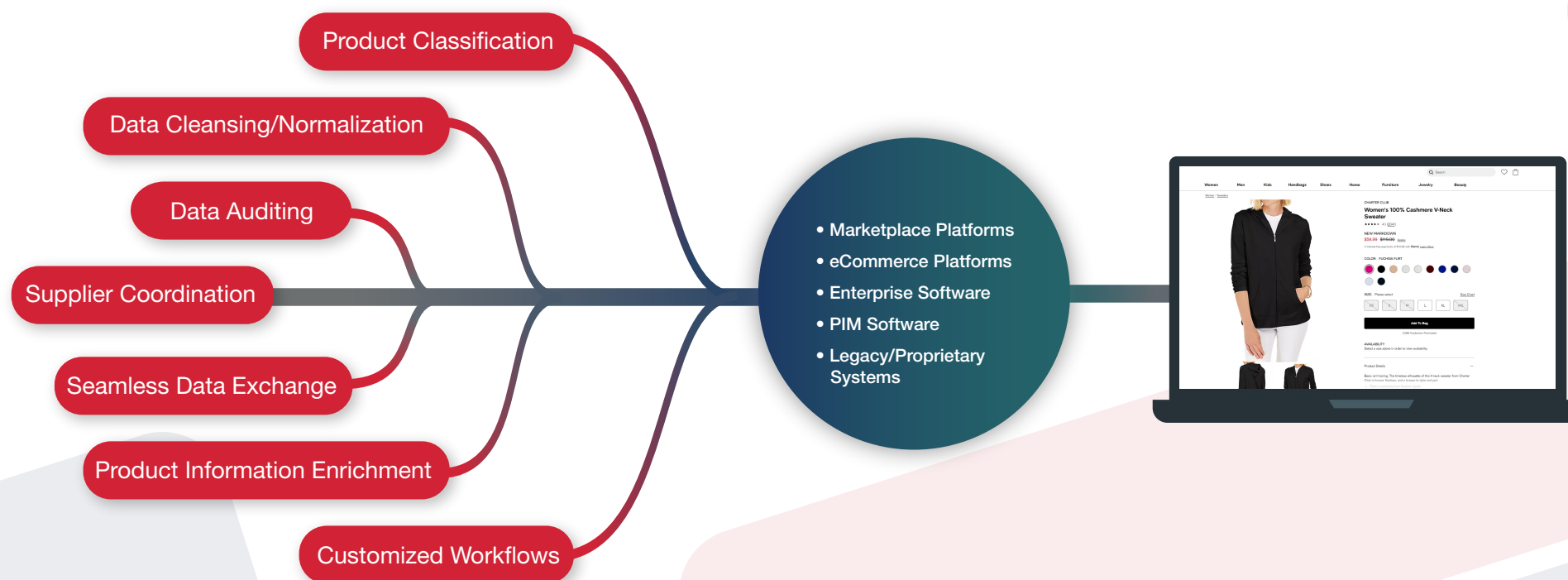


Item Setup



Unlock Scale



Reduce Go-To-Market Time



Ensure Compliance



Enhance Accuracy



Platform Agnostic

Lumina Datamatics's item setup services provide an efficient, accurate, and cost-effective way to set up your products online at scale. Our services span the end-to-end item setup journey, from initial supplier coordination till products are made live on your website, including subsequent item maintenance.

Our Services



Supplier Coordination

- Guide suppliers to obtain data in a standardized template.
- Ensure a high rate of on-time data submission with scheduled supplier follow-ups.



Data Auditing

- Audit seller-submitted data for completeness and correctness as per defined guidelines.
- Provide targeted insights to suppliers for any necessary edits.
- Ensure trust and safety compliance.



Data Cleansing/Normalization

- Normalize data to ensure uniformity and better customer experience.
- Ensure data consistency based on established guidelines.
- Define and implement standardized product titles.



Product Classification

- Classify products based on your website taxonomy.
- Update and maintain automated classification rules to reduce product fallout.



Product Information Enrichment

- Attribute products based on research via the manufacturer's website or other approved websites.
- Create product feature bullets and/or specifications based on provided descriptions or web research.
- Resize, crop, pad, align, color correct, and edit digital assets (images/videos) provided by suppliers, to meet standards & guidelines.



Seamless Data Exchange

- Work on your back-end systems and/or third-party platforms & PIM.
- Efficiently carry out SKU creation, page creation, image linking, data uploads, and push-to-live.



Customized Workflows

- Create custom workflows to ensure optimized allocation, centralized tracking, data integrity between multiple system hand-offs, and easy reporting.

1.2 Million+

Items/Year

99.9%

Accuracy

>40%

TAT Reduction

Lumina Datamatics is a trusted partner in providing eCommerce support services to 3 of the 5 largest retailers/marketplaces worldwide. Lumina Datamatics provides product content transformation services, competitor intelligence, and technology services to eCommerce retailers, marketplaces, and brands. Our organization has over 3000 professionals across APAC, Europe, and North America

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APAC | Europe | North America