


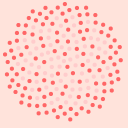
Driving Sales Growth With Marketplace Content & Pricing Optimization

Item Details 2/4 Recommendations

Home > Dairy & Eggs > Milk & Plant-Based Milk Last update : 2 minutes ago | Time to update : 02:14:22ss

<p>PRODUCT IMAGE</p>  <p>52oz</p> <p>RECOMMENDED PRICE: \$4.99</p>	<p>PRODUCT NAME</p> <p>2% Reduced Fat Lactose Free & High-Protein Ultra-Filtered Milk</p> <p>NodeAI Recommendation</p> <ul style="list-style-type: none">Product Title should contain brand name
<p>PRODUCT URL</p> <p>Product Page</p>	<p>PRODUCT DESCRIPTION</p> <p>Our delicious and satisfying fairlife 2% Ultra-Filtered Milk has 50% less sugar and 50% more protein than regular milk. Plus, there's no artificial growth hormones used and it's lactose free.</p> <p>NodeAI Recommendation</p> <ul style="list-style-type: none">Product description should be in 1-3 linesCharacters in product description should be less than 1950 characters.





Use Case 1

Optimizing Product Detail Pages (PDPs) with Advanced Analytics

Introduction

Large online marketplaces serve as hubs for millions of products listed by thousands of third-party (3P) sellers. As of 2023, [Amazon alone hosts over 6 million sellers worldwide, with more than 50% of its sales coming from third-party sellers.](#)

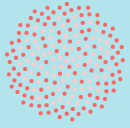
While these platforms offer immense opportunities for businesses to scale, managing and optimizing the content of Product Detail Pages (PDPs) poses significant challenges. Many sellers struggle to adhere to marketplace content guidelines, resulting in inconsistent product descriptions, error-ridden pages, incomplete product details, and missing images. This challenge becomes especially acute when marketplace operators grapple to manage large inventories across diverse categories while ensuring a seamless shopping experience.

Such issues not only frustrate consumers but also damage the marketplace's reputation, hindering consumer experience, reducing conversions, and leading to diminished sales for both sellers and the platform itself. Research shows that [88% of online shoppers are unlikely to return to a website after a bad experience](#), highlighting the critical role of high-quality content in retaining customers.

Addressing these issues with manual intervention is resource-intensive and often impractical. To tackle this, modern marketplaces need automated, intelligent content optimization solutions that enhance compliance, improve PDP quality, recommend product page optimizations, generate SEO-optimized content that adheres to marketplaces guidelines, and drive sales growth at scale.

