

## CASE STUDY



# 98% Accuracy and Peak Performance with High Precision Annotation and Labeling For A Major Online Marketplace



IGT Solution's Data Annotation Services stand out with deep domain expertise, process excellence, and AI-powered platforms, delivering precision and scalability to support global enterprises across industries.

## AT A GLANCE

### INDUSTRY

E-commerce

### THE CLIENT

The client is global online marketplace with presence in different countries.

### CHALLENGE

Rapid platform expansion strained scalability, impacting data accuracy, efficiency, and cost-effective operations.

### SOLUTION

Provided high-precision annotation, labeling, and translation services, ensuring scalable data accuracy and seamless integration..

### RESULTS

- Rapid, Stable Scaling
- 100% Productivity
- Improved Accuracy
- Strong Process Maturity
- Sustainable Operations

The client is a major online marketplace operating in over 80 countries worldwide. Its rapid growth is driven by a direct-to-consumer model that removes intermediaries, allowing it to offer heavily discounted prices.

As the platform rapidly expanded, scalability became a major concern in maintaining high-quality and accurate data annotation, labeling, and translation for products and sellers on their platform. Operational inefficiencies led to slower turnaround times and increased costs, making it difficult to meet the growing customer demands.

### ENHANCING DATA QUALITY WITH HIGH-PRECISION ANNOTATION, LABELING & TRANSLATION SERVICES

IGT Solutions provided high-precision annotation, labeling, and translation services, ensuring accurate and high-quality data to enhance the client's platform operations and user experience.

With strict quality control measures and a focus on productivity and efficiency, IGT Solutions seamlessly integrated its expertise into the client's workflows, enabling scalable data processing while maintaining consistency and accuracy across product and seller information.

By improving data accuracy and efficiency, IGT Solutions enhanced platform performance and supported better customer experiences. The services enabled the client to scale operations effortlessly delivering with the highest standards of quality and reliability.

### DRIVING UNMATCHED ACCURACY AND IMPROVED PERFORMANCE WITH RAPID OPTIMIZATION

Over six months, the Data Annotation (DA) team successfully scaled operations to several billable professionals while maintaining 100% productivity and improving utilization throughout the growth phase. Despite the rapid expansion, operational stability and delivery discipline remained strong.

Production accuracy showed a consistent upward trend, improving from 91% to 94%, strengthening the client's machine learning pipeline with reliable, high-quality outputs. Tighter quality controls and systematic knowledge enablement drove this improvement.

To support scale and long-term sustainability, the team established a centralized rulebook to standardize decision-making, improve process maturity, and ensure knowledge continuity. In parallel, targeted automation initiatives streamlined repetitive tasks and reduced reliance on manual interventions.

Overall, these enhancements reduced non-productive effort, increased operational efficiency, and enabled confident scaling without compromising quality or productivity, positioning the engagement for sustained success.