

Automation of Product Texts in E-Commerce

Overview, Success Factors and a first Introduction

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Abstract/Summary:

High-quality product descriptions have an important impact on the sales and earnings of retail companies. Taking into account decisive success factors, automated text creation can save resources in companies, increase the conversion rate, reduce the return rate and increase visibility in search engines.

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Online commerce is booming - parallel to this, companies in e-commerce need more and more high-quality and unique product texts. However, the creation of product descriptions is one of the biggest challenges for online commerce and is often despised by e-commerce shop owners due to the great organizational and financial effort involved. When e-commerce businesses approach the topic of product texts without prejudice, a number of interesting factors emerge.

High-quality product texts result in ...

... a direct influence on the conversion in the purchasing process.

... a lower number of returns.

... a higher visibility in search engines.

... a reduced effort of customer queries in service centers.

Taking these aspects into account, it pays off to invest in good and high-quality product texts. However, the effort to create them with the help of professional copywriters is immensely high. In high-turnover companies, up to 120 employees are responsible for manual text production. Many companies reach their limits and rarely manage to write texts for all products. Especially product descriptions that have to be created at short notice are often neglected. These include descriptions of seasonal products, new collections or NOS articles (Never out of Stock).

Only rarely do e-commerce businesses redesign the process of creating product descriptions. However, there is considerable potential in optimizing product texts. The main indicators of this potential are an increase in the conversion rate, a reduction in the return rate and a doubling of visibility in search engines. This can have an enormous impact on the company's earnings if consistently implemented and continuously optimized.

If the potentials are so great, how can they be used comfortably?

*With **automated text generation**, companies can break new ground.*

This whitepaper discusses the effects of successful product texts on sales and earnings in retail companies. An introduction to the automation of text generation is presented, which saves resources and enables success-based expansion. By simultaneously measuring the quality of the product texts using business-relevant metrics, the texts can be continuously optimized and re-produced in a few seconds.

Factors for Successful Product Texts

In order to avoid the high expenditure of creating the product texts, e-commerce companies often use the ready-made texts by the manufacturer or copy the data sheets of the products as a replacement for a custom product text. Rarely are the actual needs of the customers actually addressed, only basic information is used.

Four factors in particular indicate poor quality of product texts:

1. No buying impulse in the product text
2. High return rate
3. Too low traffic in the online shop
4. High number of questions from customers

However, product descriptions are the figurehead for online commerce. The customer's decision to buy depends largely on the information and emotions that are instilled in the customer by the product description. Incorrect product descriptions lead directly to a decline in sales. Studies show that the reason for stagnating sales is not only that too few customers become aware of the online shop through the search engines, but also the unappealing product descriptions.

Companies should always keep in mind what customers expect from the product descriptions. This is often a combination of correct information and a text that conveys the certainty that this purchase is exactly the right product. The correctness of the product descriptions plays a major role. Incorrect descriptions lead to a high level of dissatisfaction with the purchased product and also to a high rate of returns. On the one hand, this reduces the company's turnover, reduces the chance of buying the product again and also causes high costs for the return of the product. In addition, online shops are badly placed in search engine rankings due to low traffic. However, a good ranking is an important prerequisite for winning new customers. All these problems can also be prevented by good and high-quality product descriptions.

With these 6 Tips Product Descriptions will be a Success

1. Search Engine Optimization

To be found better in search engines, companies should make SEO optimizations. For this purpose the use of moderate and qualitative keywords is recommended.

2. Benefit Communication

E-commerce companies must be careful not to turn the feature lists of products into a continuous text. Technical details, which can already be found in the product details, bore the customers. It is essential to convey the practical benefits and show emotions to the readers. Example: Companies should not write that a television has four HDMI connections. Instead, they should show the added value this achievement has for the customer: "No more knee pain due to cumbersome plugging in! With this TV you can connect up to four devices at the same time."

3. Generate Additional Buying Impulses

The aim is to generate additional buying impulses for potential customers. One possibility would be to set a buying impulse by the delivery time. "If you order now, the product will be with you in two days" or via particularly convenient payment options. The key question that companies should ask themselves is: "What makes it convenient to order the product now?"

4. No false Promises

Disappointed customers are particularly fatal in online trading. Not only that false promises result in a high return rate, which is associated with high costs. In addition, companies cannot afford to diminish the customers' desire. It is more advantageous to openly address the problems of the product.

