

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



CLIENT OVERVIEW:

The client is a US-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 the products of the creators and dealers from the U.S., the U.K., Spain, and Italy.

PROBLEM

Designers and dealers from different parts of the world daily uploaded product details running into more than 50,000 products per month. The data contained non-contextual information and external links. The non-uniformity of data led to:

- Delayed onboarding of products onto the site
- Faulty purchases and additional product return
- Strenuous data cleansing
- Ineffective search and confusing product display
- Product description with outbound links
- The client needed a content solution to manage the volume, accurately categorize the products and cleanse the data from non-contextual information.

SOLUTION

Lumina Datamatics brought in its experience in managing voluminous content requirements 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 links
- Check and alert on guideline deviations
- Enable content editing based on human judgment

RESULT

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 6 months
- The anomaly-free content reduced the bounce rate by 14%
- The SEO product information enabled enhanced discover-ability of products
- The engaging content increased on-page stay time, which boosted sales by nearly 16%

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.