

Case Study

Enhancing Quality: Automated Product Descriptions in 3 Languages



Shoepassion is a leading provider of high-quality shoes for women and men, distinguished by a wide range of shoe models and brands. The shoemaking company has the mission to make the „passion for shoes“ tangible as a cultivation brand. Shoepassion relies on transparent European manufacturing with sustainable natural materials. Through its Direct-to-Consumer approach, Shoepassion offers unbeatable value for money.

The Challenge

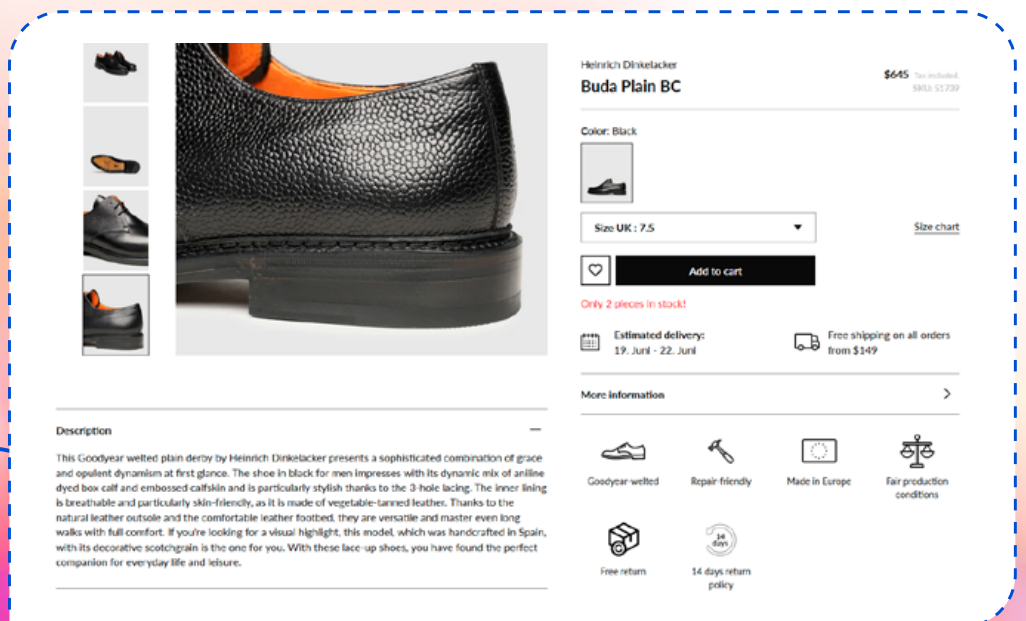
Up until now, Shoepassion has written its product descriptions manually, which was very laborious and did not allow for any significant efficiency or cost savings. The aim of automating product descriptions was to unlock this potential. The biggest challenge in finding an automated solution for creating product descriptions was to maintain the existing text quality, while applying it to diverse types of shoes and brands. Shoepassion saw the main opportunity with automated text generation in being able to make seasonal adjustments and additions with little effort.

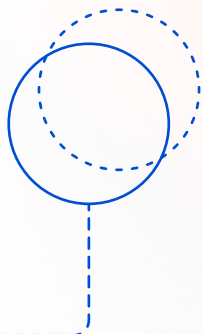
One specific requirement was not only to reach the existing level of text quality, as with the manually written texts, but also to dissolve the differences between the automated generated and humanly created contents. Here, data-based text models should come into action to create tailor-made texts

The shoemaking company places great emphasis on sophisticated and target group-specific product texts for women and men. Every year, several thousand texts are needed in German, English and French.

for different shoe models, brands, and types of shoes. All product descriptions should be easily variable in content, in order to rank as highly as possible with Google and other search engines.

Text models are AI-powered algorithms that are trained to generate human-like texts. These models analyse and interpret large amounts of data and can subsequently automatically generate high-quality and varying content. The text models are designed to generate product descriptions that are correct in terms of content, grammar, and legality within a few minutes.





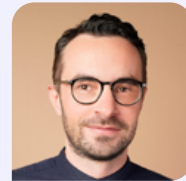
Die Solution

For automated text generation, Shoepassion decided on the full-service agency Xanevo and the Content Automation Platform textengine.io by Retresco. Xanevo set up three text models for text generation in German, English, and French. In the textengine.io, the targeting was precisely tailored to both women and men. The focus was on data management in order to achieve optimal output quality, even in categories with few products.

The text models were set up in such a way that they can generate individual texts for women's and men's shoe models. These text models are compatible with three brands (Henry Stevens, Heinrich Dinkelacker, N91) and can describe seven types of shoes (trainers, classics, loafers, boat shoes, sandals, pumps, espadrilles). Thanks to this fast content creation process, Shoepassion has achieved a key advantage, setting it apart from its competitors.

Overall, Shoepassion has successfully achieved significantly more efficient processes for the text generation of its products using textengine.io. Through automation, texts can be generated much earlier, sometimes even months before products go on sale. This also allows for last-minute data adjustments and updates at any time. This applies to all target languages, therefore leading to significantly lower translation costs.

„The optimal collaboration between Xanevo and Retresco has enabled us to create **high-quality, automated product texts** that seamlessly fit into our superior offering. The **short time-to-content** and the ability to **rapidly and efficiently implement seasonal adjustments and expansions** are crucial factors for our success and our future competitiveness.“



Tobias Börner
Company Spokesman, Shoepassion

The Result

By implementing the textengine.io, Shoepassion was able to achieve the same quality level as manually written texts within the first year. Overall, a conversion uplift of 17% was achieved. The automated text generation is indistinguishable from human-made content. According to the analysis tool GLTR („Giant Language Model Test Room“) from IBM Watson and Harvard NLP, product descriptions are characterised by high entropy. This attests that the texts provide a top level of information content and correspond to human-made content.

At the same time, Shoepassion was able to increase its online visibility by more than 32% in just three months according to the visibility index from Sistrich.

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

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