

XRC Labs Startups Ramp Up Relevancy in Tough Retail Market

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Staying ahead of the game in today's retail scene is

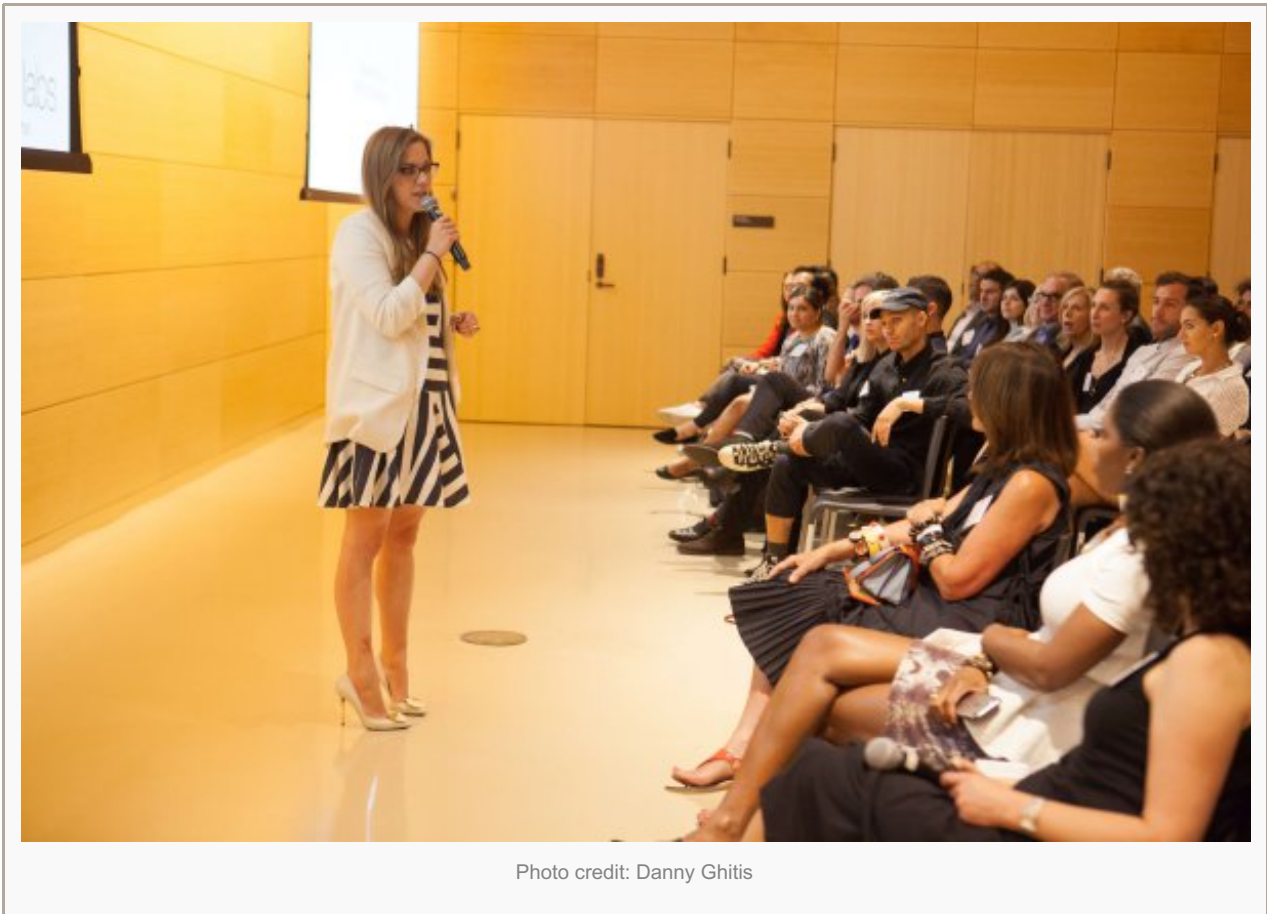


Photo credit: Danny Ghitis

challenging, as fast fashion ramps up, consumer shopping habits shift and e-commerce just keeps gaining momentum.

Despite these issues, however, some startups are helping retailers get back on their feet. From marketing automation to curated consumer platforms, here's how some [XRC Labs startups](#) are using technology to keep retailers relevant.

Trade Monday

Retail is already rough and sales at many brands are taking hits, but startup [Trade Monday](#) is providing innovative technology to alleviate this issue.

Trade Monday is a software-as-a-service (SaaS) machine learning market intelligence program, that can help retailers identify hidden supply and market demand, recommend an optimized product portfolio that would achieve desired sales margins, adjust price and product assortments based on sales targets and identify potential counterfeit goods in online marketplaces.

Affinity

Browsing in-store or online for favorite items could be a headache for consumers, especially when sales associates or search engines often don't have the adequate knowledge to aid.

[Affinity](#) is enabling brands to turn this dilemma around with its digital device platform. Channeling a mix of AI and machine learning, the platform provides consumers with personalized style picks while they shop online.

The platform brings together retailers' merchandise in one digital marketplace, where consumers take a personal style quiz, receive weekly product recommendations and can shop the web according to their wardrobe preferences. Consumer feedback is also a core component of the platform so that consumers are more likely to receive better apparel picks and more customized experiences. Affinity boosts sales traffic for retailers that may miss out on consumer purchases, while consumers also benefit and find relevant items while they browse and buy retailers' products.