5. Living the Brand

Product descriptions should be phrased in such a way that they match the company's brand. The tonality of the brand should be maintained throughout the text. This way authenticity and recognition are gained.

6. Completeness and Correctness

The completeness and correctness of product descriptions should come naturally for online shops. Nevertheless, facts are often not mentioned in product descriptions or there are errors.

E-commerce businesses that consider the factors for successful product descriptions and respond to the needs of their customers have a high potential to win new customers and retain existing customers.

Economic Relevance of Product Texts

In order to avoid the high effort of creating product texts, e-commerce companies often use the ready-made manufacturer texts as a substitute for a real product text or copy the data sheets and the factual enumerations of the products. The needs of the customers are rarely taken into account and thus there is huge untapped potential.

The economic importance of product texts should not be underestimated. Four factors have a direct influence on product texts:

1. Returns

2. Conversion

3. SEO

4. Service Costs

The return rate is one of the biggest challenges of online trading and is often an expensive issue. One of the main reasons why goods ordered online are returned are misleading statements in product descriptions. Statista confirms this in a survey. (Statista, 2017)

30% of customers return the goods because they do not correspond to the product description. (Statista, 2017)

A Calculation Example to Illustrate the Size of the Problem

A return rate of ten percent for e-commerce companies is the lower limit in retail, just like average return costs of ten euros per order. With 100,000 deliveries per year and a shopping basket averaging EUR 25, this means that the cost of returns is 100,000 EUR per year. If lost turnover is taken into account: 10,000 items at EUR 25 is 250,000 Euros per year. 30 percent of the returns and the resulting costs are caused by bad product descriptions. In the example, calculated conservatively, this amounts to EUR 30,000 to 80,000.

Reduction of the Return Rate

To reduce the return rate, online retailers should scrutinize the reasons for returns. Often reasons such as "this is not how I imagined the product" or "I don't like it" are mentioned here. In order to avoid such misunderstandings for buyers, the product

description must be optimized. This has a positive effect on the return rate, as it is easier to clarify to the customer what exactly he is buying. The more realistically the products are described in online shops, the better the potential customer can check whether they match his taste. All necessary information should therefore be available on the product page in a high-quality language style. (Ludwig, 2015)

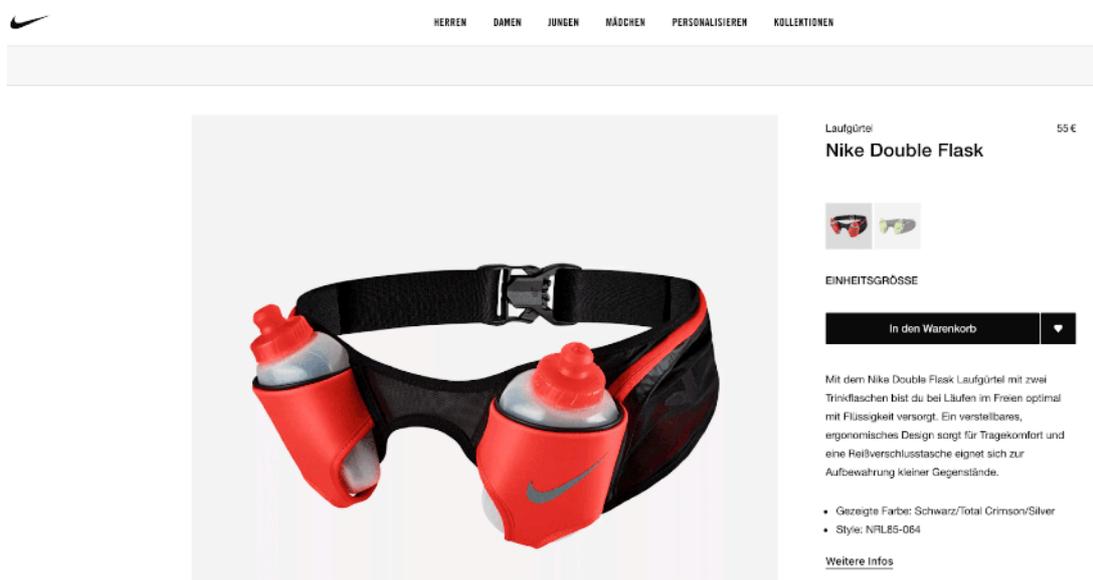
Comparison of Product Descriptions of a Nike Running Belt in different Online Shops

In order to make the above-mentioned points tangible, we explain this using an example. A Nike running belt with 2 water bottles is presented in four online shops nike.com, sport-schuster.de, sportdeal24.de and sportshop.com in different ways. The description texts on the product pages have different strengths and weaknesses. These will be examined in the next section.

