Describely

The Ecomm Leader's Ultimate Buying Guide
for AI Content Tools

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Thank you for downloading the Ecomm Leader's Buying Guide for AI Tools! Our goal with this resource is to make it effortless for team managers to decide which AI content tools are right for their team and how to get the most out of these tools for their stores..

For example, this big-box store used these strategies to reduce content time from 2mins to 2secs for 1K products per week with 98% accuracy (higher than manually).

If you also want to put out huge catalogs more efficiently while checking all the boxes, this is for you.

This buying guide can also support you if you identify as any of the following

- You're looking to automate and improve your team's workflow and keep up with content deadlines for hundreds to thousands of products at once.

- You're tired of wasting time with AI tools not designed for eCommerce. You've tried a few like ChatGPT and Bard but haven't found a reliable way to make AI work.

- You're still on the fence as to whether or not AI makes sense for your eCommerce content operations. Maybe you think the content isn't good enough, or it's not as cost-efficient as they say.

- You may think AI isn't for your team because there's simply too much chaos in the catalogs you manage— from products with sparse details to products with twenty variations.

- You're neither convinced that the traditional AI-free methods are the best way to approach eCommerce content.

This guide is going to answer all of these and everything else that goes into optimizing AI tools for your eCommerce content team.

What's Inside?

Here's the roadmap:

Cost-Benefit Analysis
Is AI a game-changer or a shiny object? Compared to the three other methods, does it make sense for you to dive deeper?

What's possible with AI
How, every week, a big-box store writes within seconds over 1K+ products that are more compelling and accurate than human generated descriptions.

The 5 eCommerce AI use cases
Know exactly what to look look for in eCommerce AI tools

AI Tool comparison
Find out whether or not the top 5 popular AI solutions meet those conditions

Your AI buyer's guide checklist
Reveal your ideal AI platform with a strategic buyer's guide checklist

How to Get the Most Value From This Guide?

This guide is proudly brought to you by Describely, the first AI tool that's exclusively designed and simplified for eCommerce content. That's why it's perfect for visually showing the concepts below. If you want to learn by doing, then follow along with your **no-credit-card trial of Describely right here.**

Cost/Benefit Analysis:
How AI Stacks Up

This section aims to demystify the value of AI writing in eCommerce. Is it overrated? Is it too early to scale with it? Is it a must-have compared to other methods?

Here's what's typical for eCommerce content:

- It takes 5 to 30 minutes to write a simple product listing (title, description, meta, bullet points). It can be as long as 2 hrs to include compliance and branding guidelines.

- Depending on who and how, the cost of writing one long product description can range from ~$20 to even $100+ according to an anonymous poll conducted by the Describely CX team.

- The total cost to publish a full-fledged listing is $100 to $1000+ (usually in the higher end) when including writing, photography, and SEO/PPC keyword research. If you filter by the most popular price on freelancer marketplaces for each of these services, the total for individual listings falls within this range.

- Bulk orders of +5 products can reduce costs by 10% to 30% according to Dealhub.

- While this is the most varying metric by far, it's safe to expect revisions at least 20% of the time for every new hire or campaign (AI included), and especially higher for mass content.

Are these costs reasonable? Well, according to OnlineDasher here's the cost of neglecting product content:

- Inaccurate descriptions are responsible for 64% of returns and 30% of cart abandonments.

- 76% of customers will not buy without viewing descriptions and reviews

- 53% of customers will abandon the listing if it doesn't answer their questions quickly

4 Methods for Creating eCommerce Product Content

Method 1: Internal team

If you have in-house writers, you probably have the most reliable content process. They have direct experience, there's training involved, and it's easier to manage. It's cost-efficient and flexible for task requirements.

The internal team takes time to hire and train for efficiency, which can be slower to expand than freelancers or agencies. As time-consuming as writing is, ideally this team would be reserved for strategy-related work and overseeing the eCommerce operations instead.

Method 2: Freelancers

Although quality and cost vary greatly, hiring freelancers is generally simpler and less expensive. The contracts are short-term, which means you don't risk much in hiring the wrong person but do risk time in training the wrong freelancer.

It takes time to find one person with direct relevant experience. You might need ten. If your best eCommerce writers can produce 300 descriptions per month, how can you keep up with thousands?

Method 3: Agencies

One answer to that question is content agencies. They do the hiring so you don't have to, and that premium is built into the content price. It can save you in a busy month and is definitely scalable, just not cost-efficient.

You're better off looking for a specialized **eCommerce agency**. So instead of just getting product descriptions, you can also streamline other processes like photography, keyword research, or multi-channel marketing.

Method 4: AI tools

The 4th way to generate product content is to automate it. It's easily the fastest and most cost-effective of the four regardless of which tool you buy. And after many years, AI can finally write compelling product content. It sells, ranks well on search, and often outperforms manual descriptions.

That's why +78% of eCommerce brands have already implemented AI in their stores according to Oracle. ~50% of it is specifically automations like product description generators.

Thinking of emerging technologies and their impact on marketing and sales, which of the following do you believe will most improve the customer experience? Which have you already implemented, or are planning to implement by 2020?

ORACLE

	Which technologies will most improve CX?	Already implemented	Planning to implement by 2020	No plans to implement
Base: All Respondents	800	800	800	800
Automation technologies (in sales, marketing and customer service)	42%	48%	40%	12%
Smarter analysis of customer data	41%	50%	40%	10%
Purpose-built mobile apps	39%	48%	39%	13%
Virtual Reality	39%	34%	44%	22%
Greater experimentation with social media	38%	51%	38%	10%
Artificial Intelligence	34%	37%	41%	21%
Predictive analytics	33%	43%	43%	14%
Robotics	32%	32%	44%	25%
Chatbots	32%	36%	44%	20%

As for pricing, it goes from <$10 to $100/mo, more than enough to cover hundreds of listings.

Cost-Efficiency Comparison: Product Content At Scale Example

To compare the four let's find out the following:

1. What's the time and cost to produce 1 product description?
2. Can it create 100 product descriptions in one day? (assume the time-cost doesn't scale linearly to the first one)

Keep in mind: The numbers below are generalized and based on several combined stats mentioned above. It's possible for prices and times to be lower when writing over 100 products. Consider these conservative estimations that can widely vary in efficiency depending on your team building/talent discovery efforts.

With an internal team:

- An in-house copywriter may write one **full description in 1-2h for $40 to $80** at $40/h (base $30 + extras)

- The team member can work up to 8h and optimistically write about 20 descriptions.

- **100 descriptions per day will need at least 5 internal team members, 8 hours, and $1600.**

With freelancers:

- They charge a **fixed $20-$100 and one business day minimum for one description** (or $50/h)

- Experienced writers can put out 20 descriptions per day. Suppose a ~30% discount and total of $280-$1,400

- 100 descriptions per day will need at least 5 freelancers, one business day, and $1,400 to $7,000.

