

The Most Frequently Asked Questions

On Content Automation In E-Commerce



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Abstract/Summary:

Automated content creation is among the strongest drivers of e-commerce growth. As an online store owner, it is essential to solve the growth barrier "content production". The user-friendly e-commerce platform for optimizing and automating content, AX Semantics, provides content generation in 110 languages. Users save time and money, improve both the content quality and scale a process that was formerly done manually. This white paper answers the most frequently asked questions about content automation - from common definitions of terms to user questions to product page personalization issues.

Summary

1 Terms & Technology	1
What is content automation?	
What does Natural Language Generation (NLG) mean?	
What is an API, and how can it be used with AX Semantics?	
Does the AX Semantics software use artificial intelligence (AI) or machine learning?	
What are the benefits of automated content generation?	
2 How To Use And Operate AX Semantics	2
How long does it take to generate the first samples of content?	
I don't have time to use the software myself - what are the options?	
Are programming skills required to use AX Semantics?	
How many languages can AX Semantics automate content in, and how does it work?	
3 The Quality Of Automated Content	3
How good is the quality of the content?	
Can I see a sample text?	
4 Use Cases Of Content Automation	4
Why is text automation suitable for e-commerce companies in particular?	
When is the use of content automation worthwhile?	
5 Search Engine Optimization (SEO)	5
How can unique content be guaranteed or duplicate content be avoided?	
Can I improve the SEO with automated content?	
6 Structured Data	5
What is structured data?	
What do I do if I don't have any data?	
Is it possible to import data from a store system?	
7 Onboarding & Support	6
Where can I get help with getting started with the software?	
Is there a demo where I can get information about the AX Semantics software?	
8 Personalized Content	7

How can I personalize content with AX Semantics, and why should I do it?

Can you design content depending on factors such as time of year or time of day?

9 Pricing

8

Which license is the right one for my needs?

How (often) can I change my license?

How (often) can I cancel my license?

What payment methods can I use?

Are there any discounts or a free trial period?

How do I cancel the free trial?

About The Author

9

Contact

1 Terms & Technology

What is content automation?

With AX Semantics, automated content creation works on the basis of **Natural Language Generation (NLG)** technology, which **generates high-quality and unique content** based on structured data that is identical to handwritten content. Typical use cases for automated content are product descriptions, category descriptions, financial or sports reports, or content for search results pages - basically all types of content required in large volumes and with a similar basic structure.

What does Natural Language Generation (NLG) mean?

Natural Language Generation (NLG) describes the **automated generation of natural language through a machine**. As part of computational linguistics, content generation is a special form of artificial intelligence. Natural language generation is widely used across many industries and purposes, including e-commerce, financial services, and pharmaceuticals. It is seen as particularly efficient for automating repetitive and time-consuming writing tasks, for example, product descriptions, reports, or personalized content.

What is an API, and how can it be used with AX Semantics?

API (Application Programming Interface) is a program interface through which a user can access **the functions of an application**. Be it data import, text generation, or the integration of automated content into your own website: All functions of AX Semantics NLG Cloud are accessible using our REST API and you can easily automate every single action.

Does the AX Semantics software use artificial intelligence (AI) or machine learning?

The software uses NLP in the form of machine learning models for the **language and grammar components**, among others. The **initial configuration of rules, statements, tonality**, etc., though, lies entirely in the hands of the editors to ensure that the content and style are as the users want them to be.

What are the benefits of automated content generation?

With automated text generation, **you save up to 80% time** on repetitive writing tasks. Human productivity can be multiplied by automating the repetitive parts of

writing. This allows you to **produce unique and tailored content in high volumes** - all in **110 languages**.

2 How To Use And Operate AX Semantics

How long does it take to generate the first samples of content?

The time required to generate the first samples of content depends on a number of factors:

- What kind of content should be generated?
- Is there a database available?
- How extensive and varied should the content be?

Our recommendation is to follow an **iterative approach**, i.e., to start with minimal content and to continuously extend and improve the project. This way, many of our users publish a first version of the content **only after a few days**. Regeneration of content is included in the license fee, so previously published content can be updated at all times. It is recommended to update the content regularly in any case from the SEO point of view with regard to content freshness. For e-commerce companies with a very diverse and large product range, it can also be helpful to act product category by product category.

I don't have time to use the software myself - what are the options?

We provide a **variety of services** and **have a large network of [certified partners](#)** who also provide services in their key areas with AX Semantics: Be it data preparation, project implementation or the implementation of projects in other languages. [Feel free to contact us](#), and we will find the right solution for you.

Are programming skills required to use AX Semantics?