Analysis nike.com

An analysis of the product site of the sports equipment manufacturer Nike shows that the features of the running belt are argued to be a benefit. The colors of the product are described in the color mix. This has a negative effect on search engine optimization. The size of the two integrated drinking bottles are an important feature for the customer. On the detail page of the product this information is mentioned later in the text and also the style number is rather uninteresting for the customer and therefore well placed in the detail area. Nike's online shop forms the basis for all other shops examined.

Product Details nike.com



HERREN DAMEN JUNGEN MÄDCHEN PERSONALISIEREN KOLLEKTIONEN

Laufgürtel 55 €

Nike Double Flask

EINHEITSGRÖSSE

In den Warenkorb

Mit dem Nike Double Flask Laufgürtel mit zwei Trinkflaschen bist du bei Läufen im Freien optimal mit Flüssigkeit versorgt. Ein verstellbares, ergonomisches Design sorgt für Tragekomfort und eine Reißverschlusstasche eignet sich zur Aufbewahrung kleiner Gegenstände.

- Gezeigte Farbe: Schwarz/Total Crimson/Silver
- Style: NRL85-064

[Weitere Infos](#)

PRAKTISCHES TRAGEN

Mit dem Nike Double Flask Laufgürtel mit zwei Trinkflaschen bist du bei Läufen im Freien optimal mit Flüssigkeit versorgt. Ein verstellbares, ergonomisches Design sorgt für Tragekomfort und eine Reißverschlussstasche eignet sich zur Aufbewahrung kleiner Gegenstände.

Vorteile

- Stabiles Design reduziert Auf- und Abbewegungen
- Verstellbarer Gürtel und ergonomisches Design für eine bequeme Passform
- Reflektierende Details sorgen für einen auffälligen Look
- Reißverschlussstasche für sichere Aufbewahrung

Produktinformationen

- Platz für zwei Flaschen mit einem Fassungsvermögen von 295,7 ml
- Material: Flasche: 73 % LDPE/17 % PP/10 % TPE. Body: 50% Nylon/50% Polyester. Futter: 100 % Nylon.
- Nur Fleckenentfernung möglich
- Importiert
- Nicht zur Verwendung als persönliche Schutzausrüstung geeignet
- Gezeigte Farbe: Schwarz/Total Crimson/Silver
- Style: NRL85-064

Analysis sport-schuster.de

The product description text of the Nike running belt from sport-schuster.de, an online shop for mountaineering, outdoor clothing and sporting goods shows some differences compared to the Nike online shop. The company Schuster refers to 178 ml bottle volume and then some time later in the description text to 300 ml per bottle. This indication is not correct and either directly prevents the purchase of the product or leads to a return at the latest when opening the package.

Product Details sport-schuster.de

Großer Kundenservice: +49 (0)89 23707-421 Versandkostenfrei in D/AT | Rechnungsauf in D Rückgabe 30 Tage Newsletter [bestellen!](#)



 Konto
 Warenkorb

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Suchen 





Nike
Double Flask Belt
54,95 €
inkl. 19% MwSt., Versandkostenfrei DE/AT

Farbe 

IN DEN WARENKORB

● Wenige Exemplare auf Lager - schnell bestellen!
● Wenige Exemplare verfügbar am Marienplatz

★ ★ ★ ★ ★ Keine Bewertungen

Unsere Services für Sie

 Trusted Shop

 Kauf auf Rechnung

 30 Tage Rückgaberecht

 In München seit 1913

 Versandkostenfrei in DE/AT

 1913

Best.-Nr.: 205453.71 EAN: 08879128430 Art.-Nr.: 9038-1A2 🔍

Beschreibung

Bewertung

Versand

Beschreibung

Bewertung

Versand

Nike - Double Flask Belt

Der Nike Double Flask Belt Laufgürtel ist mit einem elastischen Gurt und leicht zusammenpressbaren, ergonomischen Trinkflaschen mit ca. 178 ml Fassungsvermögen ausgestattet, damit sie stets genug Flüssigkeit zu sich nehmen können und bequem laufen können.

