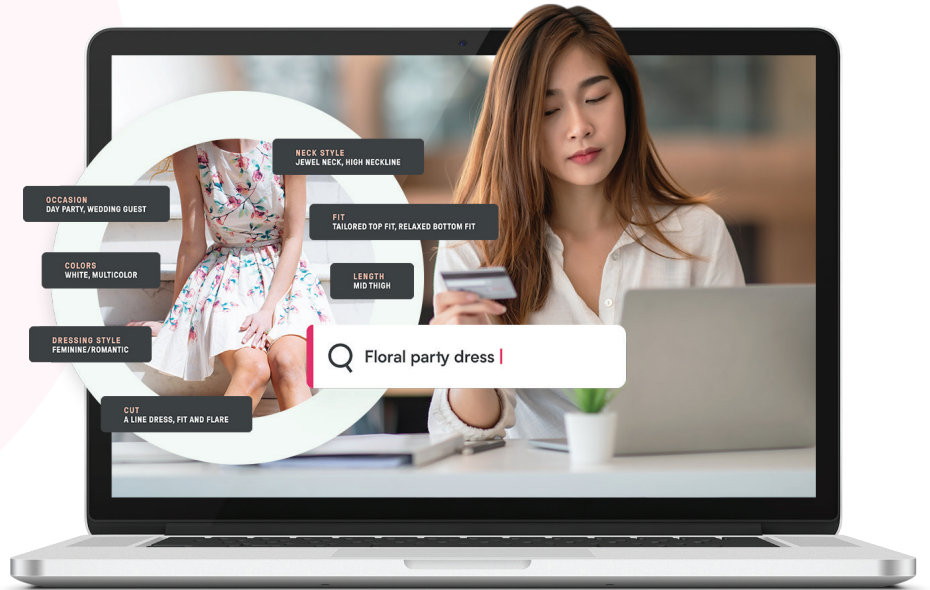




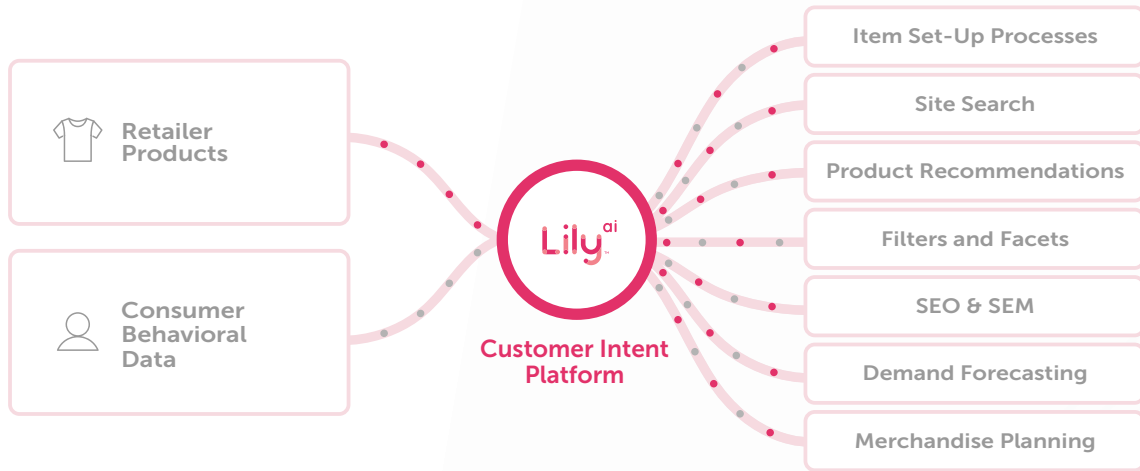
The customer intent platform for ecommerce

WWW.LILY.AI



Lily AI is the customer intent platform built to power the present and future of ecommerce.

Lily AI injects robust product attribute data and unique customer intent into the entire ecommerce stack, supercharging retailers of all types by dramatically improving on-site search, personalized product discovery, recommendations and demand prediction, unlocking millions in new revenues.



Lily AI is the only platform that combines **deep product attribute data** & **customer intent** in the ecommerce stack at scale. By matching deep tagging of products (with 15,000+ attributes) with deep profiling of consumer motivations, Lily AI can help present every unique consumer with exactly what they're looking for in real time - then send that robust product and consumer data to every destination system.

Trusted by global retailers and industry leaders



Why Lily AI

- ✔ **Delivers Real Business Impact:**
Major retailing brands, from **Bloomingdale's** to **thredUP** to **The Gap**, use Lily AI to deliver millions in top- and bottom-line impact.
- ✔ **Deepest Image Recognition Platform for Retail:**
Our platform provides a depth and scale of attribution that no other solution can match by turning qualitative product attributes into a **universal mathematical language** at a high volume with unprecedented accuracy.
- ✔ **Supercharges the Entire Ecommerce Stack:**
The investments retailers have already made become even more powerful with the rich product and consumer intelligence provided by Lily AI.
- ✔ **Extensive In-house Domain Expertise:**
The depth of our taxonomy is driven by dedicated in-house domain experts that bring deep backgrounds in fashion, technology and retailing, and who are experts in helping retailers control product accuracy and depth.

Use cases for the Lily AI customer intent platform

- ✔ Enhanced site search
- ✔ Filters and facets
- ✔ Product recommendations
- ✔ SEO and SEM
- ✔ Demand forecasting
- ✔ Merchandise planning
- ✔ Return rate reduction
- ✔ Item set-up processes

THREDUP

"It all needs to start with the customer. Lily AI's customer intent platform understands what our customer is trying to do and offers the right recommendations to them."



Chris Homer
Co-Founder and COO

JOOR

"As the world's leading wholesale management platform, we are constantly looking to enhance the value we provide to our brands and retailers from end-to-end. With Lily AI's extensive image attribution and mapping capabilities, retailers can avoid tedious manual inputs and seamlessly upload more optimized product descriptions to their site."



Kristin Savila
CEO



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Backed by World-Class Investors

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