

Marketplace Content Engine

RETAIL OPERATIONS

THE PROBLEM

Product listings across Amazon, Walmart, and Target require unique copy for each marketplace. Creating and maintaining hundreds of SKU descriptions, bullets, and titles strains internal teams.

WHAT WAS BUILT

- **Upload product data** once — catalog files, images, spec sheets — and the engine generates marketplace-ready copy for every channel
- **Each field is** traceable back to its source, so you know exactly where every claim, dimension, and attribute came from
- **Copy directly from** the workbench into each marketplace's seller portal. Title, bullets, description, and image URLs are all generated and ready to paste

CONTEXT & PROBLEM

Marketplace listings require different copy per channel — Amazon's title format, Walmart's attribute structure, Target's description style. Maintaining consistency across hundreds of SKUs with manual copywriting strains the team, introduces errors, and slows time-to-market.

Product data lives in spreadsheets, spec sheets from suppliers, and image folders with no unified view.

When a dimension changes or a new product arrives, there is no single place to update it and propagate across all listings.

Without traceability, listing claims are hard to verify. When an Amazon buyer disputes a product claim or a marketplace audit flags a description, finding the original source takes digging through emails and spec sheets.

AI SOLUTION

Upload product data — catalog spreadsheets, spec PDFs, image folders — and the engine parses SKUs, materials, dimensions, and attributes into a structured product knowledge base.

AI generates title, bullet points, description, and image requirements for each marketplace, with every output field traced back to its source data so claims are verifiable at a glance.

Workbench view lets you review, edit, and copy generated content directly into each seller portal. Changes flow back to the knowledge base so they persist across updates.

VALUE AT STAKE

Listing creation time drops from hours of manual copywriting per SKU to minutes of review on generated content.

Consistency across channels improves because every marketplace draws from the same structured product knowledge — no more copy-paste drift between Amazon and Walmart listings.

Audit-ready traceability means every dimension, material claim, and attribute in a listing can be traced back to its source document in seconds.

Full video walkthrough available at heildigital.com/portfolio/marketplace-content-engine