

# STYLESAGE

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## StyleSage Releases Trend Radar

**August 12, 2019 - This week, StyleSage released its Trend Radar solution, providing deep insight into online customer search trends. It's universally acknowledged that accurately predicting trends is a difficult, yet critical, part of the product development process, and understanding how customers are searching for particular items online gives insight into present and future demand.**

**StyleSage's Trend Radar answers the questions around what customers are searching for online – by highlighting and ranking top trends to watch by monthly search volume. This data can be further drilled down into - to understand how search volume for a specific keyword has shifted over time - whether that's on a monthly or annual basis, as well as a keyword's performance relative to the overall category. This answers questions like, “Are skinny jeans or boyfriend jeans more searched right now?” “Has interest in skinny jeans declined from one year ago?” and “Is there a newly emerging product I might be missing?”**

### **Key Trend Radar Features:**

- 1. Online customer search data – split out by product category - that surfaces key themes, brands, and keywords**
- 2. Top search trends by category ranked by monthly search volume**
- 3. Comparison of search volume for specific keywords against the overall category**
- 4. Global search term coverage**
- 5. Current and historical search data – up to three years - – indicating a rising, declining, or seasonal trend**

**The Trend Radar module of StyleSage's platform joins [other analytics features](#) including price and assortment benchmarking, promotions optimization, and historical comparison charts, and the Trend Radar module further complements [StyleSage's other trend solutions](#) including its World of Influencers, Trend Reports, and in-depth category reports.**

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[StyleSage](#) is an AI-powered analytics and automation company that enables brands to increase their speed to market. Our central thesis is to automate decisions, analyses, and workflows and processes. Our three lines of product include: **competitive intelligence analytics platform, rapid eCommerce smart tagging, and image-based "Amazon-like" product matching.**

With a little more than 5 years under its belt, StyleSage has global clients that collectively represent over \$100 billion of business in the apparel and footwear market, including great brands like Under Armour, Lululemon, and H&M. **Learn more at <https://stylesage.co>.**

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