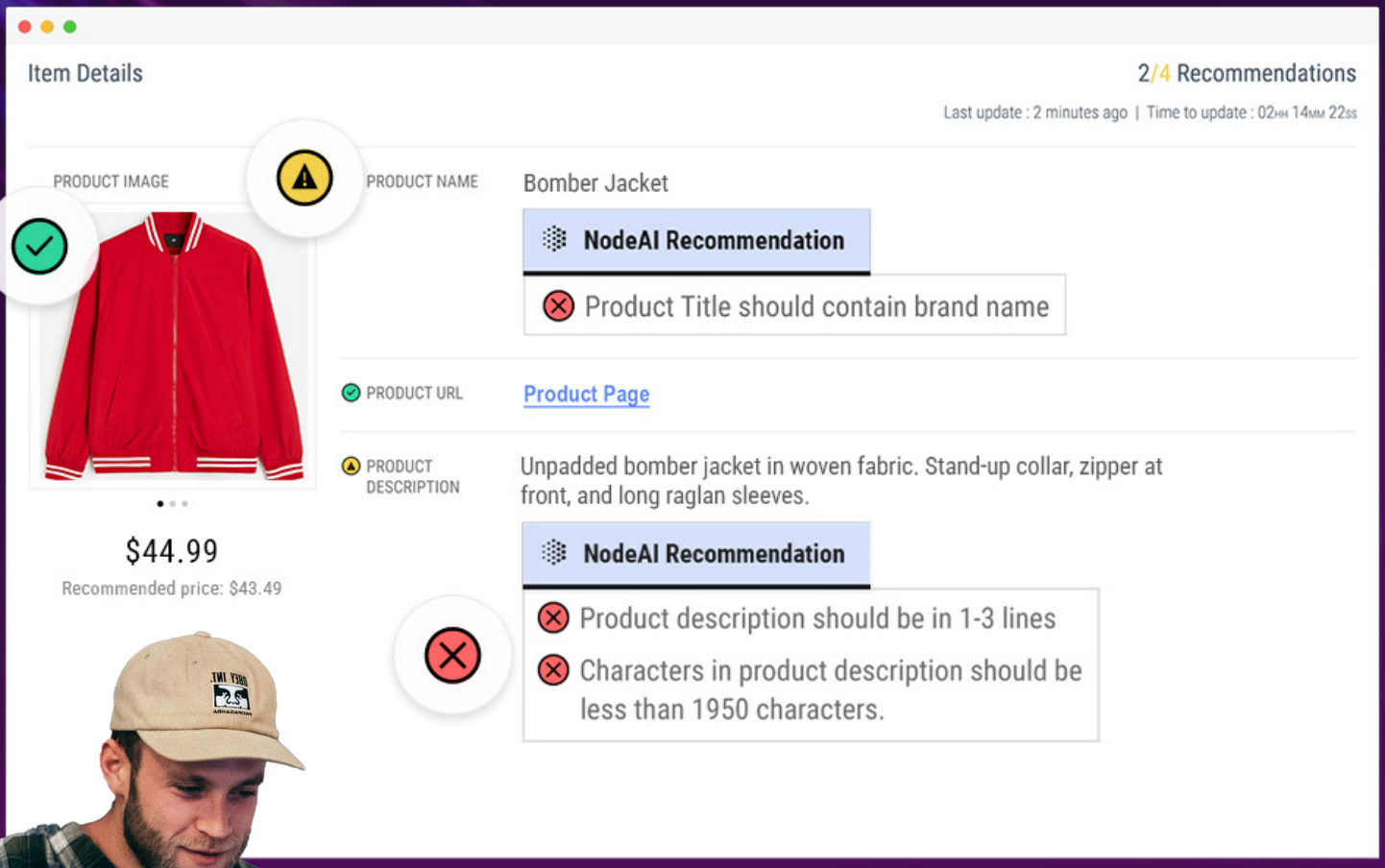
Intelligence Node

Driving eCommerce Growth With AI Content Optimization





Optimizing Product Detail Pages (PDPs) with AI Analytics

Introduction

Large online marketplaces serve as hubs for millions of products listed by thousands of third-party (3P) sellers. Amazon had about **9.7 million** sellers worldwide, with more than 62% 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.

Such issues not only frustrate consumers and hinder their experience, but also damage the marketplace's reputation, 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 consumers.