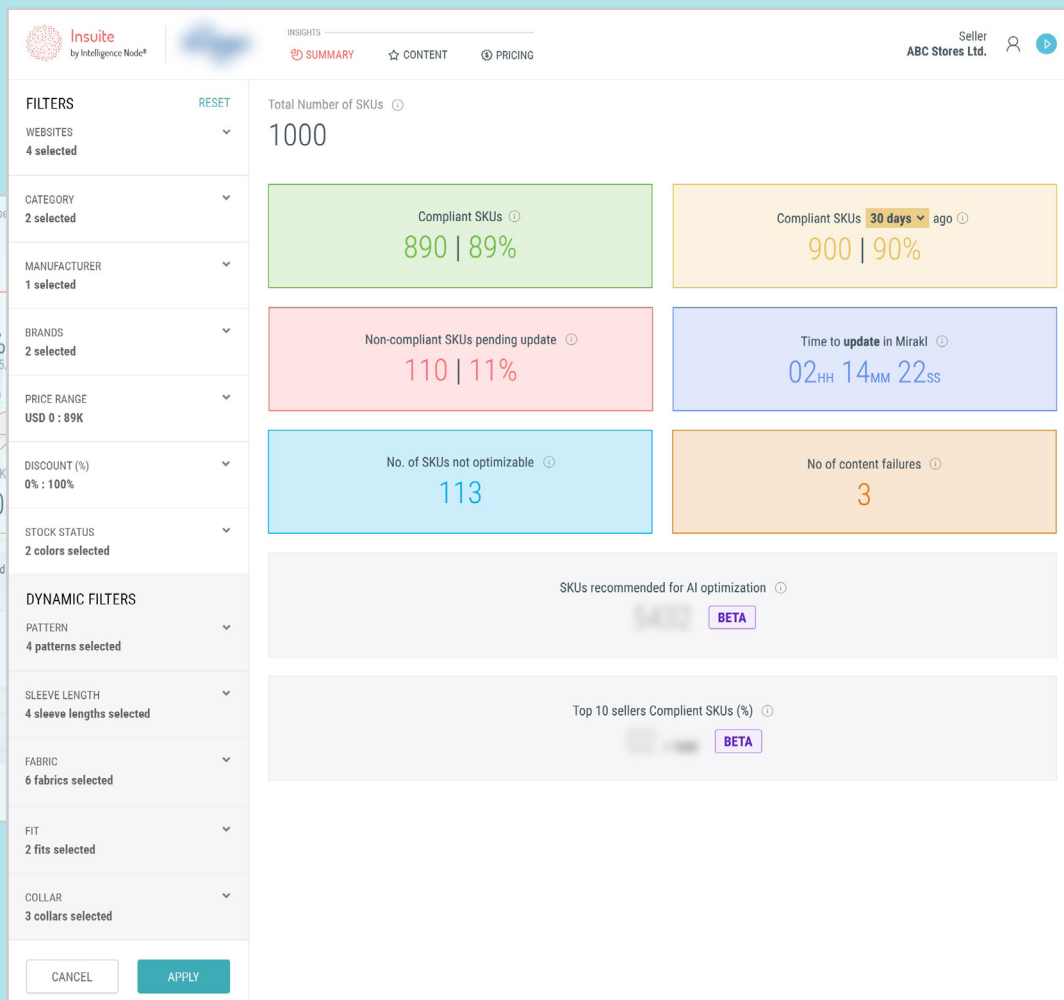
88% of online shoppers are unlikely to return to a website after a bad experience

- Baymard Institute

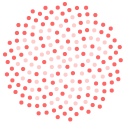


The Solution

An Automated, Intelligent Content Optimization Platform



To solve the complex challenges of PDP management, Intelligence Node's [Content Optimization Platform](#) leverages advanced analytics, a retail repository of over 1.2 billion SKUs and Gen-AI-driven insights to streamline the optimization process. The platform ensures that sellers can meet marketplace guidelines effortlessly while providing tools for scalable, actionable improvements.

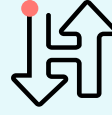


Key Features



Analyze Compliance with Content Guidelines

Automatically audit PDPs based on marketplace guidelines to identify errors, inconsistencies, and non-compliant content.



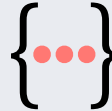
Bulk Download/Upload for Updates

Edit non-compliant SKUs efficiently through bulk download and upload capabilities.



SKU-Specific Recommendations

Leverage Gen-AI-led targeted recommendations to correct errors and optimize content to make it SEO friendly.



Seamless Data Flow Integration

Integrate effortlessly with backend systems like Mirakl for smooth data synchronization and automated updates.

Key Benefits



Improved Share of Search

Higher-quality PDPs rank better in marketplace search results, increasing product visibility.



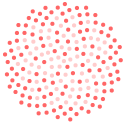
Enhanced Retail Ratings and Reviews

Accurate and visually appealing PDPs improve customer satisfaction, leading to better reviews and higher ratings.



Sales Growth

Optimized PDPs directly impact conversions, driving increased revenue for sellers and marketplaces.



Success Story

Empowering Sellers for Marketplace Excellence

By leveraging Intelligence Node's [Content Optimization Platform](#), a leading global marketplace transformed PDP content for thousands of its sellers. The platform's intuitive tools and AI-driven recommendations helped automate content optimization by enabling sellers to enhance their PDP quality, align with marketplace guidelines, and achieve remarkable sales growth.