- Verstellbarer, elastischer Gurt
- 1 RV-Tasche
- Dehnbares Material
- Flaches Profil
- Schnallenverschluss mit individuellem Knopf
- Leicht zusammenpressbare Trinkflaschen mit je ca. 300 ml
- Reflektierende Details

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Training / Alpine/Trail-Running / [Laufzubehör](#)

Ausrüstung / Sportzubehör / [Laufzubehör](#)

Analysis sportshop.com

The online shop sportshop.com offers the Nike running belt in two different colours. While the description is completely omitted in one product variant, the volume of the bottles is missing in the second description. Since the volume of the drinking bottles is a purchase criterion, this is a crucial weakness that can lead to a return or no purchase.

Product Details sportshop.com

SPORTSHOP.COM

CHOOSE YOUR SPORT ▼

Suche nach Marke, Produkt oder Begriff SUCHE

🛒 0,00

BASKETBALL
FITNESS
RUNNING
HANDBALL
HOCKEY
KORFBALL
VOLLEYBALL
SQUASH
WANDERN
FLOORBALL

🏠 > [Running](#) > [Lauf - Accessoires](#) > [Trinkgürtel & Trinkflaschen](#) > [Nike Double Flask Belt](#)

NIKE DOUBLE FLASK BELT

SCHREIBEN SIE DIE ERSTE KUNDENMEINUNG

44,95

1. WÄHLEN SIE EINE FARBE

2. WÄHLEN SIE EINE GRÖSSE

ONE-SIZE ▼

SOFORT LIEFERBAR!
An Werktagen vor 22 Uhr bestellt, innerhalb von 2 Werktagen geliefert

3. ANZAHL WÄHLEN

1 ▼

🚚 GRATIS VERSAND

🛒 IN DEN WARENKORB

PRODUKTDETAILS

Nike Double Flask Belt

Nike Double Flask Belt | GZ

Farbe: Gelb / Silber

Artikelnummer: N.RL.85.055.NS

PRODUKTDETAILS

Nike Double Flask Belt

Mit dem Nike Double Flask Laufgürtel inklusive zweier Trinkflaschen bist du bei Läufen im Freien optimal mit genug Flüssigkeit versorgt. Ein verstellbares, ergonomisches Design sorgt für einen angenehmen Tragekomfort und eine Reißverschlussentasche eignet sich zur Aufbewahrung kleiner Gegenstände.

Eigenschaften:

- Verstellbarer Gürtel und ergonomisches Design für eine bequeme Passform
- Kleines Fach mit Reißverschluss für eine sichere Aufbewahrung
- Reflektierende Details sorgen für noch mehr Sichtbarkeit
- Material: Flasche: 73 % LDPE/17 % PP/10 % TPE. Body: 50 % Nylon/50 % Polyester Futter: 100 % Nylon

Farbe: Grau / Blau

Artikelnummer: N.RL.85.038.NS

Analysis sportdeal24.de

During the analysis of the running belt at sportdeal24.de it is noticeable that one of the most important information is not included: the volume of the bottles.

Product Details sportdeal24.de

✓ 30 Tage Widerrufsrecht ✓ Versandkostenfrei ab 75 € ✓ Servicehotline 02196-9095800

HERREN DAMEN KINDER

SPORTARTEN BEKLEIDUNG SCHUHE TASCHEN AUSTRÜSTUNG BEFLOCKUNG NEU

Suchen

Sportarten » Top Sportarten » Running » Ausrüstung » Trinkflaschen » Nike Double Flask Gürtel 591 ml



Nike Double Flask Gürtel 591 ml 055 dust/volt/silver

32,78 € ~~55,00 €~~

inkl. 19% USt., zzgl. Versand

Du sparst 40 %, also 22,22 €
 Artikelnummer: NIA-9038-142-3526

sofort verfügbar
 Lieferzeit: 1 - 3 Tage*

Farbe

055 dust/volt/silver

- 1 +

IN DEN WARENKORB

Direkt zu **PayPal**

Beschreibung
Bewertungen

Mit dem **Nike Double Flask Laufgürtel** mit zwei Trinkflaschen bist du unterwegs bestens mit Flüssigkeit versorgt. Ein verstellbares, ergonomisches Design sorgt für Tragekomfort und eine Reißverschlusstasche eignet sich gut zur Aufbewahrung kleiner Gegenstände. Der **Running Flaschengurt** eignet sich ideal für Jogging, Trailrunning, Nordic Walking & Co.

