

## CASE STUDY

# MEDIAMARKTSATURN AUTOMATES PRODUCT DESCRIPTIONS



## THE CHALLENGE

The MediaMarkt and Saturn online shops consistently offer more than 350,000 products in a wide range of different varieties. And while these online shops provide customers with an enormous selection, for the online team at MediaMarktSaturn, the extensive product range means one thing above all: copywriting, copywriting, copywriting. After all, each product requires a comprehensive description – without it, customers would struggle to make informed purchasing decisions.

The product copy is based on information provided by the manufacturer. In the conventional copywriting process, however, many manufacturers primarily provided technical specifications, not marketing copy, which led to inconsistencies in the product descriptions on the website.

Additionally, MediaMarktSaturn was confronted with a further challenge faced by all large online retailers: The more products a shop contains, the more time-consuming it is to write unique product descriptions.

## THE SOLUTION

MediaMarktSaturn opted for an innovative approach, making sweeping changes to its process for creating product descriptions. Since 2019, the company's online shops have

relied on automatic text generation using the rtr textengine software from Retresco.

rtr textengine is a natural language generation (NLG) application. NLG is a branch of artificial intelligence. Data forms the foundation of the NLG application; templates and conditions also need to be defined in advance to produce text in natural language. If these prerequisites are met, the software generates unique content using data-based product characteristics such as color, size, material, or other individually defined properties.

rtr textengine has already generated more than 500,000 product descriptions for MediaMarktSaturn items in 427 product categories. The project for the MediaMarkt and Saturn online shops is not yet complete. Once copy has been automatically generated for all products as part of a further intermediate step, the next major goal is to create automatically generated descriptions for all services offered online for the products.

## THE TECHNOLOGY

The MediaMarktSaturn case highlights the potential that automatic text generation offers for e-commerce. Using software to generate product copy significantly improves efficiency; natural language generation creates content

**427**

PRODUCT CATEGORIES

**500.000**

PRODUCT DESCRIPTIONS

## **MEDIA - SATURN**

in seconds and eliminates the need for lengthy rounds of approval between internal stakeholders. At the same time, NLG produces highly varied content. No single product description is identical to another – a fact that is decisive for positioning products in search engines.

Another plus: text generation allows for the creation of consistent content landscapes. The voice and tone of the copy harmonize seamlessly across all product categories, improving brand recognition for customers and bolstering the company's brand image.

Automatic text generation also changes internal content creation processes. The technology allows for flexible alterations to large volumes of existing content – for example, if a new product category is added to the shop, the system generates descriptions for each item at the touch of a button.

Additionally, the flexibility of NLG can contribute to the success of seasonal campaigns – by adding special text elements to product descriptions during the holidays, for instance.

*"Automatic text generation offers a wide range of benefits: The detailed information about the products and the way they are categorized help customers make informed purchasing decisions. The product descriptions also increase the relevance of our products for search engines."*

**Franziska Knabel**  
textengine Project Manager  
MediaMarktSaturn Germany

*"The Retresco software creates high-quality product copy efficiently. Our next major goal is to integrate all the services we offer at MediaMarkt and Saturn into the copy."*

**Christian Brandl**  
Head of Content Management Division  
MediaMarktSaturn Germany

### AN AWARD-WINNING SOLUTION

#### **MEDIA - SATURN**

MediaMarktSaturn received the 2021 reta Award in the category Best AI & Robotics Application for its use of automated text generation for product descriptions



As MediaMarktSaturn's partner for technology and implementation, Retresco received the 2021 Top Supplier Retail Award in the category Best AI & Robotics Application.

### HOW WE CAN SUPPORT YOU

Would you like to know how Retrescos solutions can help your company digitise business processes? Learn more on our website or make an appointment for a personal consultation: [welcome@retresco.de](mailto:welcome@retresco.de)