With agencies:

- Writing one description takes $200 to $400 and one business day minimum (at $100/h to $200/h)

- Some agencies may offer bulk discounts of up to 20%. Assume everyone in the agency makes about 20 descriptions in 8hrs

- **You can get 100 descriptions from one agency in one day for $3200 to $6400** (40 hours billed with discount)

AI Tools lead in cost-efficiency followed by internal teams, freelancers, and agencies. We have a winner!

With AI tools:

- **The first product description is usually free and can take 10mins to 60mins** if you're not used to it

- Most AI writers charge per quantity. The average price of $60/mo assumes 100 full product descriptions with revisions.

- **100 product descriptions are ready within 10 minutes for under $60**

But, is there a better outcome than this? There is...

- 100 product descriptions in 10 seconds for under $60/mo: Describely

  The way to cut minutes down to seconds isn't about just better or faster writing, but simplifying the overall eCommerce content workflow: bulk generation, one-click store integrations, data enrichment...

It's designed by and for eCommerce team managers, from the copy to CSV exports. And you can <u>try Describely yourself here.</u>

The Easiest Way to Generate eCommerce Product Content at Scale

Try Describely

Table: Product Content Generation Methods Compared
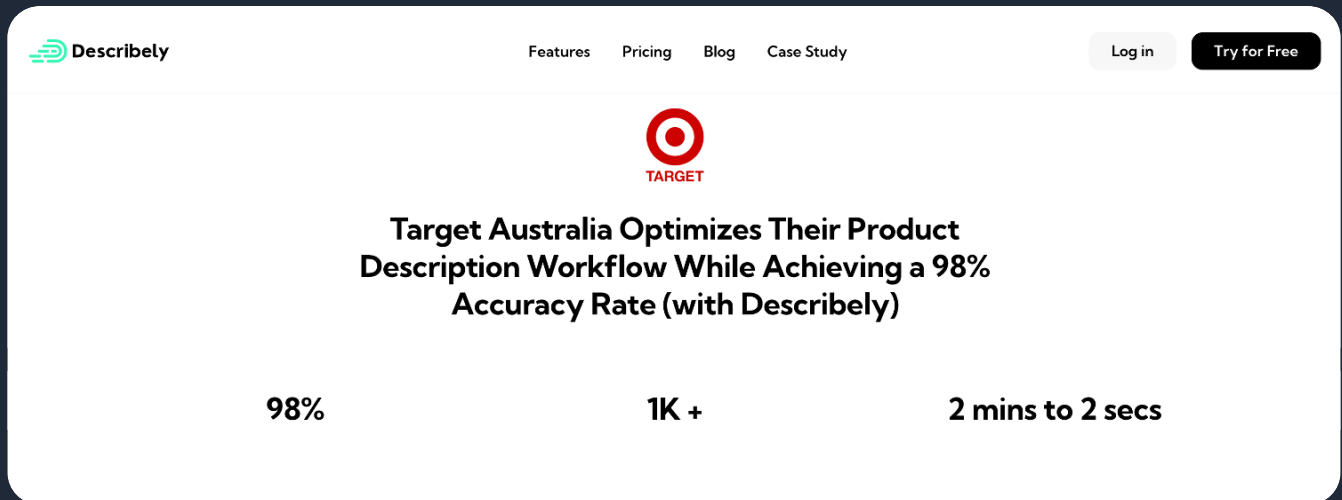
This table summarizes the pros and cons of every method and their cost efficiency for product content *at scale**:

	Internal Team	Freelancers	Agencies	AI Tools	Describely
Max Description Capacity	~20/day/person(8hr/d limit)	~20/day/person	~20/day/person (8hr/d limit)	10K to 10M words	Unlimited (Bulk generate 1,000s of products)
Cost per person (no discounts, max capacity)	~$320	$400 to $2,000	$800 to $1,600	$0/mo to $100/mo	$0/mo to $9/mo
Total Cost(100+ listings)	~$1,600	$1,400 to $7,000 (30% discount)	$3200 to $6400 (20% discount)	~$60/mo to $100/mo	$55/mo
Writing time	1 business day	1 business day	1 business day	<10 Minutes	<10 Seconds
Unique Benefits	Direct experience Flexible milestones	Short-term, limited risk Simple contracts Low-cost one-time tasks	Skip the hiring No management Many case studies	Instant production Cost-efficient at scale	Unique automations for eCommerce Cost-efficient for small teams
Limitations	Very time-consuming Complex costs and hiring	Fixed milestones Higher hourly rate	Long-term contracts Highest hourly rate		Best for stores with 500+ products minimum Unsuitable for generic content

Now that you know the full comparison, let's see what kind of results retailers are getting with AI.

Real Example:
Large Retailer Using AI

If you recall from the intro, one large retailer used AI to write +1,000 products a week with 98% accuracy: TargetAU.

For context: Target is a mass-market retail company operating large-scale food and general merchandise discount stores. Over 400,000 workers generate an average revenue of $100B+ per year.

> "
>
> Describely has been a game-changer for our organization. It's saved us significant time and effort in generating description and meta data, while also providing the flexibility and ease of use that we require.
>
> **Helen Valentine — Web Productions Lead, Target**

After switching the workflow to Describely:

- Immediately, minutes of content tasks were reduced to about 2 seconds per product

- In a few weeks, TargetAU saw notable SEO improvements and fewer returns

In short, they were able to efficiently apply their content strategy to all products without losing quality:

> "
>
> Before it was very generic, but now it's been fluffed up to get those optimized keywords out there.

Before this, TargetAU workers were already writing 250 product pages a week each—about twice our capacity benchmarks— leaving no time to optimize. Now with AI, not only customers buy more, but the team can multiply its output with less effort.

> "
>
> What sets Describely apart is its flexibility in adjusting the AI rules to suit our specific departments. The customisations allow us to generate more accurate descriptions, eliminating the need for constant adjustments and fine-tuning.

To find out how they did it, look no further than the use cases below.

Top AI eCommerce Use Cases
for Improved Team Efficiency

Here are the five use cases eCommerce leaders should look for in AI tools:

1. The AI Is built around just eCommerce product content generation
2. Generates as many product descriptions as possible with the fewest inputs
3. Generates the most accurate and detailed content with the fewest prompts
4. Allows to customize the format, structure, and brand voice
5. SEO-optimizes all elements and listings at once

The next sections explain why it's these specific five and how to apply them.

Note: We'll be supporting these with examples using our own tool, Describely. And while it's not the only way to find those use cases, it's the only one that fits all five and the simplest to showcase at the moment.

Use Case 1: Product Description Copy

If you want to save the most amount of research time, compare AI tools built around eCommerce rather than by extension— generic AI repackaged for eCommerce.

Why does this matter for product description copy? eCommerce-only tools have AI rules optimized for just that. They significantly reduce revisions and the quality is consistent even for large catch-all product lists.

