

AI-as-a-Service: Ecom Insights for Product Vendors

Challenge

Amber Engine was looking for a specialized AI/ML solution for their sector leading PIM (Product Information Management) platform. The goal was to create Amber AI, an insights tool that helps their clients optimize Amazon e-commerce product listings. The biggest challenge? Time, cost, and development risks, knowing that more than 50% of AI/ML projects fail to even get to production.



Solution

The Junction AI “**JAAS**” platform, a market-proven **data transformation to insights solution** made it possible to deliver the Amber AI live beta in 3 months.

Amber AI analyzes key Amazon product listing attributes like titles, descriptions, and images to reveal the top converting insights for copy and images, monitors energizing and fatiguing trends, and delivers performance predictions. Amber Engine's clients get insights in seconds for each product individually, and the ability to test variations based on the insights.

Junction AI continuously works closely with the Amber Engine team and their clients, gathering and prioritizing features, model tuning, testing, and informing a long-term roadmap, demonstrating the depth of the AI-as-a-Service partnership.

Results

Amber AI is now the sector leader in using AI/ML to analyze what sells and why, a competitive advantage for Amber Engine and their clients that will only grow over time.

Amber Engine's clients now have an **easy to use**, no code AI capability to help them massively **scale data analytics**.

In a couple clicks users upload ASINs/product listings. The JAAS platform generates a data model to analyze what works for the best sellers **saving hours of manual analysis** and trial and error. Innovative users also found Amber AI made it easy to monitor competitors, saving even more time and effort.

As Amber AI grows and develops further clients will only benefit from better data driven insights to back product marketing decisions, and generate cost and efficiency gains.

Client Profile

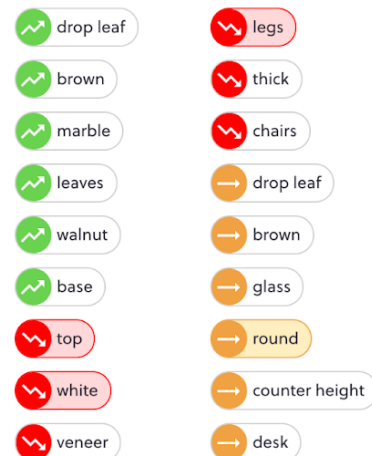
AMBER ENGINE

Industry: **e-Commerce**

Product used: **AI-as-a-Service**

More info: amberengine.com

Energizing & Fatiguing Trends



Impactful Results



Be Proactive

Insights to guide product listings



Take Action

Immediate and actionable analysis



Spend Smarter

Drastically reduce time, costs and risk of failure

Visit www.junction.ai

or email hello@junction.ai to learn more about how we can help you.