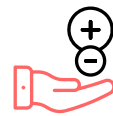
Results



720,000+
SKUs Optimized



51%
Daily Active Sellers
on the Platform and Growing



219,000
Pending Recommendations
Implemented

Business Impact



25%
Average QoQ
Growth for Sellers



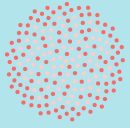
91%
Highest QoQ Growth
for an Individual Seller



2X
Gross Merchandise Value
(GMV) Growth Potential

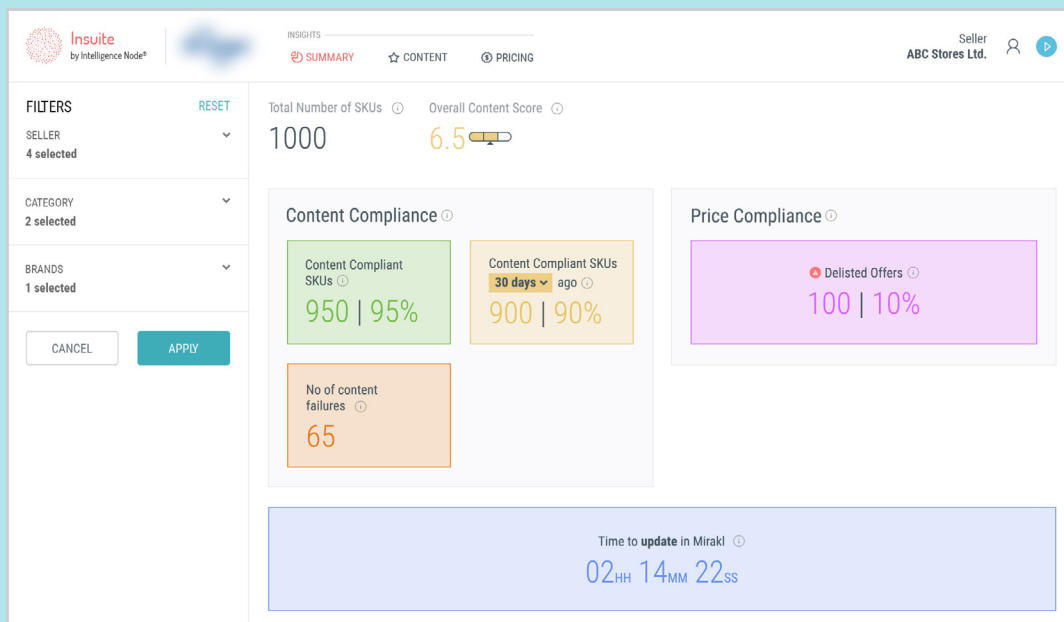


49%
QoQ Growth for
Top Performers

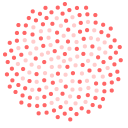


Use Case 2

Pricing Compliance Management Across Seller Listings



Managing pricing compliance across various seller listings and platforms is a significant challenge for modern marketplaces. Disparities in pricing can not only harm marketplace credibility but also impact customer trust and satisfaction. Intelligence Node's Marketplace Price Compliance Tool offers a robust solution to monitor and maintain pricing consistency, ensuring sellers maintain pricing parity on your marketplace while staying competitive.

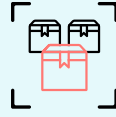


Key Features



Track Seller Prices Across Platforms

Monitor seller prices for similar products across multiple eCommerce platforms for consistency.



Unmatched Product Matching Technology

Match and compare similar products across different sellers and platforms with 99% accuracy.



Smart Price Recommendations

Provide actionable insights for sellers to optimize prices.

Key Benefits



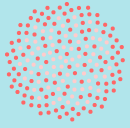
Ensure **seller price parity** across marketplaces.



Enable **competitive pricing** to boost conversions.



Gain visibility into **competitor price movements** for informed pricing strategies.



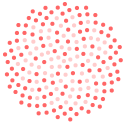
Use Case 3

Automated Product Repricing With Rule-Based Pricing Engine

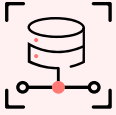
The screenshot displays the Insuite Repricing interface for 'ABC Stores Ltd.'. The interface includes a sidebar with filters for Seller (4 selected), Category (2 selected), and Brands (1 selected). The main area shows a table of 1000 SKUs with columns for SKU Id, Product Name, Scope, Rule Applied, Brand, Matches, Matching Status, Actual Price, Smart Rule Status, and Smart Price. Each row includes a checkbox, a product image, and a toggle switch to enable or disable the rule.

