



# Pioneering A New Era of Content Production for eCommerce

Discover how AI is revolutionizing the content production process, and how the Amplience platform enables the production, customization and distribution of content on a global scale.





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# Introduction

**Your content is the heartbeat of your brand.** It connects your products to your customers, bringing your brand to life and fueling every interaction across every digital touchpoint. Your content informs, inspires, and ultimately drives purchases. It bridges your brand's story with your customers' needs, desires, and aspirations. But as essential as it is, **producing the sheer volume and variety of content needed to keep up with today's demands is no small feat.**

**For many, artificial intelligence (AI) seems like the perfect answer to this content challenge** - a way to automate, streamline, and scale your content like never before. But while AI offers immense potential, it's not as simple as flipping a switch. The real power of AI lies in how you use it. Large Language Models (LLMs) and foundation models can take you part of the way, but it's only when you connect them to real, purpose-built applications that their full potential truly comes to life.

This is where Amplience's vision for eCommerce content production comes in. You get more than automation by connecting large language models (LLMs) to specialized applications and tools designed to meet your unique content needs. **You gain a dynamic, scalable system where AI becomes more than just an assistant - it transforms how you approach content production entirely.** Now, you can deliver high-quality, personalized experiences at scale, connecting with your customers in fresh, relevant, and engaging ways.



# From Tools to Engines of Content Production

**The Industrial Revolution was truly set in motion when steam engines were connected to machinery,** driving the leap from handcrafted work to industrial-scale production. It began with Thomas Savery's invention of a steam engine for pumping water, later refined by Thomas Newcomen. But it was James Watt's enhancements - adding rotary motion to power mills, looms, and factories - that unlocked the steam engine's potential, transforming entire industries and fueling economic growth.

Today, we're at a similar turning point with generative AI, especially in eCommerce. **Large language models (LLMs) and other advanced AI technologies are emerging as engines for content production.** Yet, like steam engines, they reach their true power only when connected to the right "machines" in the digital world — applications designed to leverage the potential of AI at scale. **This new paradigm promises to transform content management, enabling Amplience and our partners to drive content production to industrial scale.**

AI has followed a similar journey from a specialized tool to a dynamic engine. For years, machine learning handled specific tasks like fraud detection, but LLMs and generative models go further, transforming content creation and personalization. When plugged into the right applications, generative AI becomes a powerhouse for eCommerce, enabling seamless, large-scale content creation and customization that transforms the customer experience.

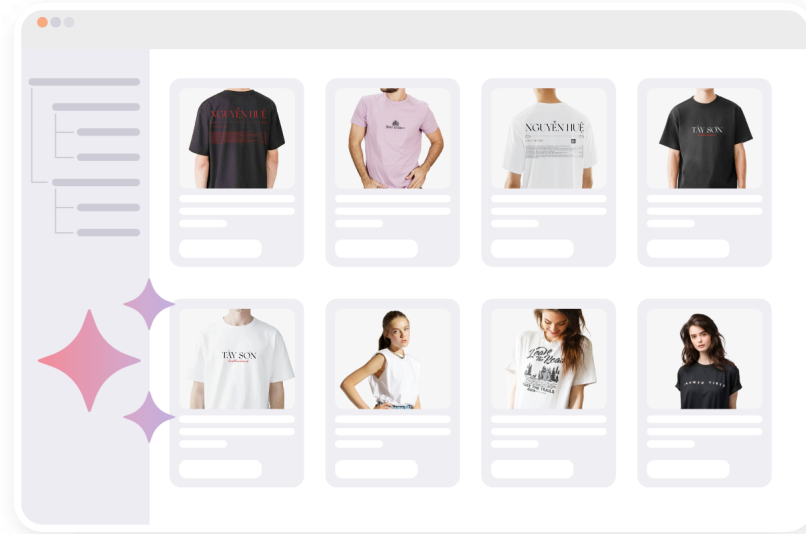




# Why Content Matters

In the previous section, we discussed how generative AI can truly industrialize content production when integrated into digital applications. But why is it so important to produce content on such a huge scale? In today's world, having more content isn't just 'nice to have' — it's essential. **Every product, every promotion, and every customer interaction demands fresh, relevant, and personalized content** to capture attention, build trust, and drive conversions.

