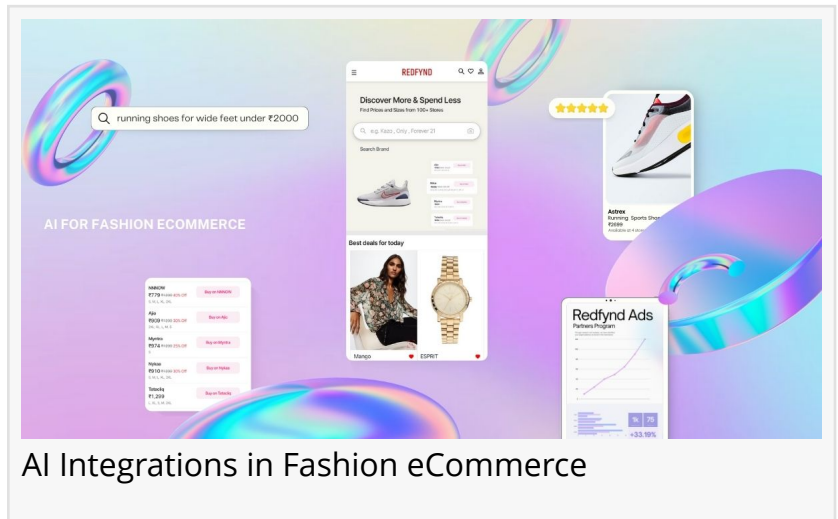


Redfynd's Accessible AI Technology Reshaping Industry Dynamics in Fashion E-commerce

Redfynd's AI reshapes fashion retail, offering personalized shopping experiences for users and growth supports and strategic insights for brands

NEW DELHI, INDIA, November 30, 2023 /EINPresswire.com/ -- AI has become a game-changer in the industry and is transforming the whole industry sector, including the fashion industry. The integration of AI brings both significant advantages and challenges, particularly for fashion brands.



Numerous brands are actively incorporating AI into their operations to conduct trend analysis, optimize supply chains, and achieve personalized customer experiences. However, these implementations require substantial investments, presenting a challenge for smaller brands without the necessary capital. Despite the associated costs, the benefits of AI are substantial, enhancing efficiency in predicting trends, analyzing customer preferences, and forecasting future sales.

In response to these challenges, Redfynd emerges as a catalyst, providing [accessible AI technology to fashion](#) brands. Redfynd revolutionizes how brands engage with potential customers, utilizing advanced algorithms and in-depth data analysis to precisely match products with users seeking similar items. This not only enhances brand visibility, engagement, and sales but also elevates the overall online shopping experience for users.

Redfynd also empowers brands through various services such as [helping brands to craft compelling ads](#), tracking, and optimizing ad performance. Additionally, the platform offers invaluable insights into customer behavior, preferences, and trends, providing brands with a strategic edge in refining their products and marketing strategies.

"At its core, Redfynd serves as a comprehensive shopping guide, helping users in discovering new products and brands tailored to their tastes and preferences. For brands, we emerge as a

strategic ally, facilitating connections with new customers and fostering business growth in the era of AI. The platform stands as a game-changer, revolutionizing both the consumer shopping experience and the approach to brand advertising within the fashion industry." said Divya Manjari, Founder of Redfynd.

Redfynd's unique proposition lies in its ability to aggregate products from diverse online stores, providing users with a unified shopping experience. This approach simplifies product discovery and comparison, offering users access to insights such as prices, ratings, and reviews from various sources. Redfynd transcends the role of a conventional product search engine, evolving into a destination where users can explore the best products and discover emerging brands.

Brands leveraging Redfynd gain a competitive advantage by showcasing their products in a consolidated space. This panoramic view enhances brand consistency and fosters customer retention by preventing users from switching to alternative stores in the event of product unavailability. The platform serves as a dynamic channel for brands to reach potential customers actively engaged in online shopping, surpassing the capabilities of traditional advertisements and free visibility platforms. By strategically connecting brands with users exhibiting high purchase intent, Redfynd aims to elevate brand awareness and boost conversion rates.

Since its inception, Redfynd has experienced substantial growth in its user base, positioning itself as an opportune platform for brands to stay ahead of industry trends and consumer preferences.

ABOUT REDFYND:

Redfynd is an [AI-Powered Shopping Search and Discovery](#) Platform, serving as a one-stop destination for fashion and beauty enthusiasts. The platform stands as the ultimate solution for accessing the latest trends, premier brands, and optimal deals in the market, employing a seamless, engaging, and personalized approach. Featuring an extensive inventory of over 5 million products sourced from more than 100 prominent e-commerce platforms in India, including industry leaders such as Myntra, Ajio, H&M, and others, Redfynd offers a singular, unified platform.

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