Produktdetails:

- Stabile Konstruktion reduziert Auf- und Abbewegungen
- Verstellbarer Gürtel und ergonomisches Design für bequeme Passform
- Reflektierende Details
- Reißverschlusstasche
- Material: 50% Nylon, 50% Polyester

Hersteller:	Nike
Sportart:	Running
Taschenart:	Sonstige
Hauptfarbe:	Grau
Nebenfärb:	Blau
Zubehör Größe:	Einheitsgröße
Geschlecht:	Herren Damen Kinder
Hersteller Artikelnummer:	9038-142-055

An analysis of the product descriptions of the four online shops nike.com, sport-schuster.de, sportdeal24.de and sportshop.com reveals different strengths and weaknesses. In the case of incomplete or incorrect product descriptions, potential customers have **three options**:

1. Customers buy the product from a competitor who has a complete and appealing product description.
2. The customers order the product, are dissatisfied with the delivery, arrange a return and avoid the shop in the future
3. Customers call the online shop's hotline and inquire about the missing information. The disadvantage is that this causes an effort for the company and it could be possible that the hotline cannot answer the missing information.

None of the mentioned options is positive for the owner of the online shop. The only solution is to publish suitable and complete product descriptions in the future. Automatically generated text modules can help here. This process is permanently supported by experienced copywriters. This optimization simplifies the purchasing process, increases customer satisfaction and minimizes the return rate.

Product Data as a Driver for Attractive Product Texts

Product data serve as the basis for the automation of product descriptions. At first glance it is a simple process, which reveals its true complexity only on closer inspection. For good product texts it is important to transform the characteristics of a product into a benefit for the potential customer. The know-how of the copywriter who is responsible for the text machine is crucial, because his domain knowledge is the fuel for explosive product texts.

The following **three incentives** show how this domain knowledge and a little creative handling of data leads to unique and enjoyable product texts.

1. Explain the Benefits of the Products

To create unique product texts, companies should explain the benefits of the products. For example, for a shirt made of linen, companies can add the note "material: linen" to the product. The material linen has other aspects worth telling the customer, such as

1. *It is light*
2. *It creases "noble"*
3. *Natural material*

In a portfolio of 50 linen shirts, in combination with AX Semantics, some customer-relevant phrases can already be built. The properties can easily be added to the material.

1. *Linen is light.*
2. *Linen creases "nobly"*
3. *Linen, the natural material*

There are also combinations:

1. *Linen is light and creases nobly*
2. *The natural material linen is light*
3. *Linen, the light natural material creases nobly*
4. *etc.*

With the simple question "What does it do for the customer?" relevant content for the reader can be supplemented - using the example of linen.

1. *Casual look, because it creases*
2. *Cools because it is wind-permeable*
3. *Relaxed because it is not a conventional shirt*

With this addition, in turn, many variants can be formulated:

1. *especially on hot days linen cools. It is wind-permeable and gives you a casual look.*
2. *if it does not have to be so formal, a linen shirt is ideal. It creases nobly and provides for your relaxed appearance.*
3. *etc.*

If further product data is processed in the text, attractive product texts can be created from just a few data values:

An example with the colours such as white, navy and black.

1. *Especially on hot days linen cools. It is wind permeable and gives you a casual look. This is further enhanced by the colour white.*
2. *If it does not have to be so formal, a black linen shirt is ideal. It creases nobly and provides for your relaxed appearance.*
3. *The wind-permeable linen makes hot summer days bearable and in the colour navy it reminds you of a holiday by the sea.*

2. Integrate Brands into the Texts

The product descriptions should be supplemented with the brands of the products. In the example of the linen shirt, the information could be essential for the Tommy Hilfiger brand: Most important designer: Tommy Hilfiger, founding place: New York, founding country: USA, etc.

