Catalog Builder

CONTENTWISE Showroom

Silk-satin fab
Navy blue
Long slee
ultra light suit
White shirt
Spring/Summer
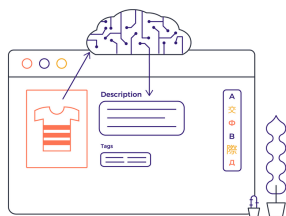
Simplify catalog management with AI.

Catalog Builder automates error-prone and time-consuming tasks to streamline the catalog enrichment workflow.

60-120 days

is the average time needed to prepare and set up a product from offline to online catalogs.
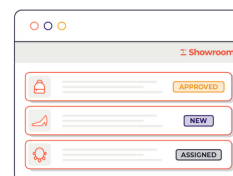
39%

of e-commerce purchasers are influenced by a relevant and meaningful search.

20%

of e-commerce catalogs present uncorrected or misclassified tags.

ON-BRAND CATALOG TAGS & DESCRIPTIONS

Boost time to market with AI-generated tags and descriptions.

Retrieve information and details from product pictures in seconds to create informative tags and multilanguage descriptions' digital assets based on brands' tone of voice.

E-COMMERCE CATALOG HARMONIZATION

Design a coherent and uniform customer digital experience.

Standardize, integrate, and merge product information from different sources. Dynamically adapt tags and descriptions to generate uniform, rich, and deep e-commerce catalogs.

CATALOG ENRICHMENT MANAGEMENT

Streamline, and control the editorial workflow within a single platform.

Organize and manage the validation, curation, and approval process across regions and time zones. Assign and monitor team members' specific tasks and deadlines.

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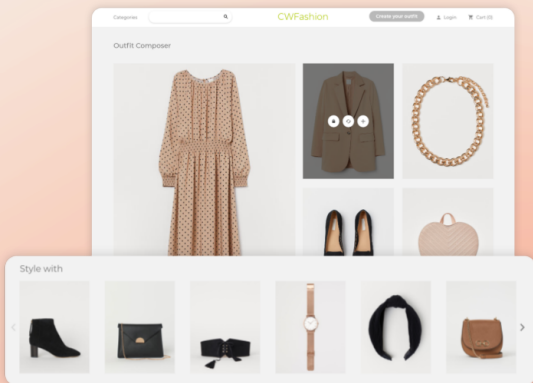# AI CUSTOMER EXPERIENCE TECHNOLOGY FOR FASHION.

Showroom
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ContentWise helps businesses engage customers at scale, through AI-powered digital experience technology.

Showroom is the ContentWise offering for the fashion and apparel retail industry, focused on using AI to simplify digital content creation, accelerate time-to-market, deliver a uniquely personalized experience and increase e-commerce sales.

Showroom Catalog Builder helps fashion brands unleash creativity by automating time-consuming catalog production tasks and ensuring on-brand consistency and tone of voice at scale.

With offices in Milan, Los Angeles, Boston and Singapore, ContentWise counts leading retail, media, and publishing brands among its customers.

WANT TO HAVE A CLOSER LOOK?

LEARN MORE

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