

Tens of Thousands of Categorisations Per Day

- Succeeding with a Scalable Crowd Solution -

“Crowd Guru performed very well. The easily scalable crowd processed high volumes at very high quality. They were very professional to work with, and I can highly recommend them.”

Robert M. Maier, CEO & Founder, LadenZeile.de

Our Client

[LadenZeile.de](https://www.ladenzeile.de) is one of the leading online shopping portals in Europe with a platform offering a wide range of products from fashion and furniture to sporting goods. The portal has made it its mission to make shopping on the internet as easy and comfortable as possible for its customers. A quick and clean product search allows users to browse the offers of thousands of online shops such as Otto, Amazon, or Zalando on one page and then purchase products from those shops.

The Job

Continual categorisation of millions of products from all product areas. Specifically, the Crowd Gurus have to place products that were miscategorised by the algorithm into the correct category.

The Challenge for Crowd Guru

The main focus here is on quality management. Where this job is concerned, that starts with the briefing: the narrowly defined LadenZeile categories have to be sent to the Gurus and illustrated with examples, with an additional focus on technical implementation.

The Solution

Crowd Guru programmed an API interface for a quick exchange between the two systems. It feeds the final checked and released data directly into LadenZeile's CRM system, where they can be used immediately as required.

The Benefits at a Glance

On the one hand, LadenZeile can cut costs because the workload for their own staff is reduced. But most of all it saves time: thousands of Crowd Gurus process the tasks around the clock, making the shop more attractive for the customer because everything is easier to find, resulting in higher revenue for LadenZeile.

The Result

A neat, well organised online shop with a good user experience, at low cost and a reduced workload.



Visual Meta

The Mission

Each month, millions of products have to be sorted and categorised.

The Solution

Crowd Guru's scalable solution can process any volume time- and cost-efficiently. Visual Meta quickly receives excellent results.

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Example:

The Crowd Guru needs to sort out all items which can't be categorized as a „blouse“.



About Crowd Guru

Crowd Guru is one of the leading crowd-sourcing service providers in Germany. The company's core business is to take large client projects and split them up into micro-jobs, which are fulfilled by micro-jobbers (Gurus). The company uses its own web-based technology for this, listing individual tasks on a platform, processing and reassembling them. Services offered by Crowd Guru include text creation, research, and data processing. Most clients are companies that regularly have to deal with large volumes of data that cannot be processed by computers. Crowd Guru was founded in 2008 and is based in Berlin, headed by Hans Speidel as CEO.

More information on www.crowdguru.de