For example, while generic writers only create a description blurb, Describely does all this in one go:
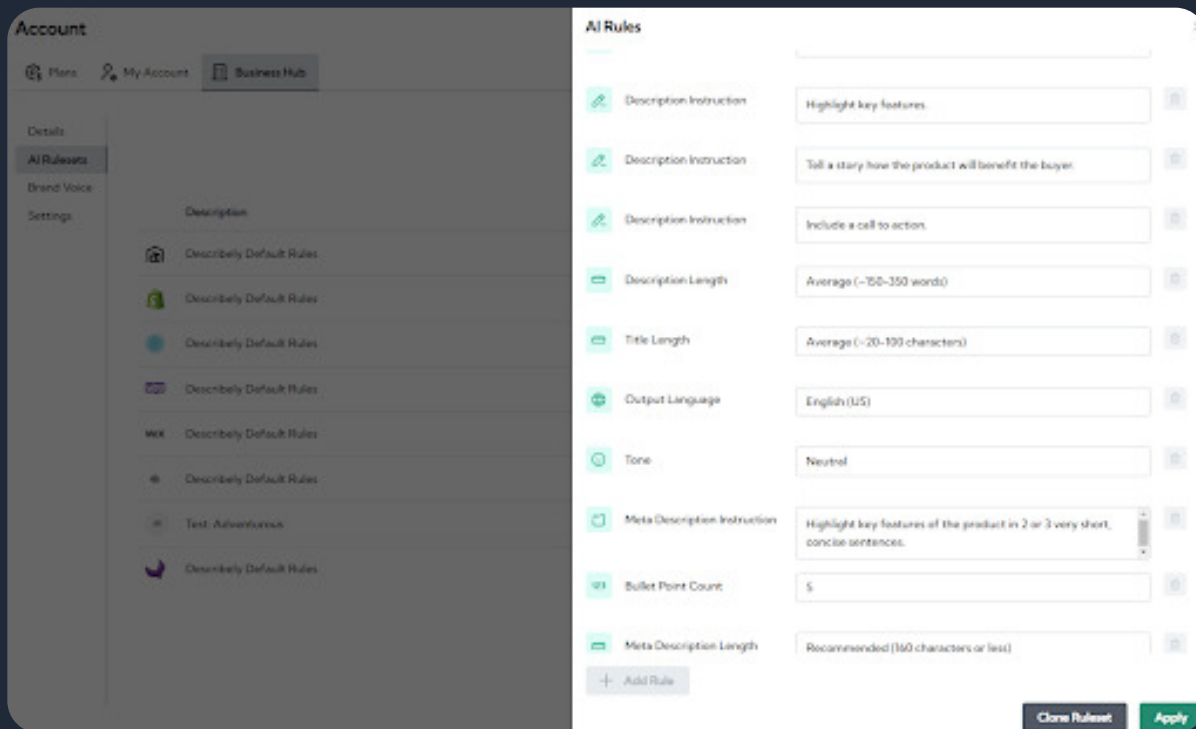
- Generate benefit-oriented bullet points, meta descriptions, and product tags:

- Include keywords naturally and discover new keyword lists:

● Follow compliance and formatting rules for marketplaces like Amazon:

If you like the result, you can click "Approve" and directly publish the new listings in your store (more on this next).

Use Case 2: Bulk Product Content Generation

AI tools use two forms of bulk generation:

1. Generate description variants for one product
2. **Bulk generate different products at once**

On Describely it looks like this:
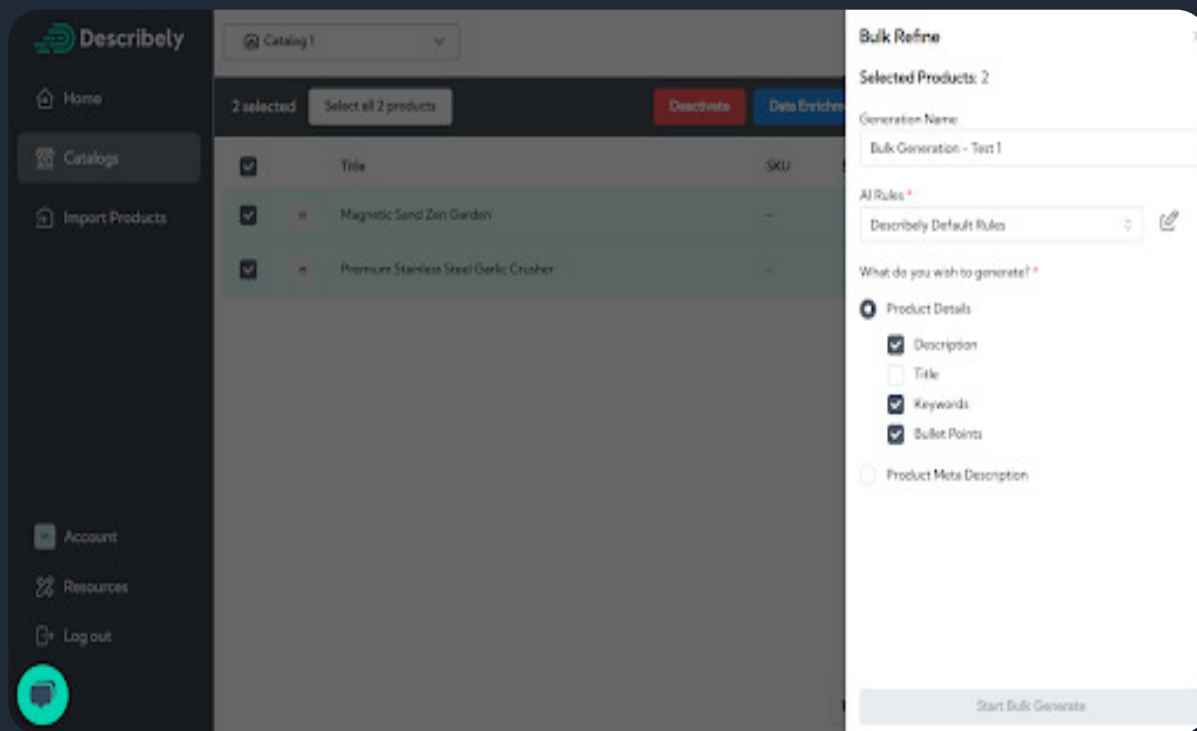
After you create your products, click Bulk Generate, select them, and click Bulk Actions to configure.

**You can see, there's a lot that general AI writers miss, like:**

- Switching between custom AI rules for both new and old listings

- Generate keywords, titles, and meta descriptions, either separately or together

And also:

- Move products easily between catalogs

- Bulk publish on your connected storefronts

Currently, you can **import/export products** from these options: CSV, Amazon, Shopify, Salsify, WooCommerce, Wix, Akeneo, and SquareSpace.

