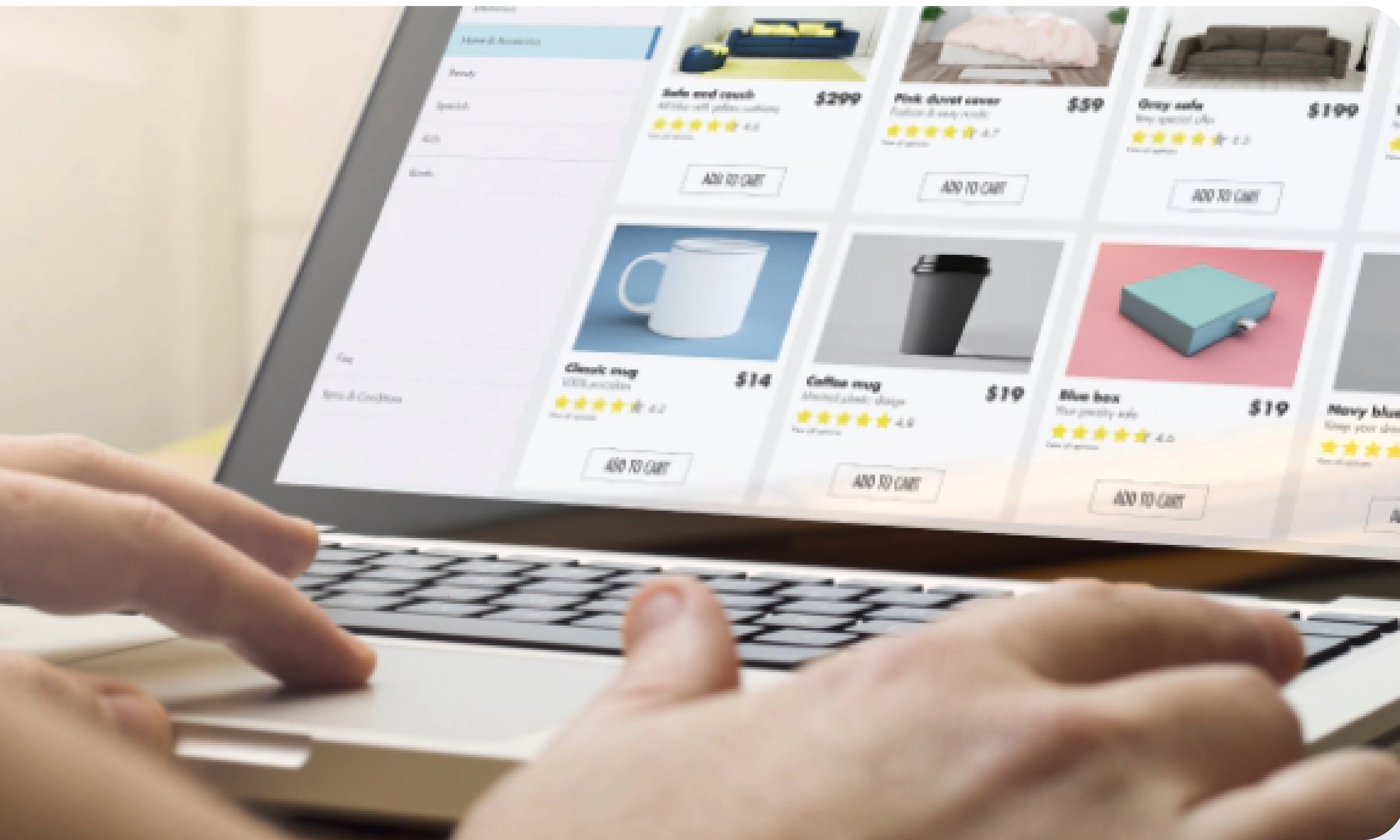




The Challenge:

Building a great customer experience is critical for eCommerce and Retail teams. At the crux of building a competitive eCommerce platform is building a high-quality catalog. However, building a world class product data catalog is challenging.

There are three key problems that current teams working in eCommerce and retail face:

Search and recommendation systems are limited by sparse attribute data.

Product data includes incorrect information, duplicates, and missing attributes leading to poor search and product recommendation.

Merchant onboarding is too slow.

The process of collecting, selecting, and normalizing catalog data can take weeks, sometimes months to have a product listed for sale.

The cost and investment of maintaining an updated product catalog is exponential.

A scalable marketplace requires expansive product catalogs. Using in-house operations teams alone to manage and activate new products can often inhibit growth.

Create, enrich, and enhance eCommerce catalog data

Scale is trusted by the world's most ambitious AI teams in eCommerce and Retail.



Accelerate ML Development in Retail

Scale Catalog improves engagement, discoverability, and conversion with clean, rich product data. eCommerce and retail teams get high-quality data faster and more efficiently with Scale's combination of machine learning solutions, operational efficiency, and technical workforce.

ML teams from companies like Faire, Pinterest, and Instacart trust Scale Catalog to improve their product catalog for the following reasons:



Hybrid Technology & Operations

Our robust machine learning solutions combine with a global workforce to enable fast ramps at high volumes while maintaining human-level accuracy.



Data Flywheel

Our experience with product categories ranging from fashion to grocery helps us build increasingly powerful automation to tackle the long-tail issues.



End-to-End Expertise

We reduce customer overhead by fully managing complex product taxonomies, edge cases, quality guidelines, and data pipelines.



Use Cases

1

Creation

Aggregate, enrich, and refresh product data from both seller feeds and the public internet. Build new eCommerce experiences with better-than-source catalog data.

2

Enrichment

Submit existing data to add 300+ attributes, enhance taxonomies, rank products by relevance, and more. Improve conversion and discoverability with high-quality catalog data.

3

Product Matching

Use AI-accelerated human annotation to remove duplicates, merge variants, fix inconsistencies, and correct errors. Enable item authority through consolidated product catalogs.

4

Search

Improve product discoverability through better search. Using Scale's data tagging platform, data scientists can optimize search algorithms via large-scale rating and ranking.

How Scale Fits with Your Infrastructure