For eCommerce brands, content is not just informative; it's transformative. It connects customers' wants, needs, and interests with what your products can offer — whether that's a sense of style, convenience, or value. **Content isn't just about presenting features; it reflects your brand's promise, speaks to its values, and builds a unique narrative that resonates with customers.**



Content also opens a dialogue with customers, allowing brands to engage them with the latest promotions, new products, and seasonal campaigns. By delivering timely, relevant content, brands can inspire action, whether that's making a purchase, signing up for updates, or sharing feedback.

Generating vast quantities of high-quality content enables brands to engage more dynamically, crafting experiences that feel personalized, responsive, and compelling.



# What Makes Content Effective

For content to truly resonate with customers, it must meet three essential criteria:

- \* Readiness:** Content needs to be fresh and readily available at the precise moment a customer is searching. Real-time relevance means that content must be updated frequently to stay aligned with shifting customer needs.
- \* Reach:** Content should be accessible wherever customers browse, across all channels and devices, from web to mobile to social media.
- \* Relevance:** Content should resonate within the customer's unique context. Personalization plays a huge role here - by customizing content to individual preferences, you're ensuring that each interaction feels meaningful.

**These qualities make content a powerful tool, driving conversions, boosting engagement, and fostering customer loyalty.** When brands can meet customers with timely, accessible, and contextually relevant content, they build stronger, longer-lasting connections.



# Amplience's Proven Content Solutions for Commerce

At Amplience, we understand that creating this level of high-quality content at scale is challenging and costly. That's why our products have always focused on making content creation faster, more flexible, and more cost-effective. In the early days, we began with our first product, Interactive Media, designed to reduce the cost and time of producing engaging content for online commerce use cases.

## \* Dynamic Media

This foundation led to Dynamic Media, a tool designed to make managing your visuals easier and faster, so you can focus on connecting with your customers.

**With Dynamic Media, you can create hundreds of image and video versions from a single file, instantly adjusting for any screen size, device, or format.**

Instead of spending hours cropping, resizing, and editing, Dynamic Media does it all for you. It automatically finds the focal point of each image, adjusts the aspect ratio, and ensures every visual looks its best, whether it's a lifestyle shot or a shoppable video. Plus, it optimizes the image quality and format to match each browser, so you're always delivering the fastest experience possible. **Dynamic Media is designed to make content creation faster, more flexible, and cost-**

**effective so you can easily produce high-quality visuals at scale and reach customers quickly without draining your resources.**

## \* Dynamic Content

**Dynamic Content redefines content management, offering you a fast, flexible, and intuitive experience to manage and scale your content with ease.** Built on MACH principles — Microservices, API-first, Cloud-native, and Headless — Dynamic Content is designed to be a core part of composable commerce, fitting seamlessly into your digital ecosystem to support the fast-paced demands of eCommerce.

With Dynamic Content, creating and managing content feels effortless. Its user-friendly interface reduces clicks and speeds up publishing, with features like

intuitive input fields, media choosers, and customizable layouts that align perfectly with your brand. Building long-form content and organizing it is straightforward, allowing you to focus on creativity without the usual technical headaches.

Scheduling campaigns is simple, thanks to Gantt and calendar-based planning tools. You can prepare, preview, and launch revenue-boosting campaigns quickly, confident in knowing exactly how your content will look. Plus, **with detailed control over localization, you're able to deliver the right experience to every region, down to the individual content fields.**

Dynamic Content also provides control over localization, so you can deliver relevant experiences to customers across regions, down to the finest detail, whether it's a specific field or a whole content item. Together, these features help Amplience customers produce and manage content on a global scale, achieving a tenfold increase in production speed and volume to meet the demands of today's fast-paced eCommerce environment.

## \* 10x Content is Not Enough

Yet, despite all these advancements, your need for content keeps growing. **With your customers expecting ever more personalized and interactive experiences, the demands on your eCommerce content production have never been higher.** You now need more content, faster, delivered with precision, variety, and relevance at a scale that's unprecedented. This is where Amplience's new generative AI-powered vision comes in. Built to meet your rising need for rapid content creation, Amplience enables you to produce, customize, and deliver content on an industrial scale — all while preserving the unique voice and quality that define your brand.





