Toloka supports businesses in every domain that requires AI

Domain	Description	
Ads	Optimize ads	—Ads recommendations improvement —Ads moderation —Ads content generation
Search relevance	Improve & evaluate search metrics	—Search engine improvement —Search quality measurement —Offline A/B product experiments —Search filters improvement
Moderation	Improvement & development of moderation systems	—Content compliance —Antifraud —Content quality —Data correctness
Product catalog	Catalog enrichment	—Translation / localization of SKU —Classify goods into categories —Product catalog checking and enrichment (description or meta data) / misspellings —Deduplication of items —Price monitoring / competitors goods monitoring / dynamic changing of prices
	Pricing	—Price monitoring / competitors goods monitoring / dynamic changing of prices
Product recommendations	Develop & improve recommendation systems	—Substitute / complement recommendations (item to item) —Personalized recommendations (item to user) —Category/attribute-based recommendations —Main page/interesting/serendipity recommendations
Social content	Understand and react to social content and customer reviews	—Social Media/Review content sentiment detection —Social Media/Review content categorization —Social Media/Review content relevance —Social Media/Review summarization
Field tasks	Merchandising and offline info enrichment	—Merchandizing tasks (monitoring of products on display, prices, shop equipment, mystery shoppers) —Checking conditions of outside objects -roads/ benches/flower beds etc. —Gathering information about organizations (location, working hours, name) —Outdoor advertising monitoring

Selected results of our clients

4-5%
GMV contribution by Data Labeling signal in search relevance metrics

90%
overall quality of recommendation system. Recall rose from 20% to 74% for accessories and 90% for related products

30-40%
decrease in support tickets after implementing Toloka in moderation system

Toloka