For the export option to appear, you first need to connect one storefront, generate content, and either approve or skip the review and publish.
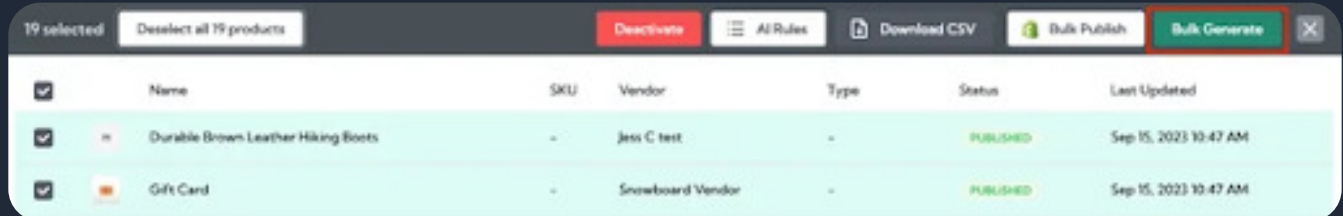

Use Case 3: Product Data Enrichment

Ever have to deal with sparse product details, and even browse manufacturer websites for content? With as little as the SKU and title, **Describely can pull information across the entire web**, including supplier storefronts and your own.

Here's exactly how it works:

- From your Catalog, select your products. Make sure they have at least the SKU.

- You can Start Data Enrichment directly and review the content on Bulk Jobs
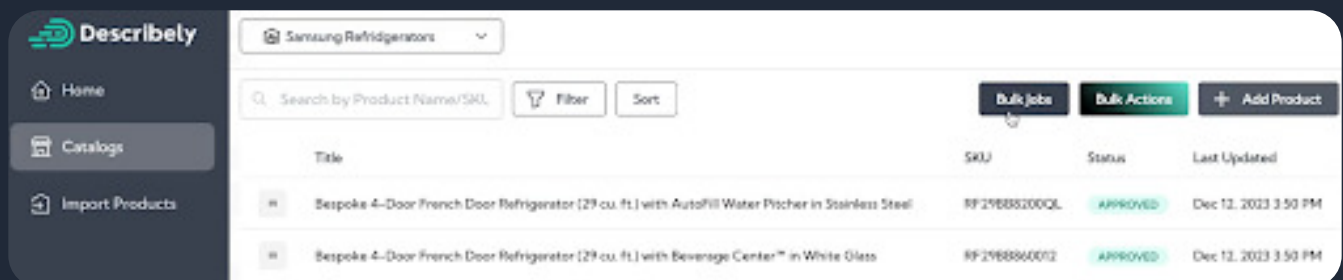
If you want the most relevant data, we recommend you enter the domain(s) to visit in the last field. For example, when you type "samsung.com," you know the data is accurate and comes from official listings.

It's worth noting that Describely automatically pulls context from your storefront when you import products.

Also, the value of bulk generation is very dependent on the next use case.

Use Case 4: Custom AI Rules

Custom AI rules are structured prompts that you can save, swap, and apply to new products. The two basic types are:
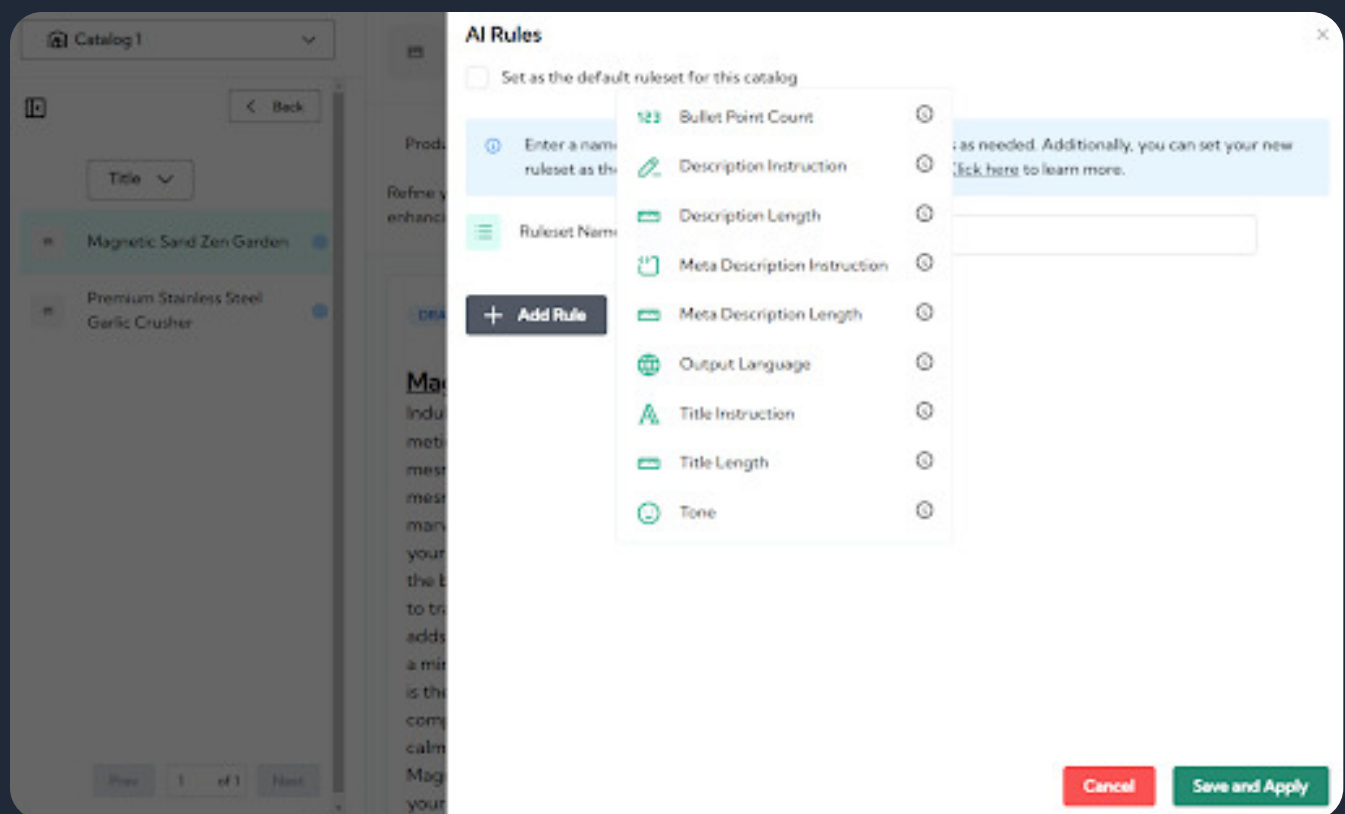
Format customization
rules like content length and keywords to include or exclude.

General customization
is all the subjective prompts to describe your product. E.g., Describe tangible benefits, tell a story, end in a call-to-action...