# Personalization Driving the Need for More Content

You're surrounded by talk of personalization at every eCommerce event and in every strategy meeting. Last year alone, billions were spent on Customer Data Platforms (CDPs) and personalization tools, yet it feels like no one has fully cracked the code. **The push for hyper-personalization is stronger than ever, but you can't help but notice a gap.** You might have all the data you need — an incredible insight into who your customers are and what they're interested in. But when it's time to have a conversation, there's often nothing truly

relevant to say. Or worse, you find yourself saying the same thing to each customer, over and over.

True personalization is more than data. It's the art of having a meaningful, relevant conversation with each customer, right when they're ready to listen. And for that, you need content. Not just more content, but the right content — customized to their needs, speaking to their context, and ready to engage them in a way that feels personal. Without it, even the smartest data insights fall flat.

## The Need for More Content, Not More Data

Imagine your data like the character "Data" from Star Trek: insightful, logical, and endlessly intelligent. But **without enough context and the right material, even the smartest character struggles to keep the conversation engaging.** That's what personalization feels like today. You may know everything about your customers, but if you don't have fresh, varied content, you're left saying the same things again and again. And that's not how you build a connection.

**To reach customers in this way, you need an unprecedented level of content, produced faster and more affordably than before.** This need for content goes beyond personalization, extending to organic search, product descriptions, campaign content, and more. For each of these areas, quality content is essential — not only to grab attention but to create real value and drive action, converting users into buyers.



## The Challenge of Content Production Today

Look around at your current content production setup. You have teams of skilled professionals — marketers, designers, photographers, developers, merchandisers — all collaborating to produce content. But this teamwork, while essential, also creates limitations. Your content production processes are shaped by the structure of your teams, with each expert working in their own specialized role. **This division of labor is effective, but it still constrains production speed, tying you to the productivity of individuals.**

**Think of it as the early days of the Industrial Revolution.** You've built systems with experts and specialized tools, but ultimately, you're still working within the limits of human capacity.



# AI as the New Engine for Content Production

So, where does AI fit in? Is it the new engine that will power the future of content production for you? We believe it can be, but only if it's integrated thoughtfully. Just like the steam engine transformed industry only when it was connected to the right machines, **AI will unlock its full potential when connected to the right applications.** Large language models (LLMs) and generative AI have incredible capabilities, but it's the applications you attach them to that will make a difference.

This is where the evolution truly begins. As LLMs and AI technology advance, the applications you use will become even more sophisticated, powerful, and tailored to handle the unique content needs of your business. **Imagine AI-driven applications that can produce, customize, and deliver content on demand, scaling your personalization efforts without adding costs.** This future of content production will go beyond automating tasks; it will open new ways to treat content as a dynamic resource, empowering you to connect with each customer on a personal level.

# Amplience's Approach: Making AI Work for You

At Amplience, we've already introduced a suite of AI tools designed to make your content management experience easier and more effective. **Think of them as co-pilot assistants, ready to help with tasks like SEO optimization, generating rich text content, or creating alt text** to ensure you're compliant with accessibility standards. If you haven't explored these tools yet, you can try them out in the Amplience AI Playground. They're practical, helpful, and built for real-world use cases. But we believe this is only the beginning.

To truly transform content management, we believe AI needs to be more than just convenient. It has to be finely tuned to meet the specific needs of eCommerce, and we've set clear principles to ensure it delivers the best results. We call these the "ACE" characteristics, representing what AI content should be: Applicable, Contextual, and Efficacious.

- \* Applicable:** Every AI feature should solve a real problem. It's not AI for AI's sake; it's AI built to add value exactly when and where you need it.
- \* Contextual:** Your content should align with your brand's values, resonate with your customers, and speak directly to customer intent. Whether the content is for promotions or product descriptions, it must be grounded in your brand's voice and reflect your product's unique value.
- \* Efficacious:** Your content should be accurate, factual, and fit for purpose. It should accurately represent your products, free from the common "hallucinations" of AI-generated content. It must achieve the intended results and connect with your customers in the right tone.

