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## AN INDIX<sup>TM</sup> CASE STUDY



# 2 MONTHS

TIME IT TOOK TO LAUNCH A BEAUTIFUL, FUN,  
**SOCIAL COMMERCE NETWORK**

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### About TrendBrew

TrendBrew is a social commerce network connecting shoppers and influencers (Bloggers, Vloggers, Stylists, Fashion Designers, etc.) in an ecosystem consisting of retailers, brands, boutiques and card networks.

TrendBrew's unique network aggregates top trending products from over 4,000 retailers. It provides multiple offers for each product and price comparison, and users earn rewards for every purchase. Users can also "Wish My Price" or populate "My Timeline" and get personalized offers.

## Overview

TrendBrew planned to build a trending network that had multiple offers for each product, that would aggregate and link blogs and videos to specific products, and that would allow shoppers to easily earn rewards. They needed a lot of selection and simplicity—the ease of socially buzzing with a single click and a seamless checkout experience was critical.

TrendBrew wanted to launch in less than a year, and needed to design, build the platform, and form affiliate partnerships before that.

TrendBrew selected Indix to provide product information and offers and Two Tap to enable a seamless checkout experience via its lightweight universal shopping cart technology.

RETAILER	OFFER PRICE	OFFER DATE	BREWPOINTS	BEST CARD TO USE	
Verizon Wireless	\$149.00	Sep 16, 2015	625	Capital One Quicksilver 1.5% cashback	Buy
Amazon.com	\$149.95	Sep 13, 2015	179	Chase amazon card 3.0% cashback	Buy
Amazon.com Marketplace	\$149.95	Sep 13, 2015	0	Amex Blue Cash Preferred 1.0% cashback	Buy
Sports Authority	\$149.95	Sep 09, 2015	134	Amex Blue Cash Preferred 1.0% cashback	Buy
Overstock.com	\$255.90	Sep 07, 2015	307	Amex Blue Cash Preferred 1.0% cashback	Buy
Sears Marketplace	\$149.95	Aug 18, 2015	0	Amex Blue Cash Preferred 1.0% cashback	Buy

7 OFFERS 1 2

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## Business Need:

Get to market faster with a social shopping platform.

## Before Indix

Considered building their own product crawler.

## Using Indix

Use Indix to retrieve product information across thousands of retailers.

## Results:

Significantly decreased time to market by building with Indix product information.

“With Indix, we retrieve product information across thousands of retailers with just one simple API call.”

Shirish Arashanapalli  
 Founder and CEO of TrendBrew

## About Indix

Indix is building the world’s first Product Information Marketplace. Through a combination of the web and partners, we collect offers data such as price, availability, and seller information in addition to catalog data like code-based identifiers and attributes to create the single largest source of structured product information. Using data science and machine learning, we cleanse, structure, and refine the data, and then make it available through Indix Data-as-a-Service. By connecting to the Indix Product API and Product Feeds, businesses and developers harness the power of product information to make better decisions, drive innovation, and create new models of commerce. With more than 35 billion historical price points from 1,200+ sites and 50,000+ brands, only Indix has the scale and quality of product information needed to power the next generation of commerce.

Learn more at [www.indix.com](http://www.indix.com)