

Case Study

Faster Time to Market and More Online Visibility Through Text Automation

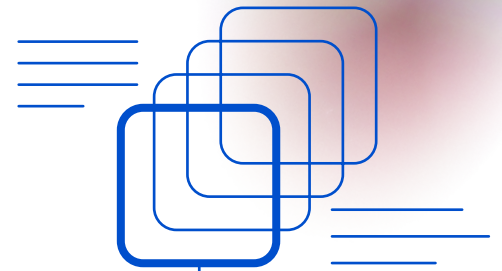


AMPri Trading Company was established in 1994 and supplies its partners as a manufacturer and wholesaler with reusable and disposable products in the field of medicine and workplace safety. In addition to the main product, disposable gloves, the range currently includes 700 core products and is sold in over 50 countries.

The Challenge

AMPri faced the challenge of realising a better customer experience through informative and persuasive product descriptions. The realignment of the corporate strategy to complement digital sales required more visibility on Google and other search engines as well as SEO-relevant product texts. So far, the provider had only used the manufacturer's information, which meant implementing entirely new processes for creating these product descriptions. There was a significant challenge in the complexity and specific wording of the 700 products in AMPri's portfolio. At the same time, product descriptions were to be rolled out in German, English, and Spanish to support international sales.

For these reasons, AMPri opted for the Content Automation Platform textengine.io by Retresco. It aimed to develop uniformly structured description texts in the three target languages, enabling existing and potential new customers to navigate more easily and optimise their buying experience. textengine.io is designed for Large Scale Content Automation, allowing generation of unlimited texts in impeccable content, grammar, and legality in the shortest possible time. Data-based text models are used to structure text generation and automate content workflows. The five text models used by AMPri were set up by Retresco's Service Team and tailored to specific customer requirements. Since the initial setup, these are now used and continually developed by AMPri themselves.



The Solution

By utilising textengine.io, AMPri positioned itself to publish uniformly structured product descriptions in the three target languages. At the same time, this ensured more intuitive navigation and an improved customer experience. With the help of Retresco's automated text generation, AMPri has since been able to provide far more detailed and accurate information about its products. Overall, AMPri benefits from quicker and more efficient content creation processes, as well as a faster time to market for new or updated product information. This innovative approach to text generation ensures higher customer satisfaction and stronger customer retention, as evidenced by AMPri's internal evaluations.

A particular focus was placed on ensuring the multi-lingual capabilities of the text models. These were initially created in German and then translated into English and Spanish. Once the German text models became operational, any number of additional product texts in the relevant languages could be generated. The fast project implementation, enabled by an impending deadline due to an upcoming shop launch in Spanish-speaking markets, would not have been feasible using traditional methods and translation agencies.

The Results

With the help of Retresco, AMPri was able to achieve an extraordinarily fast time to market. In ongoing operations, the company has since been producing high-quality texts with few resources and efforts, which stand out as consistent and convincing product descriptions. The automatically generated content matches the indented wording and is indistinguishable from human-made content. The analysis tool GLTR certifies product descriptions as having a high information content and entropy, just as customers and potential new customers know from manually written texts.

At the same time, AMPri was able to increase its online visibility by more than 340% within just a few months thanks to textengine.io and achieved its first top 10 rankings with product detail pages. In a further step, AMPri plans to further optimise the already existing text models for even more customer friendliness and SEO relevance.

AI-powered Content Automation

Retresco is one of the market leaders in the automated analysis and generation of content. The Content Automation Platform textengine.io enables scalable text automation – simple, intelligent, and effective. At the same time, Retresco offers a comprehensive topic management system and develops customer-specific AI applications.

„Through collaborating with Retresco, we benefit from structured text generation and **efficient content workflows**. The implementation of **multilingual, high-quality content** is remarkably easy and quick. Within a very short time, we have significantly **increased the visibility and reach of our website** and, not least, raised our data quality to a new level.“



Philip Krüger, Team Lead Marketing and eCommerce, AMPri



According to GLTR, automatically generated product descriptions are **equivalent to copy written by humans**.

Schedule a **free demo** with one of our experts today!

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