

LATTICE

HAVE A CONVERSATION WITH YOUR DATA

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From Fragmented eCommerce Systems to Trusted Revenue Decisions

Lattice for eCommerce

Lattice turns fragmented eCommerce data into governed, reusable data products that support better decisions across revenue, inventory, marketing, pricing, fraud, and customer performance.



FRAGMENTED SYSTEMS

Siloed data, inconsistent definitions, and manual processes create blind spots and slow down decisions.



TRUSTED DATA PRODUCTS

Governed. Reusable.
Real-time.
Ready for action.



COMMERCIAL OUTCOMES

Increase ROI, reduce leakage, and accelerate growth with confident, data-driven decisions.



CUSTOMER 360

Unify customer data for a single view.



ORDER PERFORMANCE

Track, analyze, and optimize every order.



INVENTORY

Optimize availability and reduce stockouts.



PRICING & PROMOTIONS

Maximize margin with smarter pricing.



FRAUD & RISK

Detect risk early and protect revenue.

UNIFY DATA. BUILD TRUST. DRIVE OUTCOMES.

Why eCommerce data becomes **fragmented** before decisions are made

Customer behavior, product availability, orders, pricing and marketing data often live in separate platforms. The result is slow analysis, inconsistent customer visibility and missed revenue opportunities.



Disconnected customer signals

CRM, web analytics, support, email and loyalty data create partial views of buyers.



Inventory visibility gaps

Product, warehouse, supplier and returns data can disagree at the moment teams need answers.



Manual campaign analysis

Teams spend time stitching data before they can understand promotions, margins or basket behavior.



Slow trading decisions

Revenue opportunities are lost when business teams wait for reports or technical changes.

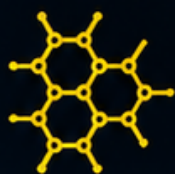
CUSTOMER 360

ORDERS

INVENTORY

PRICING

Lattice brings these signals together as governed, reusable data products that business teams can use with confidence.



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What Lattice creates for **trusted data products** that business teams can use

Lattice helps eCommerce teams turn fragmented operational data into reusable products with clear ownership, governance, lineage and business meaning.



01

Connect



Connect where data sits

Cloud, warehouse, application and operational sources.

02

Build



Define business meaning

Reusable metrics, logic and descriptions.

03

Govern



Apply governance and lineage

Access rules, business context and traceability are embedded.

04

Share



Share for action

Publish trusted products for business teams, analytics and AI.

Lattice brings these signals together as governed, reusable data products that business teams can use with confidence.



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Commercial outcomes for eCommerce teams with trusted decisions

Lattice supports faster, better governed decisions across the trading cycle, from customer targeting and promotions through to inventory and fulfillment.



Revenue growth

Identify customer segments, basket drivers and next best actions from trusted data.



Margin protection

Compare pricing, promotions, costs and returns before campaigns erode profit.



Inventory confidence

Unify demand, stock, returns and supplier signals for better availability decisions.



Campaign performance

Understand promotion uplift, channel mix and conversion without manual reconciliation.



Customer experience

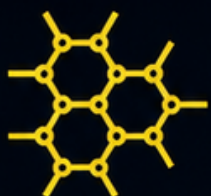
Bring service, purchase and behavior data together for improved journeys.



AI readiness

Give AI agents governed, contextual data products instead of raw, disconnected feeds.

UNIFY DATA. BUILD TRUST. DRIVE OUTCOMES.



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What can Lattice for eCommerce support?

Use Lattice to create governed eCommerce data products that reflect real business decisions, not just reporting requests.



CUSTOMER 360

Unified customer profiles and segments



ORDER PERFORMANCE

Orders, conversion, returns and fulfillment KPIs



INVENTORY

Real-time availability, stock health and returns



PRICING & PROMOS

Campaign impact, price changes and ROI



FRAUD & RISK

Dispute, payment and chargeback signals



PRODUCT INSIGHTS

Category, SKU and margin performance



MARKETING

Acquisition, attribution and channel performance



SERVICE

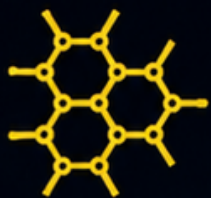
Customer support, satisfaction and resolution trends

Each product can be governed, shared and reused across teams so decisions improve without creating another reporting backlog.

BUSINESS OWNED

GOVERNED

REUSABLE



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From fragmented systems to trusted revenue decisions

Lattice gives eCommerce leaders a practical path from disconnected data to governed products that support revenue growth, margin control and AI-enabled decision-making.



Fragmented systems

Customer, product, order, pricing and marketing data remain scattered.



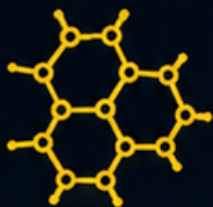
Trusted data products

Governed, reusable data products with business ownership and lineage.



Commercial outcomes

Faster decisions across revenue, inventory, campaigns and customer experience.



Lattice for eCommerce

Unify fragmented data. Build governed products. Enable better revenue decisions.

ZERO CODE

BUSINESS FIRST

TRUSTED AI

READY FOR EXECUTIVE CONVERSATION