The texts can be extended:

1. *The linen shirt in whose design the work of Tommy Hilfiger is reflected...*
2. *New York, the place where the Tommy Hilfiger brand was founded, shapes the designer team.*
3. *etc.*

3. Extension by Calculations or use of Mathematical Operators

In the case of technical products, the data can be processed numerically. For example, companies that want to express the sportiness of a car tyre calculate a

value from the tyre diameter and the tyre height, which gives a measure of the sporting character. In the case of scooters, statements can be made about track stability and driving comfort. For example, if the wheelbase is greater than 900 mm and the tire diameter greater than 15 inches, the texter can speak of good tracking stability.

In this way important facts can be drawn from the product data for the prospective customer and supplemented accordingly in texts. This results in a benefit for both the reader and the salesperson.

Return on Investment - Reasons why Text Automation works well

With the right strategy, content and content automation in particular offer a great opportunity to gain a competitive advantage and can directly contribute to the success of the company. Is there any doubt in the company about the added value of investing in content or content automation? Below, convincing arguments will be shown which can be used to demonstrate added value and what is important when creating content.

Creation of Relevant Content for the Target Group

One point is particularly crucial: relevance. In order to generate relevance in terms of content, companies must know the target group and its socio-demographic data as well as the information needs of these people. To do this, it is important to know who buys the products and what reasons induce the target group to buy. An indication of the need for information can be derived, for example, from the search terms used in search engines and the internal search of the website.

Factors that increase the Relevance of the Texts

- Use seasonal effects like holidays, seasons, events or trends
- Incorporate recommendations based on the behaviour of other users into the texts
- Keep content up to date: If, for example, the thresholds change due to further development of technologies, the content must also adapt
- Targeted integration of currently relevant search terms

All these points show: Reliable data is absolutely crucial. No wonder, then, that more data than ever before is being collected and that, according to a study by DataXu, companies are now also recognizing the importance of data for marketing success.

Cost-efficient Use of Collected Marketing Data in Content Marketing

The collected data can of course change continuously. However, the consideration of current effects can offer an enormous advantage in the content strategy: Companies adapt the content to the needs of the target group, which results in greater relevance

and visibility. Continuously incorporating data into the content manually means a lot of effort, through, especially when there is a large demand for content, and is therefore hardly ever done. A large potential is lost.

Automatic text generation offers the solution for this and provides a huge competitive advantage. The software for text generation is data-driven - each text is based on a data set with structured information. Companies create logics and content blocks and the software creates natural language text from this and the information it finds in the data. In this way, adjustments can be made in no time at all for many texts. Seasonal events can also be processed in a resource-saving way. In addition, it is easy to attach further information to each data record, such as relevant search terms specific to the data record that can be processed in the text or details of the target group for which companies as users can configure differences in address and tonality.

Is the Investment in Content or Content Automation worthwhile?

The investment is definitely worthwhile. It is important that companies establish content as a permanent process and not keep it as a project. The cycle "implement, measure, optimize, generate" should always be maintained. "Generate" refers to implementation with the text automation software AX Semantics - because an optimization can be applied to all desired texts at the push of a button. This is particularly worthwhile with large quantities of text (in several languages).

KPIs for Performance Measurement

Companies that have the goal of optimizing their product texts need a strategy that includes KPIs (key performance indicators) or metrics to measure performance. At first glance, KPIs do not represent a challenge for online shops. However, on closer inspection they are complicated to implement in practice. Relevant KPIs that can have a direct effect on the success of a company are explained below:

Time-to-Content

By using text automation, individual texts can be published directly with the publication of the offer - without waiting for writers or translators.

Effort for Repetitive Writing Tasks

After the initial configuration has been completed in the software, companies save a huge amount of time and costs for repetitive writing tasks.

Expenditure for Expansion into New Markets

The logical elements of the configuration are taken from the source language. This leaves only the adaptation of the linguistic elements into the target languages - the entry into new markets can thus be accelerated.

Page visit time

If companies create relevant content that offers visitors added value, this increases time they potentially spend on the site and the likelihood of conversion.

Visibility

Google examines the content on websites - optimized and high-quality content can have a positive effect on rankings for relevant keywords.

Conversion Rate

If the visitor feels catered to and well informed on a website, the probability of conversion increases. It is important that a conversion target is precisely defined, otherwise side effects can distort the result.

