



A leading product content orchestration platform revamps content generation by leveraging the power of Generative AI

A leading product content orchestration platform that creates and distributes product content to leading brands and retailers worldwide.

Client: A leading product content orchestration platform

Industry: Tech & ISV



A leading product content orchestration platform, transformed its content generation process and enhanced efficiency by leveraging Generative AI.



Challenge

The client's marketing content generation process required in-depth knowledge of the product, including its content and nutritional value, making it manual and time-consuming. This led to missing essential product details that the retailers might find compelling. The client wanted an AI-driven automated content generation process to create fresh and unique content quickly.



Solution

The client partnered with Ness to develop an automated content generation model integrating ChatGPT.

- Analyzed available ChatGPT APIs to create a Proof of Concept (PoC), comparing the API's efficiency.
- Analyzed Prompt Engineering to enhance the output generated by the content generation model. Users are recommended to provide specific keywords and mandatory values while creating marketing messages to improve the quality of the output.
- Designed a robust data model to store the prompts for historical data analysis.
- Implemented a scalable solution that could be leveraged across the client's product suite.



Result

- Efficient content generation process focusing on strategy development and campaign execution.
- A data-driven approach for successful marketing campaigns.
- Enhanced engagement and reach through diverse content for different audience segments and marketing channels.
- Quick turnaround to capture timely marketing opportunities.

Questions about becoming a Ness client?

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