appen™

Improve site search and boost purchase conversion

Power you machine learning with high-quality data enhanced by human interaction

eCommerce companies that are investing in machine learning are transforming the customer experience through personalization, recommendation engines, improved onsite search and more. For your machine learning to reach its full potential, it needs training data to make sure that its algorithms are tuned to the needs of your users. But not just any data – high-quality, human-annotated data. Humans are simply better than computers at managing subjectivity, understanding intent, and coping with ambiguity.

Use our data to train your machine learning for a variety of use cases, including:

Relevance
Interpret queries, assess the user intent, and ensure that relevant and useful results are returned to the user

Personalization
Recommend products to your customers based on their preferences, location and shopping history

Categorization & Tagging
Organize and tag your data to increase conversion rates

Content Moderation
Evaluate the accuracy and appropriateness of user reviews and user generated content
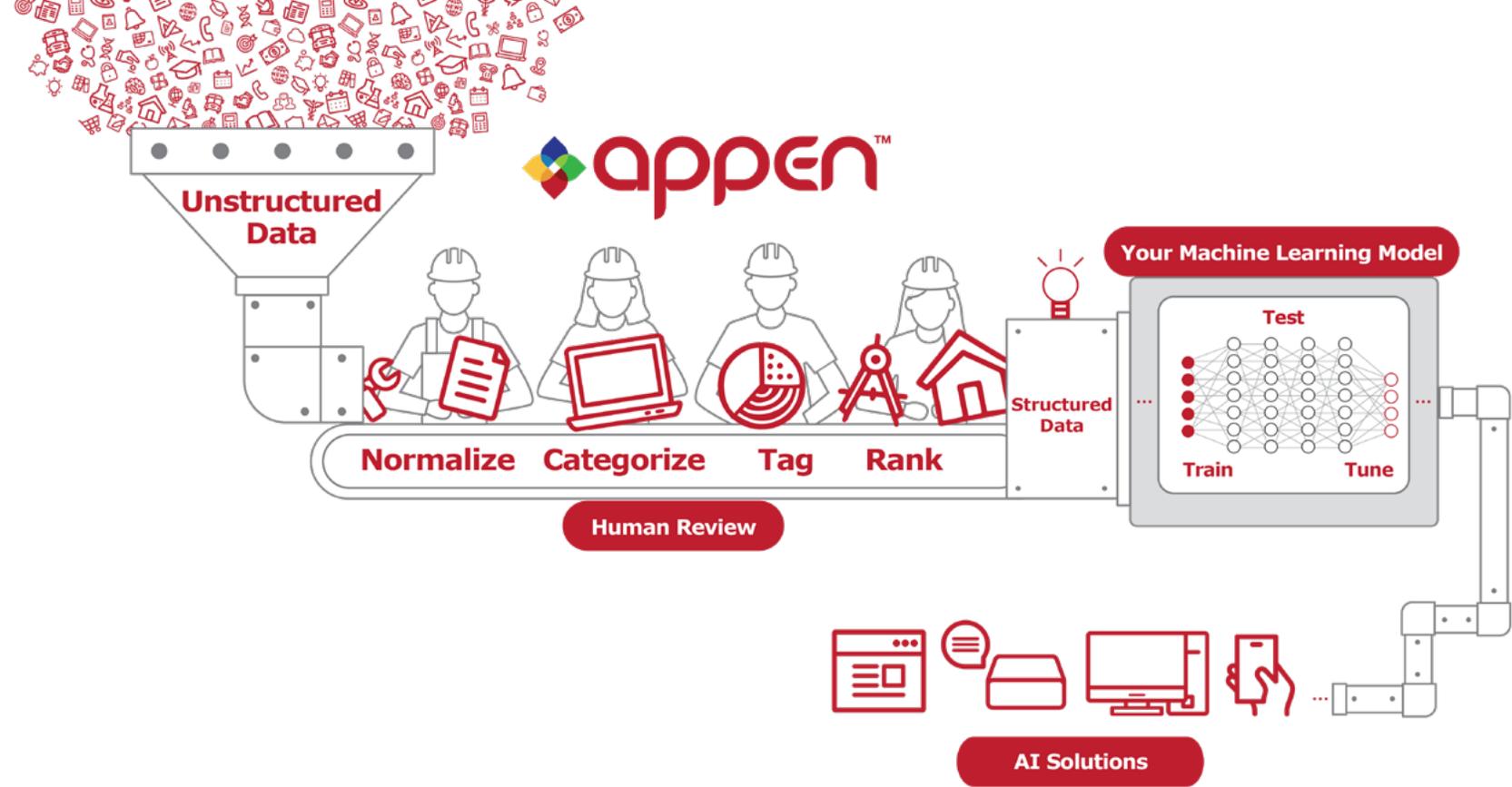
Product Defects
Identify inconsistencies with product results returned in customer searches

Secret Shopping
Evaluate the shopping experience on your site and on those of your competitors

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Unstructured Data

Normalize Categorize Tag Rank

Human Review

Structured Data

Your Machine Learning Model

Test
Train Tune

AI Solutions

Appen is a global leader in the development of high-quality, human-annotated datasets for machine learning and artificial intelligence. Appen brings over 20 years of experience capturing and enriching a wide variety of data types including speech, text, image and video. With deep expertise in more than 180 languages and access to a global crowd of over 1 million skilled contractors, Appen partners with technology, automotive and eCommerce companies— as well as governments worldwide—to help them develop, enhance and use products that rely on natural languages and machine learning.

Coverage for over **180 languages & dialects**

Access to a global crowd of over **1,000,000**

20+ years of experience providing high-quality, human-annotated data for machine learning for leading solutions in speech, search, eCommerce and more

Contact us at hello@appen.com to discuss how we can meet your specific data needs.

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