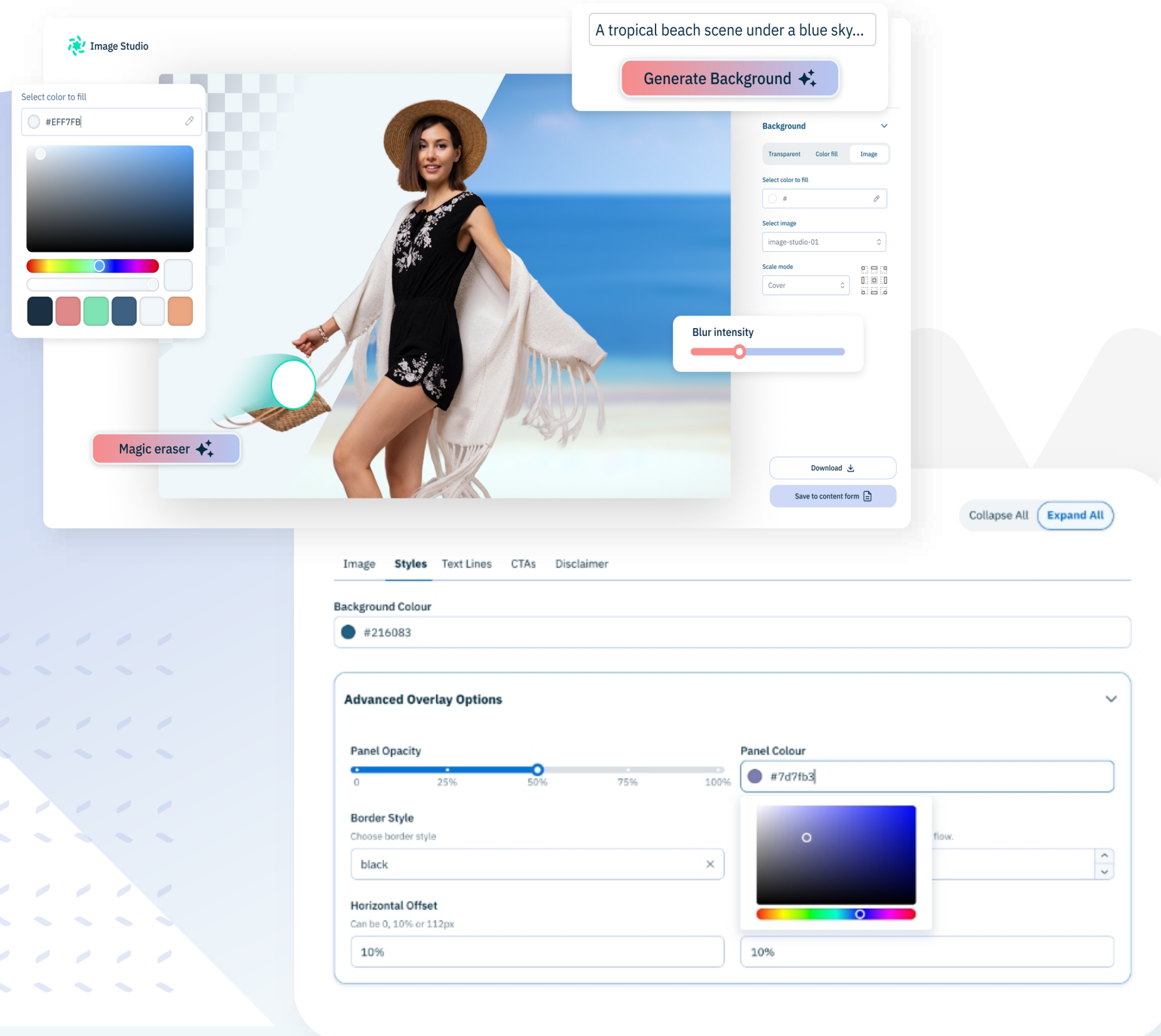




# Introducing the Amplience Content Studio

Last summer, we introduced Content Studio — an application specifically designed to meet these ACE standards. **With Content Studio, you're equipped to create high-quality, personalized content that's uniquely suited to your brand and customer needs.**

In Content Studio, everything is organized around eCommerce use cases. **Here, you set your brand values and tone of voice, making it easy to produce content that feels authentic to your brand.** You can define customer personas so that every message resonates with the right audience.