Return Rates

The better an offer is described, the lower the probability of a bad purchase and thus a return. On the web, the description should be able to replace a sales talk in the shop.

Support Costs

If the description answers all important questions, visitors are less likely to need to contact support - an important cost factor.

Number of Articles per Purchase or Shopping Cart Size

If companies use the function in the product texts to recommend additional products, then the possibility arises to measure the development of the number of articles in the shopping cart.

All these KPIs are relevant to success and can be easily measured. In this way, companies have the possibility to directly compare the effects of content measures and determine their success.

Conclusion

This whitepaper gives an overview and a first impression of automated text generation. The customer's decision to buy is largely dependent on the information and emotions conveyed to the customer by the product texts. This, combined with high-quality images and an attractive price, forms the basis for the customer's purchase. The product descriptions should contain decisive keywords for search engine optimization, communicate a certain benefit, provide additional buying impulses, not make false promises and be communicated completely and correctly. The basis of high-quality product texts is data. For this purpose, the characteristics of a product must be transformed into a benefit for the potential customer. In addition, the brand of the products should be supplemented and an extension should be made by calculations or mathematical operators. By simultaneously measuring the quality of the product texts by means of business-relevant metrics, the texts can be continuously optimized and newly produced within a few seconds.

The investment in good and high-quality product texts by automating the text production is worthwhile! Increase your conversion rate, lower your return rate and optimize your visibility in search engines.

Appendix

About the Authors



AX Semantics is a AI-powered, Natural Language Generation (NLG) software company with its roots grounded in content and storytelling. Our sophisticated, yet easy to use SaaS-based software makes automated content generation accessible to customers of all sizes, is used widely within the e-commerce, business, finance and media publishing sectors. Available in 110 languages, AX Semantics works with more than 500 customers, including globally recognized brands like Deloitte, BASF, Ebner & Stolz, Porsche, and Nivea. AX Semantics was named one of the world's world's top five providers of Natural Language Generation platforms by Gartner, and a top emerging company in the NLG market by Forrester. AX Semantics is changing the way content is created, published and viewed. Our software allows thousands of users to successfully automate text within two days, and gives people the space to develop and nurture their creative originality. Headquartered in Stuttgart, Germany with an additional office in Sunnyvale, California, AX Semantics is a privately-held company backed by Airbridge Equity Partners. Follow us on social at Twitter, LinkedIn, Instagram and Facebook, or learn more at <https://en.ax-semantics.com/>.



Awantego is a full-service digital marketing agency specialising in the automated creation of content. Our company's passion is the creation of product descriptions, automated publishing and automated financial reporting. Our content specialists create automated texts for international e-commerce and industrial companies. Awantego's clients include fashion online shops, mail order pharmacies, grocery stores, news portals and international corporations.



hmmh is one of the most successful agencies for Connected Commerce. Over 20 years ago hmmh brought e-commerce to Germany. Since then the company has influenced the developments in this field. For us, Connected Commerce is the logical continuation of the multi-channel business, where channels become touchpoints and boundaries between on- and offline disappear - at any time, any place and via any device always the right content. The transformation from multi-channel business to Connected Commerce requires holistic, flexible and seamlessly networked strategies and processes. For this purpose hmmh designs intelligent solutions in interdisciplinary and agile teams, across all business areas: From consulting to the development and realization of websites, portals, online shops, mobile applications as well as voice interfaces with relevant content to networked CRM and digital communication measures. All from one source. As part of Plan.Net, hmmh belongs to the Serviceplan Group, which is the largest owner- or partner-operated and most broadly based agency group in Europe with over 4,000 employees and 37 locations worldwide.



uNaice GmbH is a company specializing in digitalization and automation solutions. The Gold Solution Partner, certified by AX Semantics from the very beginning, supports companies as a managed service provider and integrator in the implementation of text robot projects and also trains employees if required. The thirteen-strong team, consisting of experienced copywriters, programmers and data specialists, has already successfully implemented content automation in several languages for well-known e-commerce companies. Customers from the financial and publishing industries also trust the experts at uNaice. The company is also a specialist in data analysis and intelligent, automated data preparation and enrichment. Additionally, uNaice offers technologies such as Semantic Search and News Stream in its portfolio.

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