

AI-driven Product Content Generation Accelerates Ecommerce Conversion

INDUSTRY
CPG

CLIENT
A multinational Food & Beverage company



BUSINESS REQUIREMENT

The client, one of the largest **food industry** companies, wanted to enhance their capability to generate content for both new and existing products and reduce time-to-market (TTM) for this content. They wanted tools that could utilize descriptive inputs, relevant keywords, and pre-defined brand guidelines to ensure content consistency and effectiveness. Their goal was to scale this approach across multi-language **LATAM** markets, enabling streamlined content creation while maintaining brand integrity and market relevance in the ecommerce ecosystem.



BUSINESS IMPACT

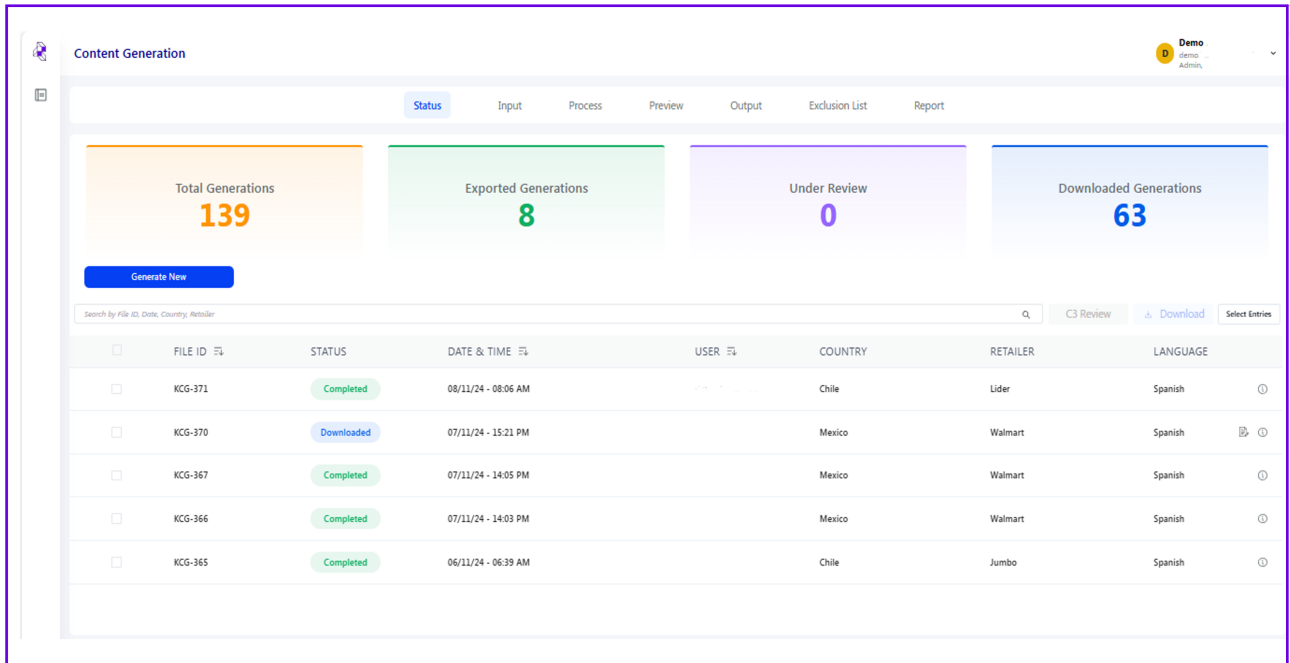
- Personalization and SEO enhanced content effectiveness, resulting in an approximate **20%** increase in **conversion rates**.
- Automation, combined with (Human + Machine) Intelligence, boosts efficiency, leading to **60% - 70% cost savings**.
- Configurability and governed workflows facilitate scale, speed, and agility, enabling teams to improve **time-to-market** by around **50%**.
- Guidelines and rules for content generation contribute to better brand perception, and increased **Share of Search** and **customer satisfaction**.

C5I COMPETE – A GENAI-POWERED SOLUTION



- C5i's proprietary Content Generation solution leveraged advanced large language models (LLMs) with natural language processing (NLP) to generate **multilingual content** tailored for users, excluding non-native words and phrases, and offering a scalable solution across geographies.
- The configurable content generation platform was tailored to generate country/language/retailer-specific content oriented towards occasions/holiday seasons, target demography, package sizes, flavors, price buckets, etc.
- The AI platform also has a **human overview** aspect where multi-layered 'review & approve' mechanisms ensure human oversight, ensuring the AI model continually learns and adds incremental value.
- **Exclusion of words with negative connotations and SEO Module** helps boost Share of Search and enhanced utility for the end user.

COMPETE – CONTENT GENERATION DASHBOARD



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

