# CONTENTWISE
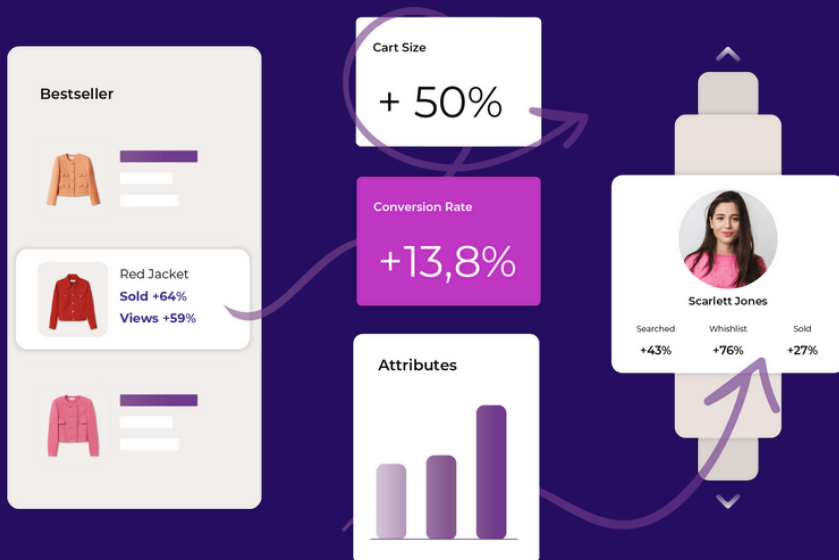
# Catalog Builder

## Streamline product catalog management

Catalog Builder uses generative AI to boost product data quality and catalog appeal, eliminate repetitive editorial tasks, and improve the product discovery experience.

**Bestseller**

Red Jacket
Sold +64%
Views +59%

Cart Size
+ 50%

Conversion Rate
+13,8%

Attributes

Scarlett Jones

| Searched | Whishlist | Sold |
|---|---|---|
| +43% | +76% | +27% |

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**+35%**
**Informative content** in catalog

**+26%**
**Basket-to-detail** rate

**-92%**
Time to **publish**

## Power up your fashion e-commerce performance

### Faster time-to-market

Cut the lag time to bring new product items to e-commerce stores, by streamlining digital catalog creation workflows and speeding up the distribution process.

### Better product discovery

Thanks to more accurate product tagging and more detailed descriptions, your customers will find and compare products more easily.

### Improved e-commerce catalog quality

Catalog Builder automatically composes high-quality, consistent digital catalogs, merging granular product data enrichment with AI-generated product image tags and descriptions.
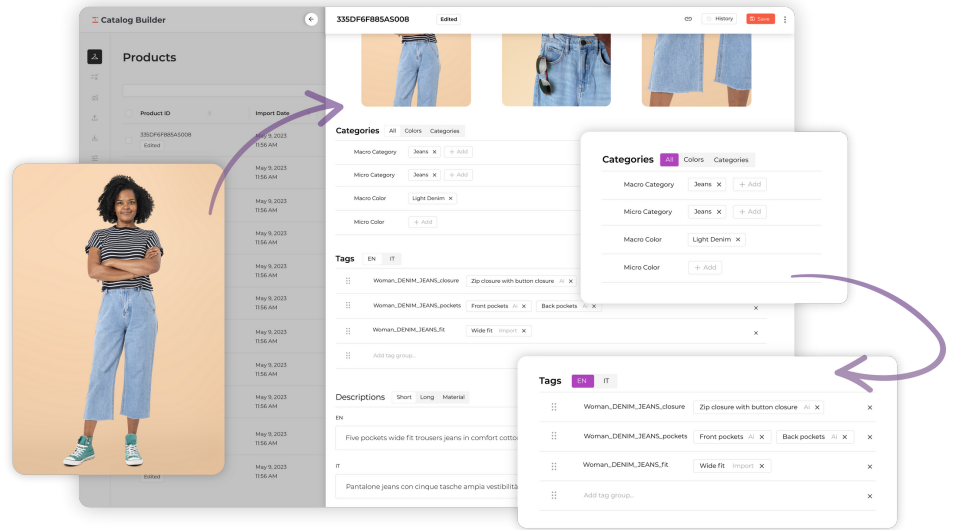
### Lower catalog production costs

Catalog Builder automate and accelerate time-consuming tasks like image data extraction, tagging, and content editing, to free up your merchandising team.

### A single workflow for all catalog data

Catalog Builder manages the entire input and output flow of catalog data and assets by integrating DAM assets, PIM data, enrichment functions, editorial controls, and data distribution to e-commerce platforms.

