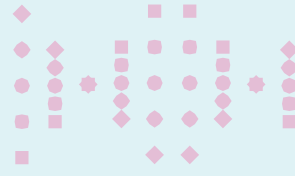


End to end cataloging and feed syndication service, fuels multiple marketplaces listing for Shakti Trendz



SHAKTI TRENDZ

Shakti Trendz is a Bangalore-based sourcing and manufacturing company. They have two in-house brands which are I-Voc and Bene Kleed which they list on multiple marketplaces and a third brand Diverse, manufactured exclusively for Amazon.



CHALLENGE

Every month Shakti manufactures 100+ styles for their in-house brands. Cataloging was outsourced to an agency and was proving to be a big problem with inaccurate data tagging and delays in product listings. With their ambitious growth plans, they needed a more efficient way to list on multiple marketplaces.

OPPORTUNITY

It is offered as an end-to-end managed solution that ensures products are successfully listed on marketplaces.

ABOUT THE TECHNOLOGY

AI Studio and Classifiers

150 + data points added per product using fine-grained classifiers trained in AI studio, our fashion optimized AutoML platform

AI to Human Handover

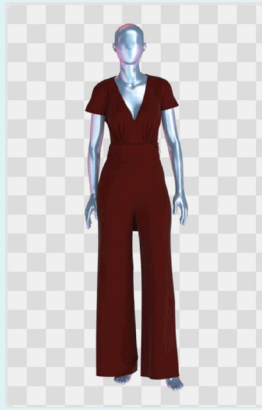
No AI is 100% accurate so there is a human QC to ensure data is accurate

Self-learning system

The more data we process the more accurate are our predictions.

Auto conversion to Marketplaces

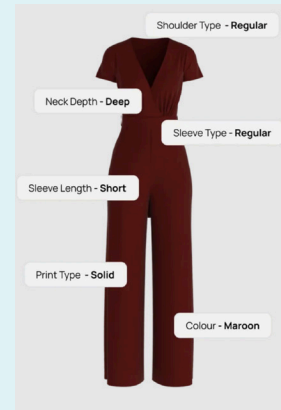
With our taxonomy as the source of truth, other taxonomies are a subset and it is a simple matter of mapping



Photoshoot



Image Studio



Cataloging

V-Neck Maroon Jumpsuit For Women

This Maroon Jumpsuit Features A Deep V Neck & Short Sleeves Along With A Belt To Accentuate Your Waist. Pair It With Strappy Heels And A Great Bag For A Stylish Yet Comfortable Look!

SEO Tags

Maroon Jumpsuit

Short Sleeve Jumpsuit

V Neck Jumpsuit

Content & SEO

shopify

TARGET

Flipkart

facebook

Lazada

Marketplace

Maroon Jumpsuit

Own Store

Syndication

SUPPORTED MARKETPLACES



RESULTS

Catalogix manages the process end to end. They even do the upload and rejection management for all marketplaces. So, clients can focus on their core business.

2
DAYS

9
NO. OF MARKETPLACES

7x
SAVING IN COSTS

100%
ACCURACY

Purna Yadav
Brand Manager,
Shakti Trendz

"We want to be where our customers are and that means listing on all marketplaces. Filling complex templates for each marketplace and uploading the feed was taking too much time, hampering our growth. Catalogix offers an automated solution and made the entire process so effortless."