No, users **do not require programming skills** in order to use AX Semantics. More important is that they have domain knowledge about their topic and a good sense of language and good content - as **content quality is in the hands of the user**. This is why most of our users are not programmers. Below are a few real customer testimonials submitted to G2.com on how to use the software:

„It is intuitive to use and if you bring a good data structure and some feeling for language, you'll soon watch it producing all the texts you need.“

"Interface is very clear and logical. One intuitively understands where to find the needed features, even without having much experience with the tool."

How many languages can AX Semantics automate content in, and how does it work?

AX Semantics masters **the grammar of over 110 languages**. In other words, it is possible to **generate grammatically correct content** in all of these languages and to benefit from the advantages of automation. AX Semantics is not a translation tool, however. It means that a native speaker is needed to create the linguistic building blocks. For multilingual projects, the rules and logics can be taken over from the source language, so that additional languages can be implemented even faster than the first one.

Our customer SkatePro has successfully done this in 17 languages - [see the case study here](#).

3 The Quality Of Automated Content

How good is the quality of the content?

Our software is run by editors, which allows us to create content based on structured data that are identical to handwritten content. This is called **hybrid editing**. In other words, editors use our tool to automate repetitive writing tasks that would require too much time and effort to be created manually. As a user, you create logics and content blocks for all sorts of "events" only once. Then the software builds a **natural language content** piece from this and from the pieces of information found in the data. This allows evaluations, assessments and conclusions to be made in the content. The configuration of rules, statements and tonality is entirely in the hands of the editors. This **ensures a high quality of the content**.

Can I see a sample text?

Yes, we have **published some case studies, including some examples** that were created with automated content generation on our English website. However, sample texts are only conditionally meaningful, because: Content design and thus content quality is completely the **responsibility of the user**, as it is with manual writing. If you still want to get an insight into what other companies have achieved with AX

Semantics, you can find some case studies in the category Case Studies: <https://en.ax-semantics.com/case-studies/>.

4 Use Cases Of Content Automation

Why is text automation suitable for e-commerce companies in particular?

The content demand in e-commerce is high: Many manufacturers and retailers are not able to equip their product range and category pages with individual product descriptions. In many cases, the manufacturer's text piece is used or there is no description provided at all due to the manual effort required to create it. **Using automated product and category descriptions can increase visibility in search engines and the conversion rate in the store** - since the page is easier to find and users receive purchase-decisive information through high-quality content. Additionally, **structured product data** is often available in e-commerce, for example from PIM systems, which means that the data basis for content automation is already available.

When is the use of content automation worthwhile?

The use of content automation is always worthwhile when:

1. **High quantities of similar content is needed** (such as thousands of product descriptions, hotel descriptions, destination descriptions, etc.) or
2. **similar content is required on a regular basis** (e.g. financial reports, soccer reports, reports/forecasts, etc.).

However, there is no standard answer to the question of when content automation is worthwhile. Most of our customers need at least 1,000 content pieces, and the possibilities are endless. Some of them generate over a million content a year. Due to our different licensing models, **we find a suitable package for each customer.**

5 Search Engine Optimization (SEO)

How can unique content be guaranteed or duplicate content be avoided?

AX Semantics software is configured to **produce thousands of unique pieces of content**. Most users subsequently publish the content on the web, with the aim of gaining visibility on Google, among other things. Therefore, there are **various functions in the tool** (sentence variants, synonyms, triggers, sentence sequences, etc.) to ensure variance or uniqueness. Fundamentally, this is how it works: After an initial configuration, you can use the software to generate **unique and high-quality content based on structured data**. You create one-time logics, content blocks and as needed variances for all possible "events". This way, evaluations, assessments and conclusions can be made in the content. Based on this and the information it finds in the data, the software forms **content based on natural language**. Then, each time content is regenerated, the software assembles the components into a new unique content, following the predefined rules.

Can I improve the SEO with automated content?

Numerous AX Semantics customers' results show that **automated content is worthwhile when it comes to SEO**. The e-commerce company MYTHERESA **increased its visibility by 80%** for relevant keywords within 6 months after beginning to use automated content. KitchenAdvisor is another example. They also registered a **0.7 to 1 increase in Sistrix visibility** within 3 months.

Click here for the Mytheresa Case Study: <https://en.ax-semantics.com/case-study/mytheresa/>

6 Structured Data

What is structured data?

Structured data is **data that follows a predefined data model and is therefore easy to analyze**. Structured data corresponds to a designed pattern, such as a spreadsheet, with correlations between the different rows and columns. Usual

examples of structured data are Excel files or SQL databases. Structured data is an **important basis for content automation**, as it delivers the individual information for each text. For e-commerce product descriptions, for example, this data is often available in a store system, product information system (PIM) or online store.

What do I do if I don't have any data?

