How the magic happens.

Fillr represents the page as close to the way a human would read the rendered content. This brings some order to the chaos.

Unstructured data.

Fillr's scoring determines which attributes best describe a field and smooths over incorrectly named fields or typos.

Programmer errors (misnamed fields).

HTML and accessibility standards often ignored (98% failed WCAG in 2011).

Fillr's algorithms are highly tuned to pull more data from surrounding fields while still maintaining a high degree of relevance. Fillr does not rely on explicit relationships between fields and metadata.

Chromium (the project that Chrome is based on) uses around 200 regular expressions to generate its form mapping predictions.

Fillr has over 1500 regular expressions just for English, and this is always growing. The processing power to execute over 1500 regular expressions per field is a key reason why Fillr leverages cloud computing power rather than relying on device processing power and can deliver a far higher accuracy than competitors.

Conflicting metadata (does 'birthday' field require the day or a full date? Is the 'Name' field asking for your name or street name? Do they want a mobile phone or landline phone in the 'Phone' field, etc.).

Fillr gathers more context than any other autofill solutions, so ambiguity is resolved through enriched data.

Hidden elements (elements which are in the code but not visible to the user).

Fillr intelligently detects which hidden fields are relevant to the form submission but not to the user.

Local data format conventions (addresses, dates, abbreviations).

Multiple languages

Forms constantly changing over time.

Fillr's algorithms are fluid and not hard coded to specific forms.

Our filling algorithms detect required formats from the page and can utilize dozens of different methods to manipulate the data to suit the form.

We have language experts tuning our mapping technology for various locales.