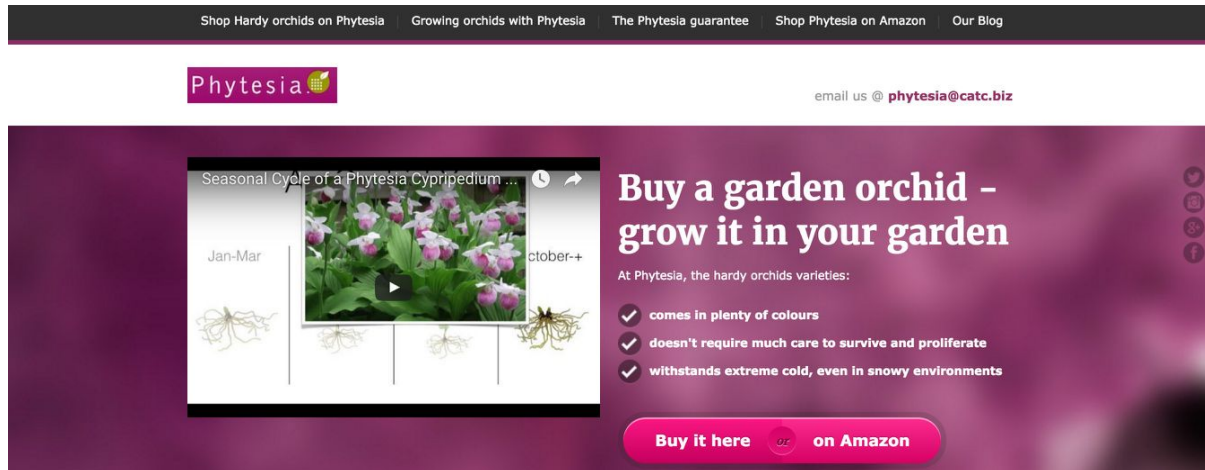


Phytisia Hardy Orchids

Business Case of Machine Learning Product Listing Advertising

by Mash'n Learn



The screenshot shows a website header with navigation links: "Shop Hardy orchids on Phytisia", "Growing orchids with Phytisia", "The Phytisia guarantee", "Shop Phytisia on Amazon", and "Our Blog". The Phytisia logo is in the top left, and the email address "email us @ phytisia@catc.biz" is in the top right. The main content area features a video player titled "Seasonal Cycle of a Phytisia Cypripedium ..." with a play button and a timeline from "Jan-Mar" to "October+". To the right of the video is a promotional text: "Buy a garden orchid - grow it in your garden". Below this text are three bullet points with checkmarks: "comes in plenty of colours", "doesn't require much care to survive and proliferate", and "withstands extreme cold, even in snowy environments". At the bottom right is a pink button that says "Buy it here or on Amazon".

About Phytisia

With approximately 500k € in annual online revenue, 10 employees, one breeding lab, 3 distribution platforms and 3 transit points, *Phytisia* is the leading producer and distributor of hardy orchids in Europe.

Some Facts

- Due to the significant range of orchids accessories, it creates inventory risk;
- To update the (enriched) content of the extensive product catalog is very labor intensive;
- How to find the right keywords in an ever changing online market becomes challenging;
- Despite all efforts, current site traffic continues to be flat and too low..

Project and Objectives for Mash'n Learn

UK and Germany are the top markets for flowers purchasing in Europe. Though they are very large, they are also difficult to enter. Prospect visitors expect a large choice of products as well as high informational quality content. Besides this, they won't visit a web site unless it's visible on either Google, Bing or Yahoo preferably on the first page.


Phytesia had grown in recent years, mainly through an aggressive commercial policy towards wholesalers, which resulted in a significant increase in the number of products to manage. Each product had a different set of logistics, requiring *Phytesia* to reorganize its network and processes. At first, a half time staff was dedicated to enrich content data as well as organizing PPC ads and weekly newsletters.

However, *Phytesia's* competitive advantage comes from having the best array of rare orchids. The complexity of *Phytesia* lies in the fact that its brand is relatively unknown and most of the gardening hobbyists only do know about tulips, roses and begonias. Therefore, *Phytesia* decided to request *LR Physics'* help in order to build an innovative and highly reliable aggregated website (i.e. pumper site), which should enforce the local UK identity and also should be able to present as many orchids growing products as possible.

Day-to-Day

Phytesia's daily marketing tasks are mostly about gathering and analysing consumer behaviour data on its website by using Google Analytics. Until recently, all products showing traffic traction were closely looked at. Every day, a copywriter spent some hours to improve the current product content. The remaining part of the time was spent on publishing the targeted product into Social networks and implement PPC campaigns to aim for better site traffic and related purchase conversion.

In addition, *Phytesia* had to provide product information to hundreds of retailers. The Demand Planning process includes collecting information from these field operations, including promotions, assortments and seasonality to define a demand plan which converts dynamically into a production and corresponding distribution plan.

Top National Keywords 	
By rank on Google en-GB	
Keyword	Rank
buy cypripedium calceolus	#3
cypripediums to buy in europe	#2
hardy shrubs bundle	#4
Buy a garden orchid	#6
cypripedium calceolus in uk	#3

Next scheduled update: Sep 22, 2016 PST

Today *Phytesia* manages this process with the Mash'n Learn **MLPLA** (Machine Learning Product Listing Advertising), which is capable of identifying, analyzing and enriching product content based on gathered information over the internet. To manage the keyword analysis, **MLPLA** uses the latest *IBM Watson* built in technologies.

The set of APIs are analysing users feeling about the product keywords and then mining the web and *Phytesia's* library for text. The goal is to make sure all key products are ranking as high as possible on Google search engine.



MLPLA software now is used for managing Product information and to provide content to wholesalers. Online direct sales are having an indirect effect on wholesale as Gardening retailers request for *Phytesia* product is now rising as it outbids the biggest Home and Garden retail chains in the UK. Since growth is tangible, **MLPLA** proved to be a fundamental tool to support decision-making at the strategic, tactical and operational levels, all with the same base data.

MLPLA is a turnkey software that can easily be implemented within a maximum of 10 days depending on the company's eCommerce and / or ERP environment. The **MLPLA's** 'Pop Up' functionality can also create an instant store from scratch on a WooCommerce (Wordpress backbone) instance.

About Mash'n Learn

Mash'n Learn is a Tool Suite based on machine learning designed and developed by *LR Physics* with Stephan Pire's Supply Chain and eCommerce experience. The **ML Tool Suite** uses all the latest science on Machine Learning and is taking advantage on the R&D capabilities of *LR Physics*. Managing over more than 15 websites for his holding and for his clients, Stephan Pire has identified all the repetitive tasks that could be optimized by a powerful Machine Learning set of algorithm.

The innovative and advanced technologies enable you to daily brass thousands of extensive Product data and automate your end-to-end marketing processes. *Mash'n Learn's* solutions span key marketing platforms areas such as Google PLA, Amazon Seller Central, Facebook Products and Pinterest integration.

Since April 2016, *Mash'n Learn* gained the trust of various online retailers with whom we're partnering today in order to get more qualified traffic and related sales revenue. The machine learning Tool Suite also includes Artificial Intelligence integration for Supply Chain Demand Management, Sourcing and ERP Product Catalog.

For any additional information, please visit our website at www.mashnlearn.com and click on "About Us" for a list of our offices in Belgium, France, USA and UK.