We will be happy to advise you on how to generate structured data and, if necessary, have suitable partners on board. Even **without structured data, it is possible to use our software**, for example to supplement existing product descriptions with personalized content. With the help of our "Metrics" service, you can record the user behavior of your site visitors. You can use our [personalization solution](#) to convert this data into personalized content that is tailored to user interest and automatically displayed on your product pages.

Is it possible to import data from a store system?

Yes, data import is **possible with various store systems**. We provide **plugins** for most and best-known store systems, enabling a direct data import into the AX platform. For additional store systems we offer a **Direct API** (Application Programming Interface). This programming interface allows data to be imported and exported automatically.

7 Onboarding & Support

Where can I get help with getting started with the software?

AX Semantics offers all users **onboarding** at the start. In other words, every customer is assigned a **personal Customer Success Agent** who answers all questions and provides assistance on how to get started. Furthermore, every user has the **possibility to contact our excellent support at any time if they have any questions**. The main basis is explained in an interactive e-learning seminar when starting out.

Is there a demo where I can get information about the AX Semantics software?

Yes, you can watch a demo where our Customer Success Agent Peter **introduces the tool in 13 minutes**, and explains how it works and for which use cases it is

suitable: <https://en.ax-semantics.com/demo-webinar-how-does-content-automation-work/>

Additionally, you also have the opportunity to try out the tool yourself - completely free of charge. In a small interactive tour we will guide you through the AX platform so that you can see for yourself. **Just register for free and get started:** <https://en.ax-semantics.com/sign-up-try-ax-semantics-for-free/>

8 Personalized Content

How can I personalize content with AX Semantics, and why should I do it?

Personalized product pages **individually address customer interests** and generate **more conversions**. The AX Semantics Personalized Commerce product feature uses real-time user data to create individually targeted purchase incentives for each visitor - be it a regular customer or a first-time visitor.

AX Semantics' "Personalized Commerce" product feature offers a **hyper-personalized customer approach** that increases conversions. Personalized Commerce" is of course linked to our automated content generation. It designs, tests, and optimizes the content of your product pages to best address and convert each individual customer. More info about this can be found here: <https://en.ax-semantics.com/ecommerce-suite-automated-content-personalization/>

Can you design content depending on factors such as time of year or time of day?

Different output of content elements **depending on times of day or even seasons is possible effortlessly**. The major advantage compared to manual content creation is that you configure these aspects, which are **dependent on the season or time of day**, in the project only once and then roll them out to all the desired content. For instance, product descriptions for large cooking pots can include recipe tips for the holiday menu just before Christmas.

9 Pricing

Which license is the right one for my needs?

We will gladly advise you on which license package is the right one for your use case.

[Just contact us!](#)

How (often) can I change my license?

Our [license models](#) are **oriented towards your needs**. That's why we offer our **editor packages on a monthly basis**: As your needs change, you can switch your plan. The best thing is to discuss a license change with our team and we will find the best solution for you together.

How (often) can I cancel my license?

Our editor license packages are **easily cancelable on a monthly basis**, unless you have agreed otherwise with our team. This way you have **no risk and can decide at any time** if you want to continue using AX Semantics. The cancellation is directly possible in the tool or via our support team.

What payment methods can I use?

Pay for your license by **invoice or credit card**. When you sign up yourself, you can book your license by credit card without having to contact anyone from our team.

Are there any discounts or a free trial period?

If you opt for annual billing, our sales team can offer you a discount. Also, you have the option to **use the software for free for 14 days**. [Start your free trial now!!](#)

How do I cancel the free trial?

We will send you a **reminder three days** before the trial expires, so you have **enough time** to cancel it in case of dissatisfaction. Cancellation is possible directly in the tool or via our support team.

About The Author



AX Semantics is an AI-based, Natural Language Generation (NLG) software company with its roots in content creation and storytelling. The SaaS-based software is easy to use and designed to automate content. Customers of all sizes come from the e-commerce, business, finance and media sectors. The software is available in 110 languages. AX Semantics works with more than 500 customers, including world-renowned brands such as Deloitte, BASF, Ebner & Stolz, Porsche and Nivea. AX Semantics was named one of the top five global vendors of the Natural Language Generation platform by Gartner and a top emerging company in the NLG market by Forrester. The company is changing the way content is created, published and viewed. Thousands of users are enabled by the software to successfully automate text within two days. The company is headquartered in Stuttgart, Germany and there is an additional office in Sunnyvale, California. AX Semantics is a private company backed by Airbridge Equity Partners.

Contact

AX Semantics GmbH

Marienstrasse 23

70178 Stuttgart Germany

Phone: +49-711-6994860

Mail: sales@ax-semantics.com

Website: <https://en.ax-semantics.com/>

[Make an appointment now!](#)