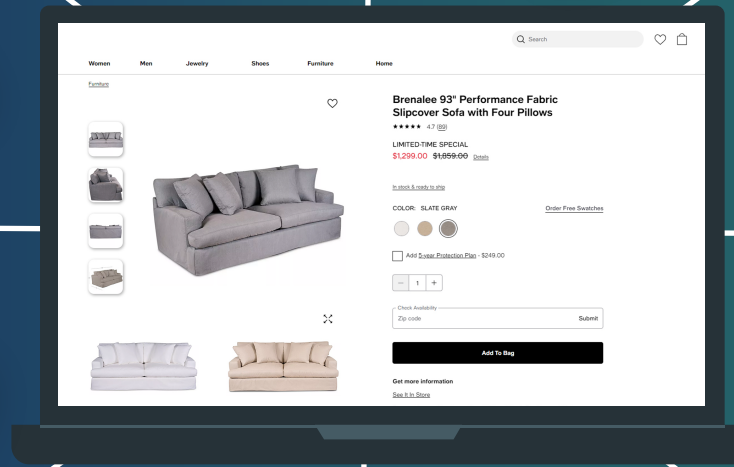
Variant Grouping

Image Editing

Product Descriptions

Technical Specifications

Feature Bullets



Improve Customer Experience



Enhance Searchability



Boost Findability



Increase Conversions

Lumina Datamatics can help make your content stand out! Our wide range of content enrichment services cover every aspect of product content to ensure that you deliver an optimum customer experience.

Our Services

Taxonomy & Categorization

- Benchmark competitors and define your website taxonomy.
- Categorize products based on your website taxonomy.

Product Attributes

- Populate attribute values based on provided data or web research.
- Prioritize attributes and ensure complete and accurate attribute values.

Image Editing

- Crop, pad, align, colorize, resize, and edit images to meet guidelines.
- Rename and reorder images for uniformity and error-free data ingestion.

Technical Specifications

- Create product specifications based on seller data or web research.
- Ensure specifications are uniform & complete across your assortment.

Structured Product Titles

- Benchmark and recommend optimum title structures.
- Rewrite existing product titles to meet established guidelines.

Variant Grouping

- Identify and group all variants of a product under a single parent.
- Group based on product attributes like color, size, and material.

Product Descriptions

- Create original product descriptions based on images/information.
- Copyedit supplier-provided descriptions to meet website guidelines.

Feature Bullets

- Benchmark the most relevant product features that customers are looking for.
- Create short, relevant feature bullets to provide necessary information.

1 Million+

Attribute Values Sourced

>35%

Content Quality Improvement

97%

Attribute Coverage

1 Million+

Images Edited

Lumina Datamatics is a trusted partner in providing eCommerce support services to 3 of the 5 largest retailers/marketplaces worldwide. Lumina Datamatics provides product content transformation services, competitor intelligence, and technology services to eCommerce retailers, marketplaces, and brands. Our organization has over 3000 professionals across APAC, Europe, and North America

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