# What Does Content Automation Cost?

## A Comparison between GPT Tools & Data-to-Text / AX SEMANTICS

### Data-to-Text: What is it?
Data-to-text refers to the automated production of natural language texts based on structured data as well as user-defined rules and specifications, such as tonality and structure.

### GPT: What is it?
GPT is a language model that learns from existing text and can provide different ways to end a sentence. It has been trained with hundreds of billions of words representing a significant portion of the Internet.

## 3 Use Cases for Online Shops*
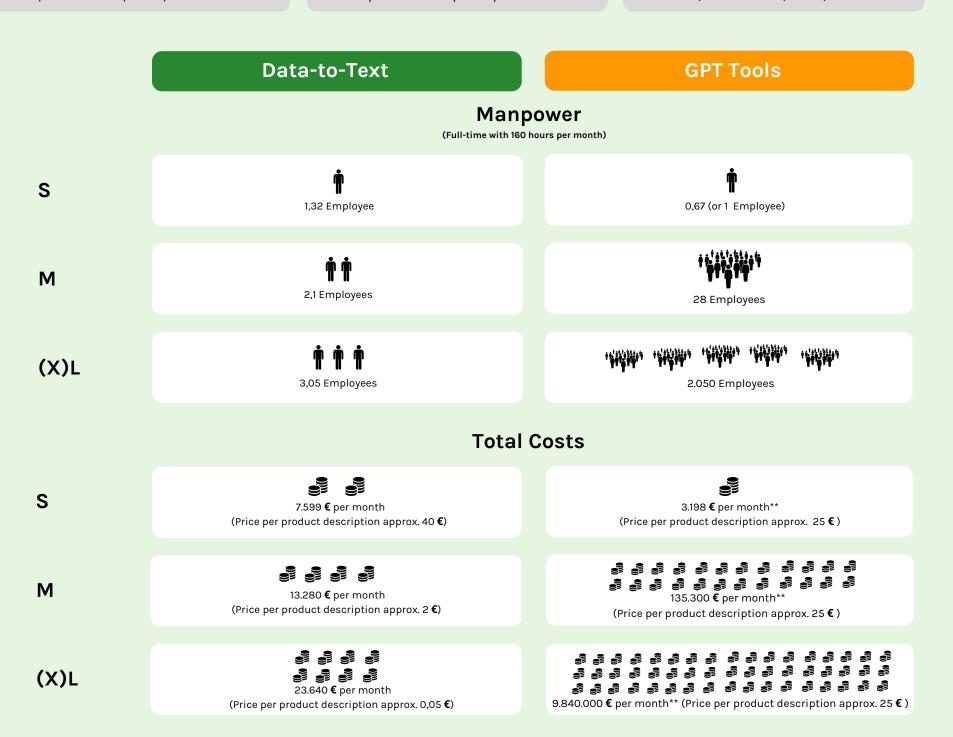
### Small Use Case (S)
ø 130 product descriptions per month

### Medium Use Case (M)
ø 5.500 product descriptions per month

### Customized Use Case (X)L
ø 400.000 product descriptions per month

| | Data-to-Text | GPT Tools |
|---|---|---|
| **Manpower** (Full-time with 160 hours per month) | | |
| S | 1,32 Employee | 0,67 (or 1 Employee) |
| M | 2,1 Employees | 28 Employees |
| (X)L | 3,05 Employees | 2.050 Employees |
| **Total Costs** | | |
| S | 7.599 € per month (Price per product description approx. 40 €) | 3.198 € per month** (Price per product description approx. 25 €) |
| M | 13.280 € per month (Price per product description approx. 2 €) | 135.300 € per month** (Price per product description approx. 25 €) |
| (X)L | 23.640 € per month (Price per product description approx. 0,05 €) | 9.840.000 € per month** (Price per product description approx. 25 €) |

## When is Which Language Model Suitable for Creating Product Texts?

**Data-to-Text**
- ✓ Suitable for a huge text demand
- ✓ Scaling of the text creation
- ✓ Regular optimization and updating of texts
- ✓ Consistency and accuracy of the texts

**GPT Tools**
- ✓ Suitable for small amounts of text with few changes
- ✓ Businesses without repetitive text
- ✓ Manual optimization and updating of texts
- ✓ Immediate creation of a few texts