Typically the best results come from these practices:

- Keep both types in separate rules

- Generate meta descriptions, descriptions, keywords, and titles individually

- Avoid complex prompts for consistency on large collections

Once you know how to customize, you can try different strategies:

- Split your collection to test conversions for two ruleset variants

- Craft rulesets specifically for headlines and apply with partial bulk generation (doesn't overwrite the other content).

- Create rulesets for different brands managed with the same account

Describely also has a reverse prompt feature to get it right faster:
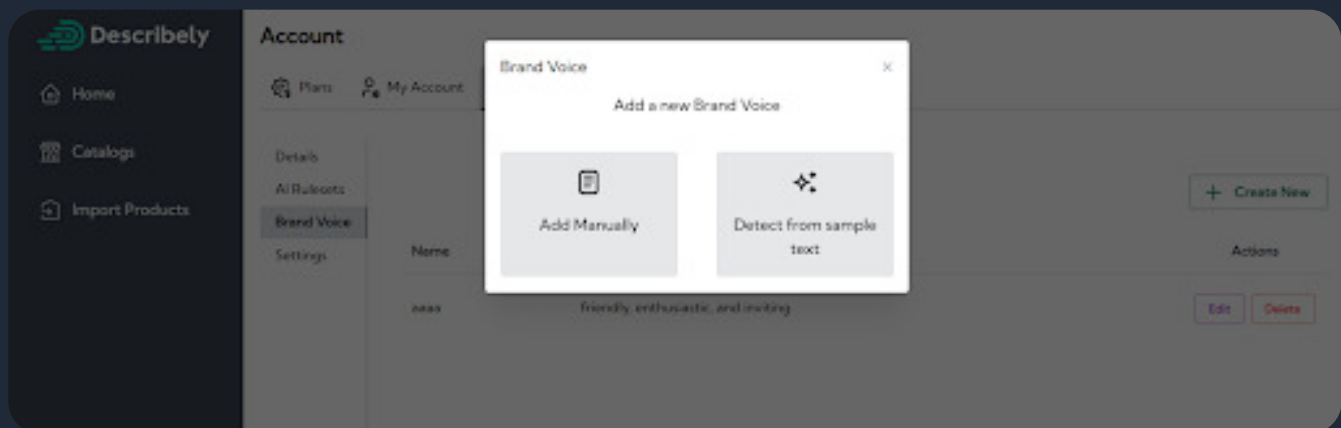

- Go to Account, Business Hub, and **Brand Voice**

- Choose "Detect from sample text" and paste your best product description.

- Click Detect to generate a brand voice prompt, then revise if needed and save.

Now, you can select this tone when creating custom rulesets.

Use Case 5: SEO Keyword Data

It's recommended to refresh product descriptions every three months to avoid missing SEO opportunities. When you have 1,000+ products, automation is essential. Here's everything included in the Describely SEO Tools:
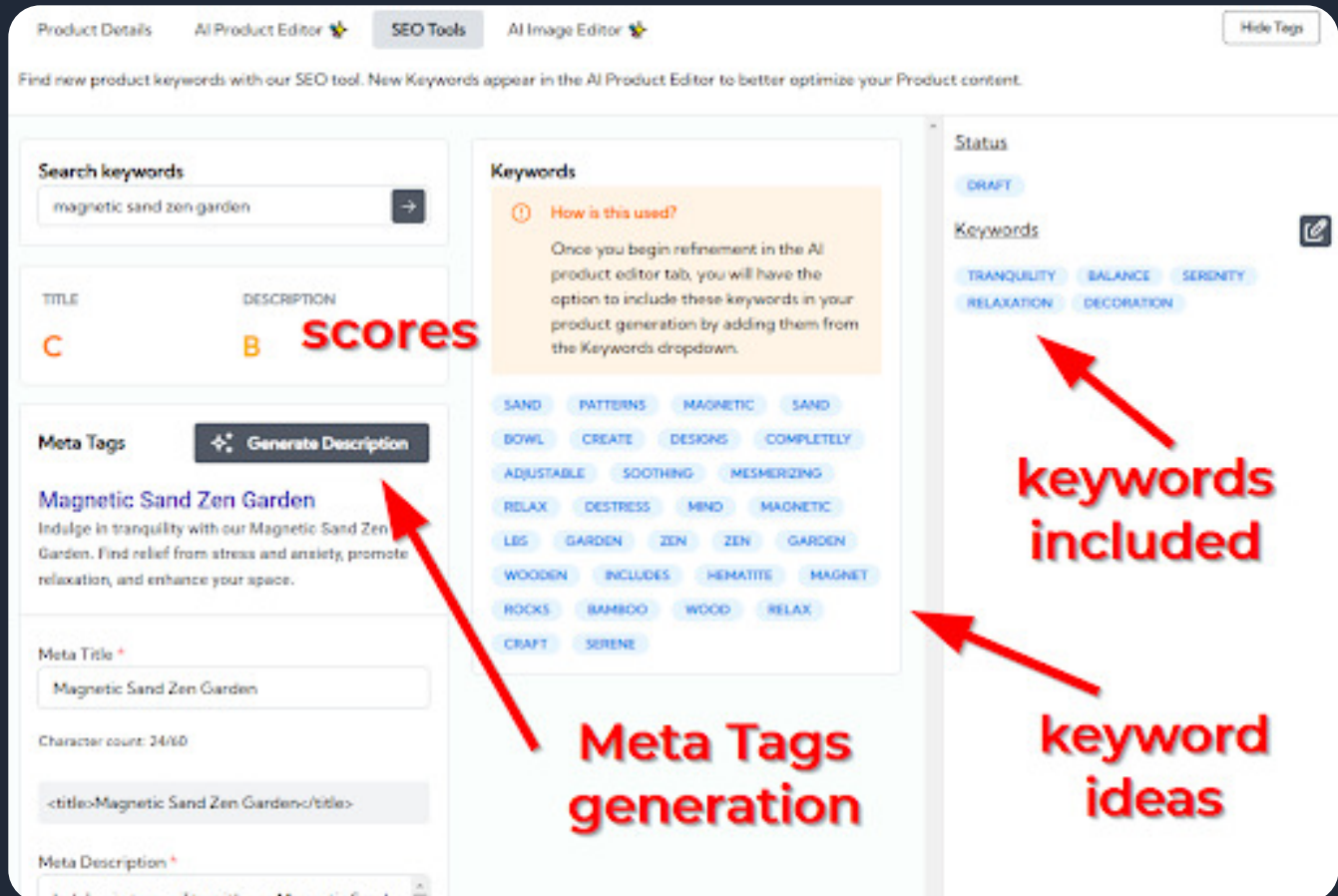
- Title and description SEO rankings by frequency and length

- Keywords included and new ones to include

- Meta description and title

To generate your first keywords, check the Keywords checkbox when you generate content. Then, type your main keyword on the SEO Tools tab to generate the scores and keyword ideas.

