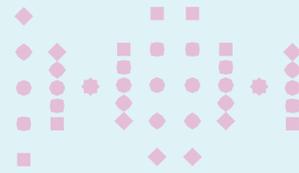


Celio uses Catalogix, a powerful cataloging and marketplace syndication platform with discount management to manage sales on their partner network effortlessly



celio*

Celio is a leading ready-to-wear menswear brand that originated in France and is now present in over 50 other countries. The brand offers fashionable and stylish urban fashion for menswear covering the four big universes: the casual - the smart - the jeans - the essentials.



CHALLENGE

Celio's sells its products on multiple marketplaces. Cataloging was done manually by agencies and was working out quite expensive and time consuming. And managing flash sales on Myntra was proving to be particularly difficult.

The brand required AI-powered automated tagging and marketplace conversion solutions that are already integrated with their OMS/WMS provider as well as the major marketplaces.

OPPORTUNITY

Catalogix's manages the cataloging and marketplace listing process end-to-end. Given product images and some mandatory information it automatically converts it into multiple marketplace templates ready for upload. It is also integration with Increff which is their OMS/WMS supplier and with marketplaces where API's are available making discount management a one click process.

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

CATALOGIX'S TASK

Get the feed and images from disparate sources, normalize the data and translate it into multiple marketplace formats for Celio owned brands and to ensure that the data of Brands listing on Celio, is accurate.



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 TAT

8

NO. OF MARKETPLACES

30%

SAVING IN TIME

100%

ACCURACY

7x

SAVING IN COSTS

Arun,
Celio

"The best thing that our OMS/WMS partner did was to introduce us to Streamoid. It was just great. Catalogix is a very powerful platform that gives us a lot of efficiencies in terms of time and costs."