

# GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

## Global Leading Luxury Brands

An organization of global leading luxury brands sought to increase copy quality and quantity across all brands without increasing costs.



### The Solution

Implementing AI Copywriter, the organization automated labor-intensive manual processes while retaining creative oversight. The solution empowers teams across all brands to craft precise product messages swiftly and with heightened quality, all while keeping costs in check. This capability enables tailored product copy based on attributions, enhances brand-specific copy personalization, and leverages SEO-focused keywords.

### The Results

The organization achieved its goal of elevating the consumer experience across 26 global websites for 3 brands. The retailer experienced:

- **Elevated Organic Search Traffic:** Improved visibility across all brands, driving more traffic.
- **Optimized Attribution for SEO:** Enhanced search engine optimization and personalized product copy.
- **Enhanced Copy Personalization:** Incorporated additional attributes and keywords for brand-specific content.
- **Increased Automation:** Boosted team efficiency through automated processes.
- **Delivered Multilingual Content:** AI powers 26 global websites across 3 brands, ensuring effective delivery of multilingual content.