# CONTENTWISE

# Catalog Builder

# Features



## Product Editor

Catalog Builder assists content editors by enriching product detail pages (PDP) with AI, but leaves the whole control in the hands of the editors, who can edit, replace, and approve the products directly from their browser.

## Multi-Language Translation

Catalog Builder generates product descriptions and attributes in all the most common languages and taxonomies used in e-commerce, considering your brand nuances.

## Automatic Tagging

Catalog Builder automatically identifies the most relevant details in fashion photoshoot images and adds them to the product detail page, respecting attributes that are distinctive of the brand.

## On-Brand Description Writer

Catalog Builder learns how your brand inspirational descriptions map to the images of your past catalogs and automatically generates new product descriptions based on your brand-specific tone of voice.

## PIM/DAM Connector

Catalog Builder reads data directly from your PIM/DAM and transfers them back once they are ready, at any scheduled time and frequency, adapting to different internal processes and workflows.

## Product Data Distribution

Catalog Builder is the final repository of customer-facing data and integrates into your digital distribution channels, from e-commerce to chatbots, to clienteling apps.
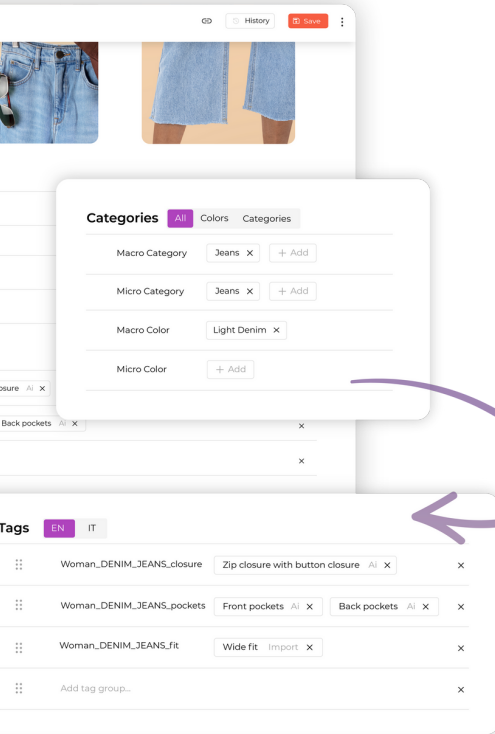
# Other products & solutions

## ⠿⠿ Personalizer
Convert visitors into loyal shoppers

## �ᴧᴧ Data Solutions
Boost your growth machine

info@contentwise.com

# F.A.Q.

### Our catalog management process is too time-consuming and requires too much effort. How could you help us?

That's the reason why you should adopt Catalog Builder! It helps you create your own codex of attributes, details, keywords and descriptions to associate with your brand identity, without the stress of manually ensuring consistency across your catalogs. You just choose what are the key concepts of your messagings in terms of categories, wording, attributes, details ordering and rules, and Catalog Builder will apply all this knowledge to your catalog effortlessly.

### Is it necessary to have a PIM to use Catalog Builder?

No! Catalog Builder is so flexible that it can adapt to your current workflow regardless of how you currently manage your products. You can load your skus and images from our Web App as a file, or connect through API with other systems, such as ERP or eCommerce. If you don't have a PIM, Catalog Builder will act not only as a generator of valuable product information, but also as the base repository for your catalog information.

### Our stylists' guidelines are quite strict. How does Catalog Builder comply with that?

Catalog Builder blends AI carefully tweaked to fit your catalogs with your stylistic rules, that you can define by yourself through the Web App. Catalog Builder will respect such rules before anything else, and suggest words and attributes to your content editors that can enhance the value of your copy, while abiding by the stylists' instructions.

### We shoot images as the last step of our workflow. How would you handle that?

Catalog Builder can import information and product anagraphics from other systems and generate the related attributes and descriptions. When the images are finally shot, the final touch and the strictly visual attributes will be added. In the meanwhile, the editors can add their human touch and validate the generated content. No time will be wasted!

## About Contentwise Fashion

Contentwise Fashion is Contentwise's industry-specific, vertical product and consulting offering for fashion e-commerce.

Our goal is to help fashion e-commerce **grow revenues** with a suite of AI-driven solutions that **streamline the work** of e-commerce and marketing teams thanks to **automated data enrichment, shopping personalization**, and **marketing optimization**.

Contentwise is the **AI-powered customer experience company** that provides leading video operators, digital publishers, and online retailers with the software and expertise they need to create **rich, personal,** and **smart CX** at every digital touchpoint.

### Do you want to learn more?

**Get in touch**