Table: The 4 Product Content Methods Compared

This table summarizes the pros and cons of every method and their cost efficiency for product content *at scale**:

Use Cases	Main Benefit	How it saves time	Components
Product Description Focus	• Manage the entire content operation in one place	• Less chaos from moving descriptions across platforms	• Generate descriptions, bullet points, titles, and meta tags • Separate/Full content refinement
Bulk Generation	• Configure once, instantly apply to thousands	• No more going product by product	• Partial/Complete Bulk Generation • AI rulesets to switch for • One-click store integration
Data Enrichment	• Fill sparse descriptions with official product data from the web	• Pull data without having to browse supplier websites	• SKU or title to search for data • Data aggregation from custom domains
Custom AI Rules	• Personalize rules for every listing element • Extract rules from sample texts	• No more major revisions	• Unlimited rule set rules • Formatting rules for compliance • Separate rules for bullets, titles, … • Brand voice recognition
SEO Keyword Data	• Update keywords everywhere by just pasting your new list	• Add new keywords without manually changing every field	• Keyword lists and scores • Keyword discovery list • Meta tags generation

Now that you know the full comparison, let's see what kind of results retailers are getting with AI.

If you want to know firsthand what these look like, **Try Describely for Free**

Comparing Existing AI Solutions For eCommerce

Now that you know what to look for for eCommerce, let's see if the mainstream AI tools can meet those requirements:

ChatGPT Plus

ChatGPT can be repurposed for eCommerce, doesn't support bulk generation, doesn't have store integrations, collects inaccurate web data sometimes, does support custom rules, and has basic SEO functionality.

Although ChatGPT doesn't have store integrations itself, many marketplaces do integrate ChatGPT (as rebranded APIs) because of its popularity. So while you can use built-in AIs like Shopify Magic, it still can't import/export content to one place from many.

As a non-eCommerce tool, ChatGPT falls short in scaling product content reliably.

Jasper AI
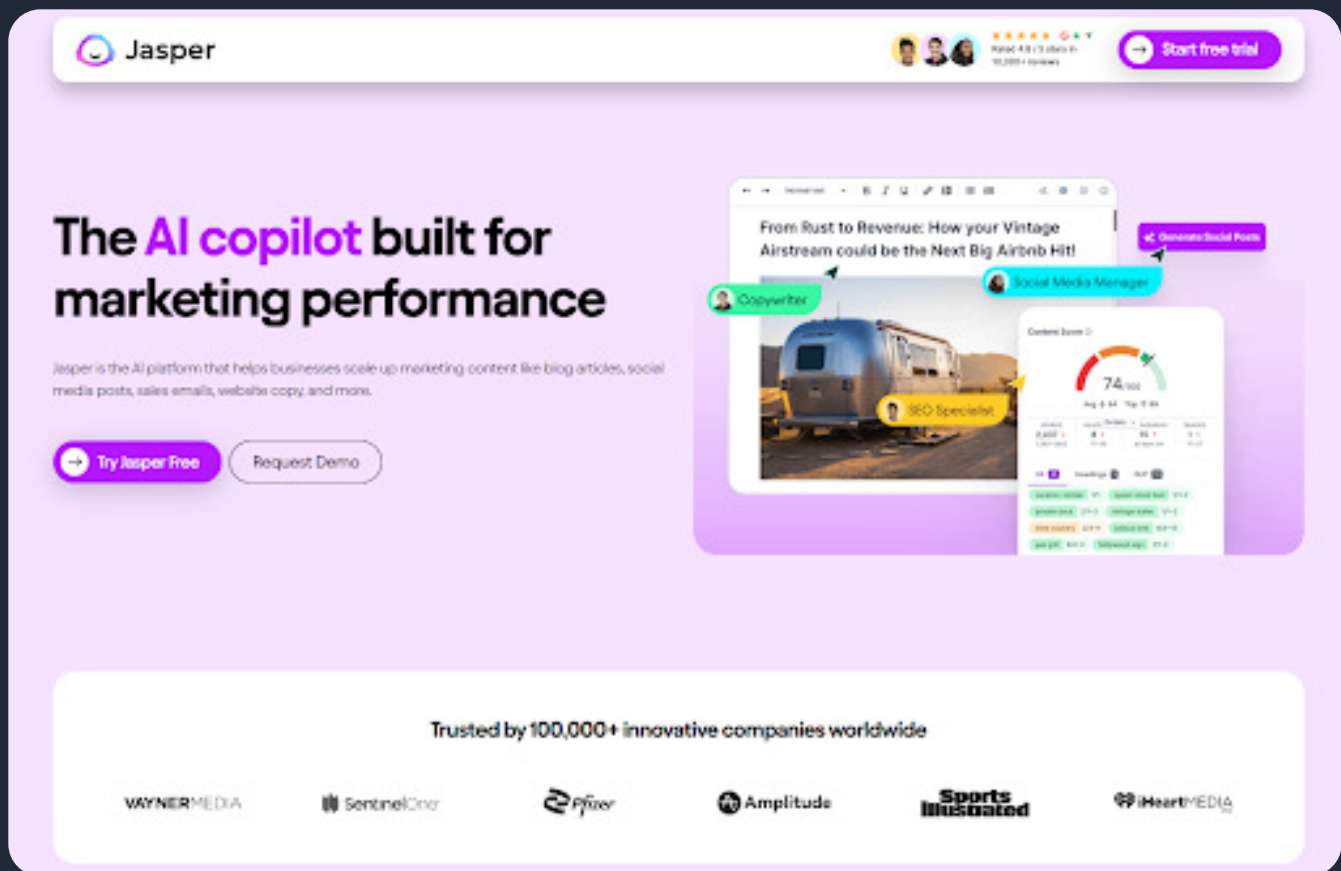
The Jasper AI editor allows you to apply prompts within a generated text for the text you highlight, and also to directly edit the output.

As for eCommerce, Jasper is also repurposed, doesn't support bulk generation nor data enrichment, has multi-user features, has limited rule customization, and doesn't have SEO tools.

Jasper also has a knowledge base to better understand your brand voice and rules based on links and samples you include.

While useful for other content types, eCommerce teams will see more value in other tools that prevent the need to edit altogether.

