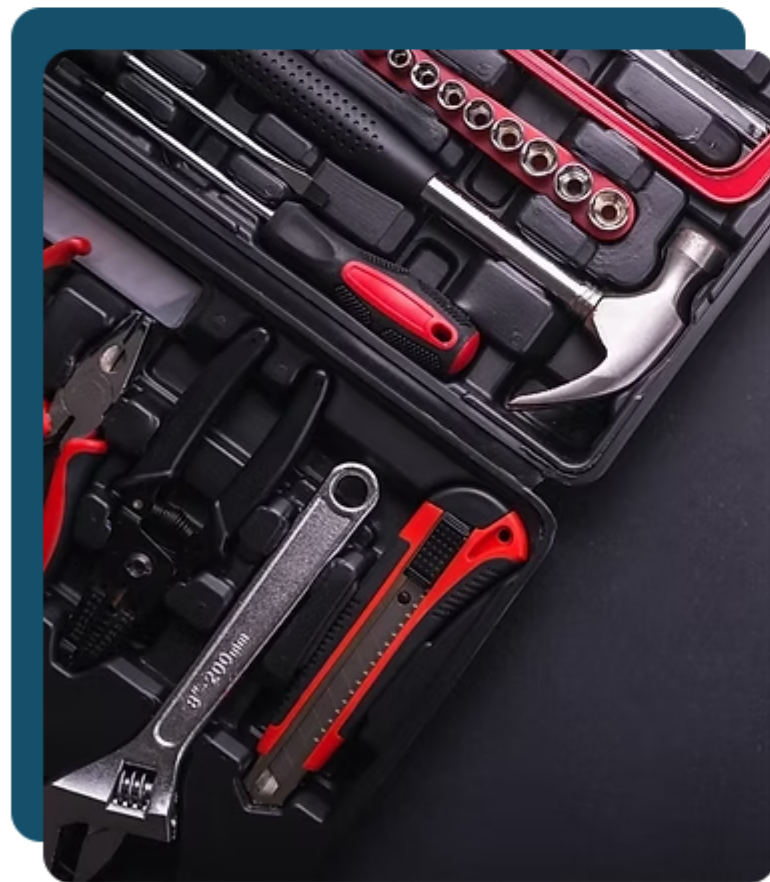


GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

National Home Improvement Retailer

A national home improvement retailer searched for a solution to streamline the time-consuming process of onboarding and generating brand-consistent copy for a vast array of products.



The Solution

Introducing AI Copywriter and AI Attribution revolutionized the retailer's product attribution and copywriting processes. The solutions enabled associates to spend mere minutes, rather than hours, on each category, transitioning from manual entry to simply validating the AI-generated attributes and making manual overrides only when necessary. AI Copywriter also generated SEO-friendly copy to improve searchability and discoverability.

The Results

The implementation delivered remarkable results for the retailer's operations:

- **Automated Attribution:** Processed millions of items with over 90% accuracy.
- **Accelerated Onboarding:** Increased product onboarding speed by 92%.
- **Enhanced Data Quality:** Improved data accuracy by up to 98%.
- **Achieved Cost and Time Efficiencies:** Reduced copywriting time and costs by 99.7%.
- **Boosted Conversion Rates:** Achieved a 35% increase in conversion rates.