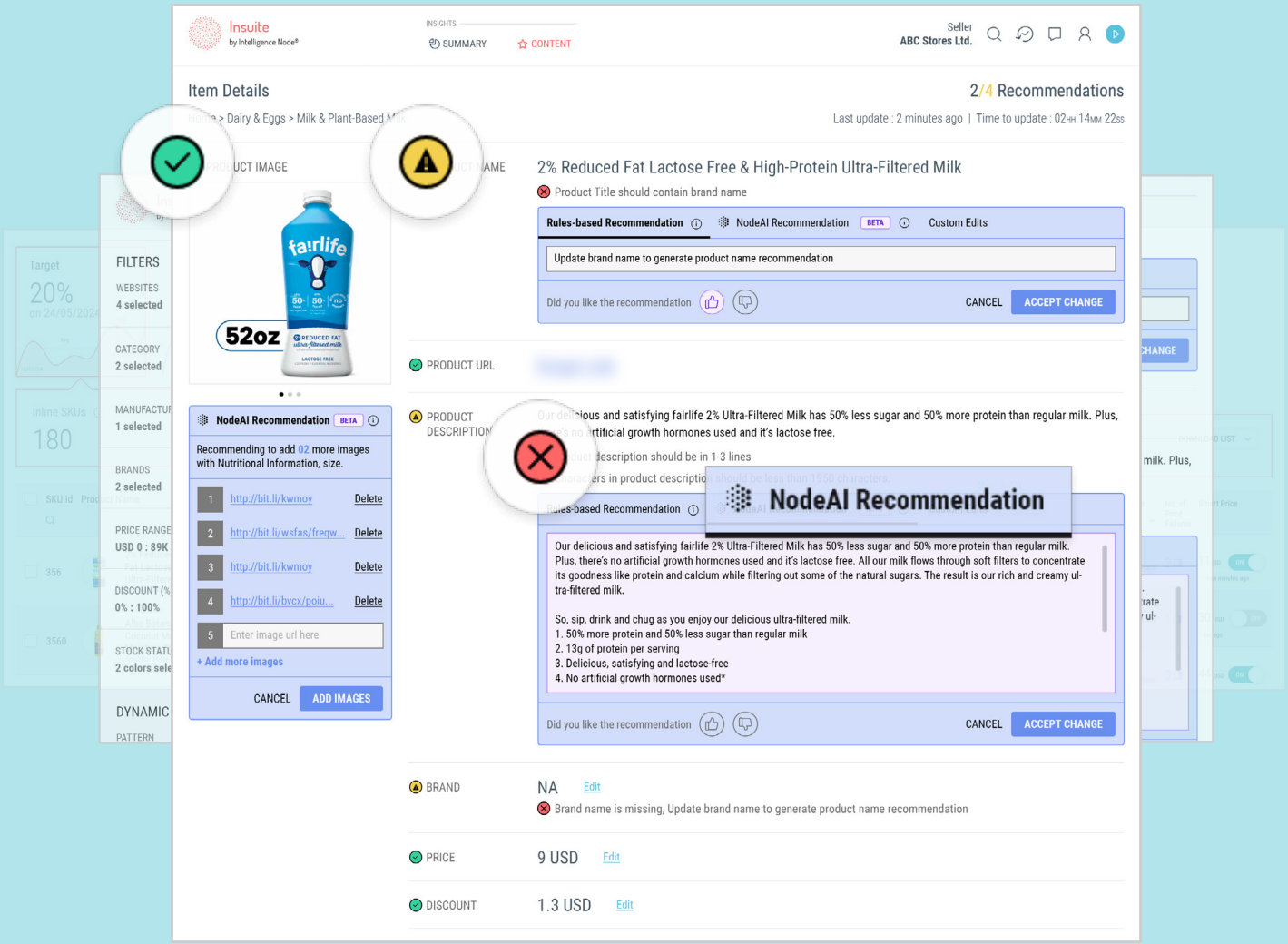
Addressing these issues with manual intervention is resource-intensive and often impractical, especially with large inventories across diverse categories. To tackle this, modern marketplaces need automated, intelligent content optimization solutions that enhance compliance, improve PDP quality, recommend product page optimizations that adhere 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

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An Automated, Intelligent Content Optimization Platform

To solve the complex challenges of PDP management, Intelligence Node's Content Optimization Platform leverages advanced analytics, 1.6+ billion monthly price observations, 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.



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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 marketplace platforms 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.

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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

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Conclusion

In today's competitive eCommerce market, delivering consistent, high-quality product content is essential for improving shopper and AI discoverability, increasing conversions, and creating better shopping experiences. By automating PDP quality checks, content optimization, and compliance at scale, marketplaces can help sellers maintain content standards while improving visibility and performance across millions of listings.

Intelligence Node's AI-powered Content Optimization platform combines advanced analytics, marketplace data, and GenAI-powered recommendations to help marketplaces simplify content management at scale. The result is better PDP quality, stronger seller performance, improved shopper satisfaction, and long-term marketplace growth.

About Intelligence Node

Intelligence Node is a real-time product intelligence data powerhouse powering modern retail. We sit at the center of the digital shelf, transforming pricing, assortment, promotions, search, content, and media signals into executable intelligence that drives growth, precision, and accountability.

Intelligence Node is the intelligence layer powering agentic retail. We sit at the center of the digital shelf, transforming pricing, product, assortment, and content signals into the real-time, trusted intelligence that drives confident decisions, human and AI alike. Our platform spans Market Intelligence, Product Intelligence, AI Readiness, and Decision Intelligence—delivering the visibility, precision, and autonomous recommendations retailers need to compete as retail becomes AI-driven.

Acquired by Interpublic (NYSE: IPG) in December 2024 and now part of Omnicom (NYSE: OMC), Intelligence Node is integrating with Acxiom and Omnicom Media at the core of the world's leading marketing and sales ecosystem.



Intelligence Node

Ready to Improve Conversions & Consumer Experience?

Learn how our AI marketplace intelligence platform can help you enhance PDP content quality at scale and create better shopping experiences that drive growth.

Book a Custom Demo