Copy AI
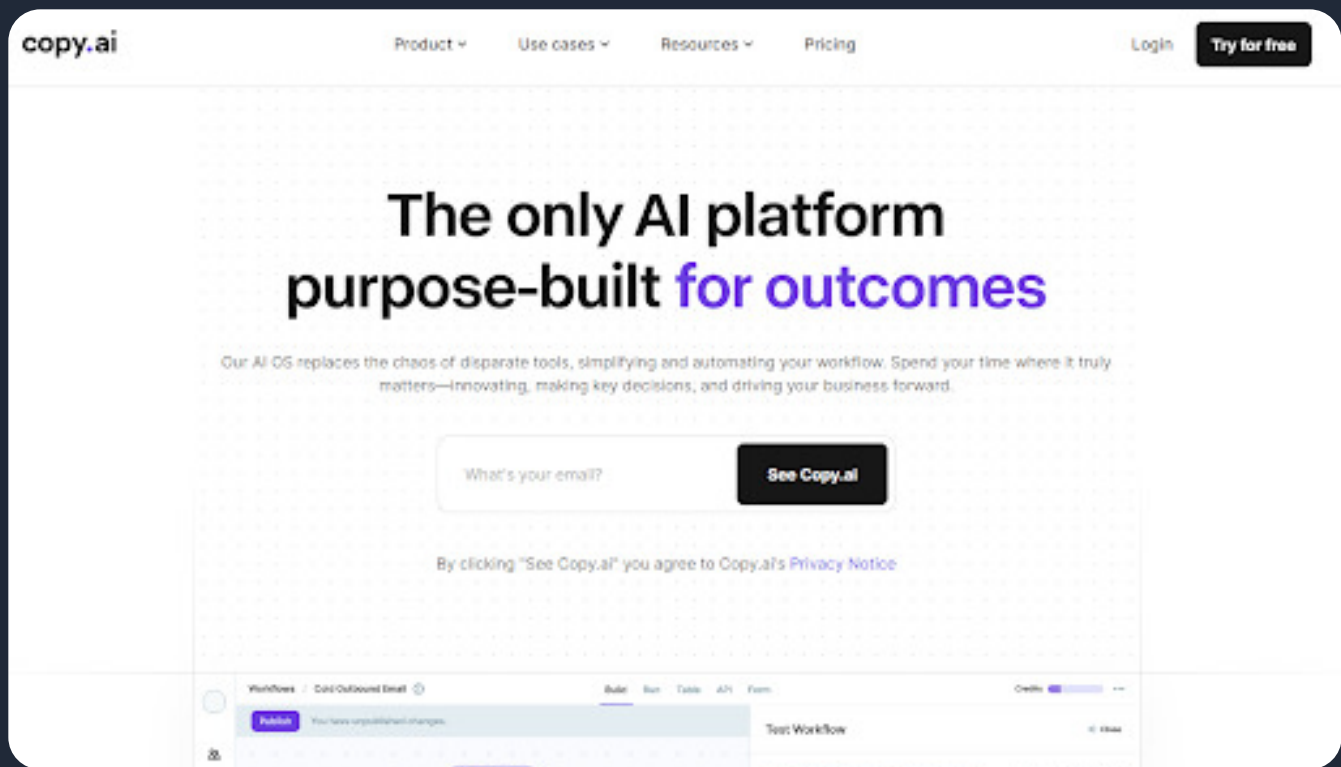
Copy AI is a fast-iteration content generator that supports product descriptions. After you enter your prompt, it generates a few variations. For the ones you like, you click "More like this" to generate new ones, then rinse and repeat until you find your favorite outputs.

**However, this method isn't that efficient because:**

- You review a LOT of descriptions you don't want

- You might fall for perfectionism

- You do this for every product

Copy AI is also eCommerce-repurposed, lacks bulk generation, can't collect manufacturer data, has basic customizations, and lacks SEO tools.

Besides finding better copy individually, it doesn't work for mass eCommerce operations.

Shopify Magic
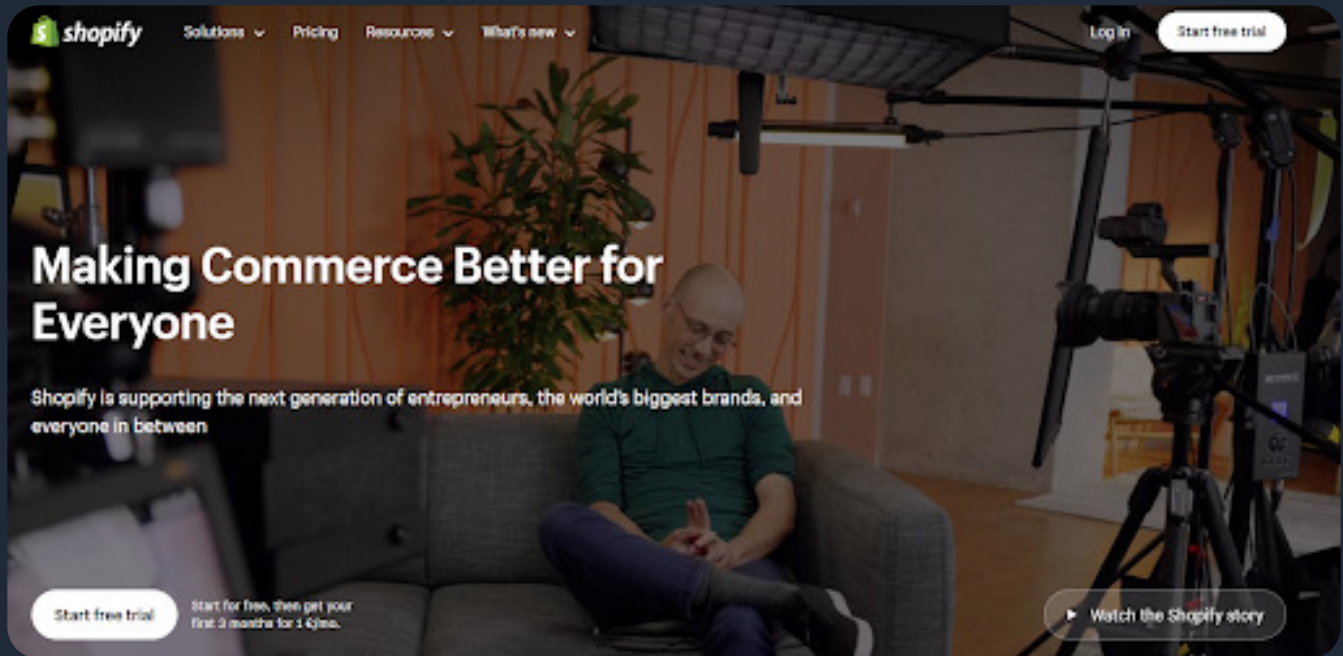
This is a built-in feature in all Shopify plans. It's essentially a window where you can select a tone of voice, and custom instructions, and generate short description blurbs.

Shopify Magic is an eCommerce-specific AI that lacks functionality. It only writes brief texts, can't bulk generate, doesn't work outside Shopify, and doesn't recognize most SEO/format rules.

If you're in a rush and need Shopify listings filled without any strategy or thought, that's what it's for.

