

TRELLIS INNOVATION HIGHLIGHT

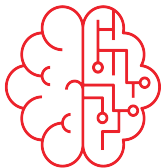


COMPANY OVERVIEW

Advertising on eCommerce platforms is critical for growing your online business in 2022. Staying competitive on digital platforms requires sellers to ensure that their products are among the first shown to shoppers in their buying journey. On Amazon alone, over 20 billion dollars was spent on advertising in 2021 ([Insider](#)). As the space becomes increasingly competitive, brands of all sizes require a smart solution to compete on Amazon. Trellis gives them the tools needed to grow their Amazon business by automating advertising with smart, data-driven decision-making.

LOCATION: OTTAWA, ON

TECHNOLOGY




Artificial Intelligence

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MAXIMIZING ONLINE AMAZON SALES USING ARTIFICIAL INTELLIGENCE

70% of Amazon buyers don't look past the first page of results, and the first 3 products take up 64% of the click-share of search results ([Search Engine Journal](#)). Since achieving a top-3 organic search rank is extremely difficult for sellers, whether they are a new or established business, running optimized pay-per-click campaigns is crucial to winning at eCommerce. Trellis' AI-powered demand generation platform allows brands to advertise with purpose and intercept shoppers on their online purchase journey. Their solution for accelerated eCommerce growth is designed to help brands gain visibility, maximize sales, and hit profit targets.

A DEMAND GENERATION MARKETING PLATFORM

Effectively managing advertising campaigns is a complex, time-consuming, and multifaceted task that requires constant fine-tuning. Trellis' demand generation platform for eCommerce completely automates the process of managing advertisements to boost performance and maximize efficiency while helping businesses

control their Advertising Cost of Sale and budgets. The platform enables sellers to optimize performance across campaign objectives and boost demand with purpose-driven automated advertising at a fraction of the time, cost, and resources consumed by manual pay-per-click management.

IDENTIFYING TECHNICAL BARRIERS AND OPTIMIZING GROWTH

Trellis used the CENGN Testbed to test the scalability constraints in their system design and identify any technical barriers/bottlenecks that would prevent them from meeting their anticipated business growth. The company identified improvement opportunities in the code and bottlenecks in data consumption, specifically related to the database. Contingency plans were developed to resolve the identified issues. Trellis also found that after refactoring their stats and data collection processes, the system could handle a large influx of users.

“CENGN staff provided excellent assistance in setting up Prometheus monitoring instances, allowing us to get a wide array of performance metrics on all our different infrastructure pieces.”

Kyle Bechtel

Senior Software Developer,
Trellis