SKU Id	Product Name	Scope	Rule Applied	Brand	Matches	Matching Status	Actual Price	Smart Rule Status	Smart Price	
356	2% Reduced Fat Lactose Free & Ultra-Filtered Milk	Yes	Summer sale	Fairlife	2	Overpriced	9 USD 4 Min. 35 Max. 15% Dis 1.3 USD	Underpriced	8 USD	ON
3560	Alba Botanica® Coconut Milk More Moisture Shampoo	No	Product Pre-launch	Alba Botanica	4	Inline	34 USD 1.3 Min. 79 Max. 0% Dis 0 USD	Overpriced	35 USD	ON
352	Almond Milk Vanilla - Case of 12 - 32 fl. oz.	Yes	Inventory check only	Almond Breeze	1	Overpriced	42 USD 6 Min. 109 Max. 0% Dis 0 USD	Inline	42 USD	ON
9782	Dionic Vanilla Bean Goat Milk Whipped Body Scrub	Yes	No Rule Applied	Dionis	2	Inline	20 USD 1.3 Min. 49 Max. 0% Dis 0 USD	Underpriced	17 USD	ON
3911	100% Lactose Free 2% Reduced Fat Milk	Yes	Inhouse event training (+2)	Lactaid	3	Underpriced	42 USD 1.25 Min. 87 Max. 0% Dis 0 USD	Underpriced	36 USD	ON
313	Native Forest Organic Classic - Coconut Milk Case of 12 - 13.5 Fl. oz.	Yes	No Rule Applied	Native Forest	5	Inline	34 USD 1.3 Min. 79 Max. 0% Dis 0 USD	Overpriced	35 USD	ON
3481	Milk Chocolate Peanut Butter Cups Candy Bar	Yes	Internal training September	Reese's	2	Overpriced	42 USD 6 Min. 109 Max. 0% Dis 0 USD	Inline	35 USD	ON
352	Coco Striped Milk Chocolate	Yes	No Rule Applied	Safavieh	3	Overpriced	20 USD 1.3 Min. 49 Max. 0% Dis 0 USD	Overpriced	16 USD	ON
3561	Simple Truth Organic® 2% Reduced Fat Milk	Yes	Inline status check only	Simple Truth Organic	4	Underpriced	42 USD 1.3 Min. 88 Max. 0% Dis 0 USD	Inline	22 USD	ON

In the fast-paced world of eCommerce, where prices on platforms like Amazon can change every few minutes, manual pricing adjustments can't suffice any more. Retailers and resellers face the daunting task of tracking, matching, and repricing thousands of products in near-real-time across different platforms. Intelligence Node's Automated Product Repricing Solution addresses these challenges with cutting-edge AI and a rule-based pricing engine.



Key Features



10-Second Data Refresh Rates

Near real-time price comparisons to keep sellers in the know.



Dynamic Pricing Rules

Customizable rules tailored to competitive price movements and seller requirements.



AI-Driven Pricing Recommendations

Analytics to determine the most competitive prices.

Key Benefits



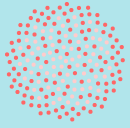
Automate pricing updates through **backend integration**, reducing manual effort.



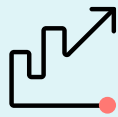
Utilize **data-driven insights** for smarter pricing decisions and margin growth.



Enhance pricing strategies with **AI-powered recommendations**.



Business Impact



2.5X

Increase in Margins:
Improved profitability with
smarter price adjustments.



12.5%

Revenue Uplift:
Significant increase in revenue
through optimized pricing.

Conclusion

In today's hyper-competitive eCommerce landscape, marketplace content optimization is critical for sustained growth. Intelligence Node's [Content Optimization Platform](#) not only empowers sellers to maintain high standards for PDPs but also helps marketplaces create a better customer experience. By automating content management and providing actionable insights, the platform drives revenue growth and ensures long-term marketplace success.



Ready to Improve Conversions & Consumer Experience?

Learn how our Marketplace Intelligence platform can help you achieve consistent PDP content quality, optimized prices, higher consumer satisfaction, and drive sales growth.

www.intelligencenode.com
contact@intelligencenode.com

[SCHEDULE A DEMO NOW](#)