Writesonic
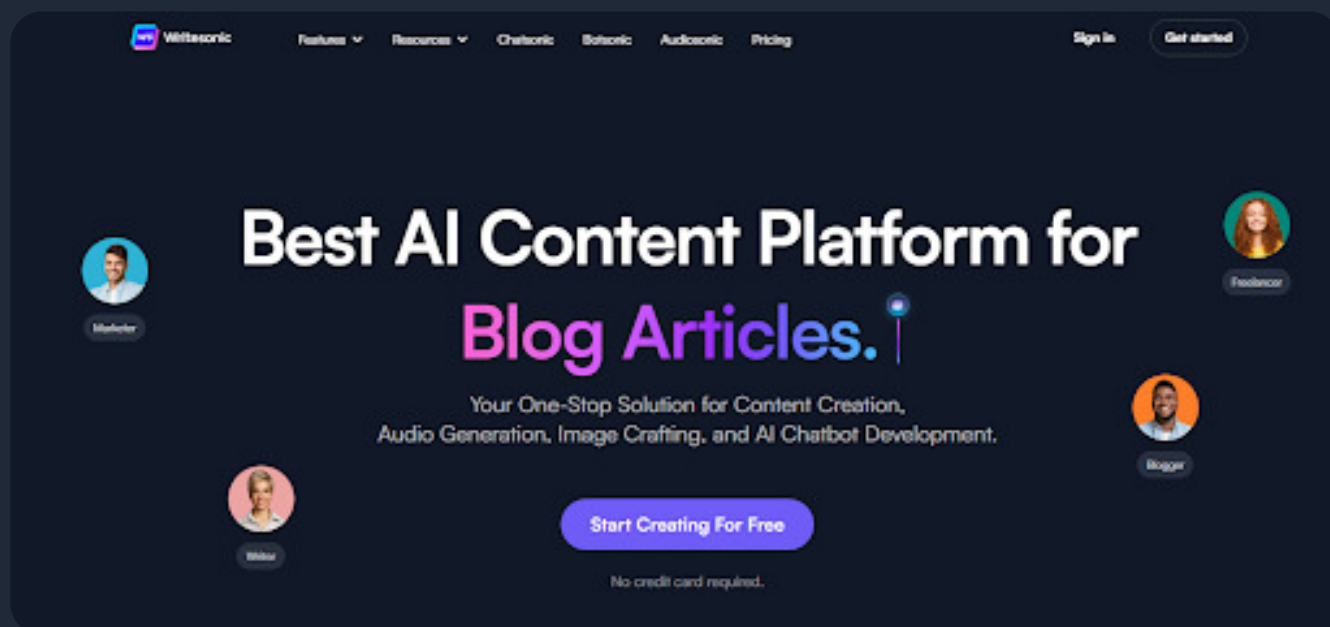
Writesonic is a large library of AI modules for all kinds of content, including images and audio. It can be reused for eCommerce, which means it won't have integrations, SEO tools, or supplier website look-ups. And while it's the only generic AI with bulk generation besides Describely, for some reason the rule customization is lacking.

Regardless, Writesonic can recognize your brand voice from saved samples and also supports other content formats you may need to promote products.

Comparison Table: AI Tools For eCommerce

Explore our testing post for a comprehensive comparison of 5 AI alternatives for product content

See Detailed Comparison

In summary:

	Describely	ChatGPT	Jasper AI	Copy AI	Shopify Magic	WriteSonic
General ECommerce Effectiveness	Efficient and autonomous for the entire workflow	Only for description ideas and drafts	Meant for manually improving descriptions	Only for description copy ideas	Bare-minimum paragraphs to fill empty products	Useful for other eCom content outside descriptions
Bulk Generation	20 to 540 Bulk Actions: Generate, edit, upload, enrich	–	–	Only for individual variations	–	CSV bulk generation (no custom rules)
Brand Voice Recognition	Supported	Supported	Supported	Supported	Supported	Supported
Data Enrichment	Yes	No	No	No	No	No
SEO Capabilities	Generate, rate, and include keyword ideas (no data)	Generate and include keyword ideas (no data)	Only includes keywords	Only includes keywords	Unsupported	Only includes keywords
Integrations	1-3 Connectors for 7+ major eCom platforms	Only eCom platforms that use the API	3rd party automations for non-eCom apps	3rd party automations for non-eCom apps	Only for Shopify	3rd party automations for non-eCom apps
Extras	• One-Click Store Integrations • Unlimited Catalogs • Unlimited Custom Rulesets	• Image generator • API access • Basic global AI rules	• Image generator • Most advanced AI editor • Can read files and links	• 90 Templates • Basic global AI rules • Can read files and links	• Shopify-native generation	• Audio generator • Image generator • 100+ Templates
User Seats	Unlimited	1	1 to 5	1 to 200	Up to 5	1 to 10
Price (Pro Plans)	Starting at **$9/mo**	**$20/mo**	**$69/mo** or $708/yr	**$49/mo** or $432/yr	**$105/mo**	**$19/mo** or $156/yr

If you need to generate mass product content without quality loss, efficiently—throughout the entire workflow— now you know why only Describely can achieve this.

Your Buyer's Guide Checklist for AI Product Content

With everything learned so far, here's the ultimate checklist to reliably tell whether or not an AI tool is right for your team:

1 Customization Test:
How much AI control do you have?

- [ ] Can you customize rules for every core element of a product description?
- [ ] Does it offer enough customization to maintain accuracy across big catalogs?
- [ ] Can you use different rulesets at once within the same listing or collection?

2 Automation Test:
How many steps can you skip?

- [ ] Can you generate and refresh product descriptions in bulk?
- [ ] Can you quickly import and publish listings to your store/PIMs without switching platforms?
- [ ] Can you easily update product data and keywords?

3 Versatility Test:
How reliably does it work everywhere for everyone?

- [ ] Is it limited to a single platform? Can the AI apply a format that's valid for your eCommerce platform?
- [ ] Does it have multiple user seats? Is it simple enough for the whole team to use without any training?
- [ ] Is it able to generate content with sparse product details—without major revisions needed?

4 Entry Barrier Test:
How easy is it to get started and see results?

- [ ] Does the AI follow the eCommerce best practices by default?
- [ ] Is the AI platform simplified for just eCommerce?
- [ ] Is it fairly priced? Is there a risk-free trial without gated features?

- [ ] **Verdict:** Can this AI tool actually free up time for my eCommerce content team?

There's a second method if you want the most specific comparison. Rate how important each test is for you (1-10) and then weigh the conditions. For example, if automation is a 10 and your tool checked 2/3 boxes, that's 20. Then, add all four and repeat for other tools to compare the scores.

We used this Yes-or-No checklist to validate why Describely is objectively the most effective solution.

What's Next?

Whether you're ready to invest in eCommerce AI or just want to know what's possible, the best value of this guide isn't just about the tools and practices, but being able to find out quickly why they're right or not for your team.. Click here to get Describely and start publishing 100s of listings that sell, today, built by your team within seconds, and without a credit card for the entire trial.

> "
>
> It's saved us significant time and effort in generating description and meta data, while also providing the flexibility and ease of use that we require. Describely has been a game-changer for our organization.
>
> **Target AU Web Productions Lead**