Item Setup

- Supplier Coordination
- Data Auditing
- Seamless Data Exchange
- Product Information Enrichment
- Customized Workflows
- Product Classification
- Data Cleansing/Normalization
- Marketplace Platforms
- eCommerce Platforms
- Enterprise Software
- PIM Software
- Legacy/Proprietary Systems

Unlock Scale  Reduce Go-To-Market Time  Ensure Compliance  Enhance Accuracy  Platform Agnostic
Our Services

**Supplier Coordination**
- Guide suppliers to obtain data in a standardized template.
- Ensure a high rate of on-time data submission with scheduled supplier follow-ups.

**Data Auditing**
- Audit seller-submitted data for completeness and correctness as per defined guidelines.
- Provide targeted insights to suppliers for any necessary edits.
- Ensure trust and safety compliance.

**Data Cleansing/Normalization**
- Normalize data to ensure uniformity and better customer experience.
- Ensure data consistency based on established guidelines.
- Define and implement standardized product titles.

**Product Classification**
- Classify products based on your website taxonomy.
- Update and maintain automated classification rules to reduce product fallout.

**Product Information Enrichment**
- Attribute products based on research via the manufacturer’s website or other approved websites.
- Create product feature bullets and/or specifications based on provided descriptions or web research.
- Resize, crop, pad, align, color correct, and edit digital assets (images/videos) provided by suppliers, to meet standards & guidelines.

**Seamless Data Exchange**
- Work on your back-end systems and/or third-party platforms & PIM.
- Efficiently carry out SKU creation, page creation, image linking, data uploads, and push-to-live.

**Customized Workflows**
- Create custom workflows to ensure optimized allocation, centralized tracking, data integrity between multiple system hand-offs, and easy reporting.

**1.2 Million+**
- Items/Year

**99.9%**
- Accuracy

**>40%**
- TAT Reduction

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.