## Reducing AI “Hallucinations” with Integrated Product Data

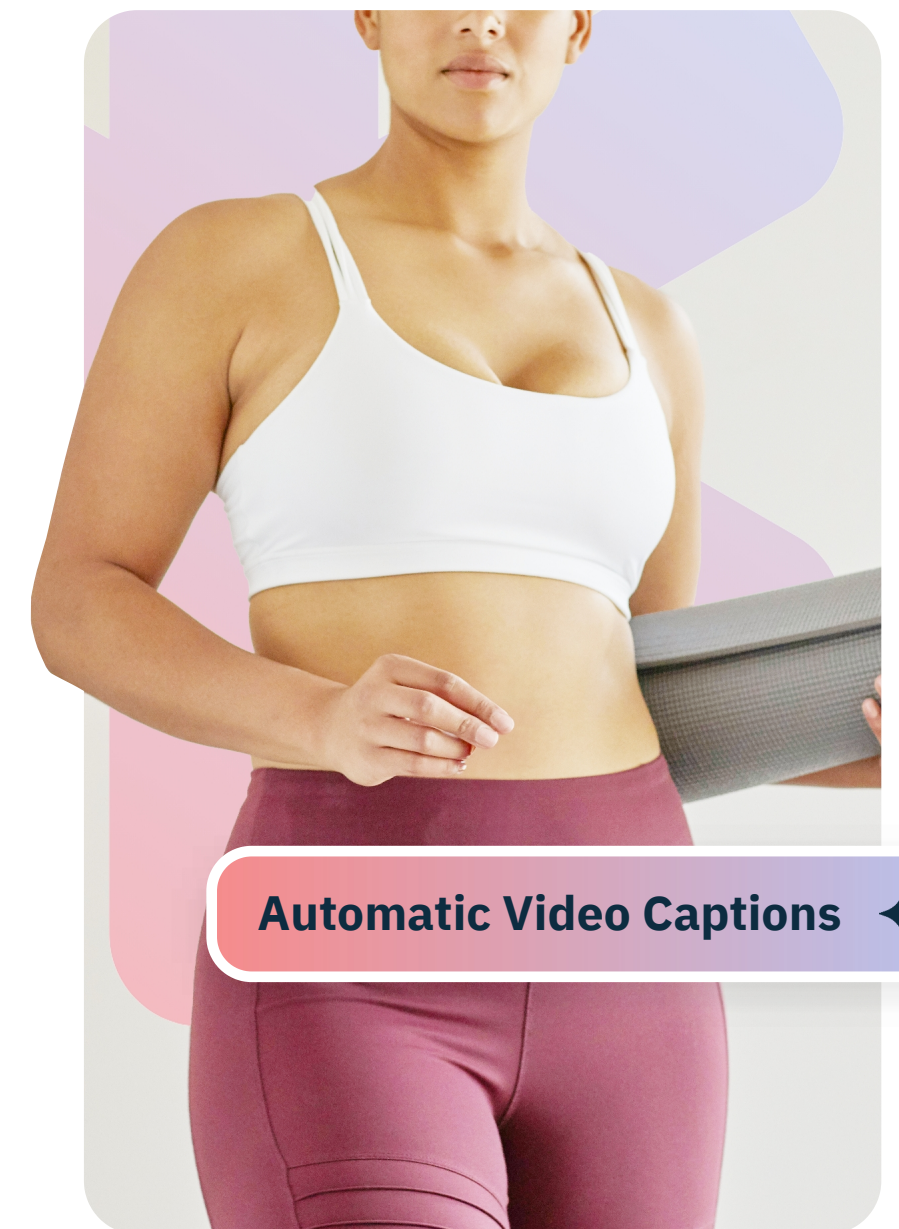
One of the most common issues with generative AI is that it can sometimes “hallucinate,” or create inaccurate details about your products. We’ve tackled this **by integrating Content Studio directly with eCommerce platforms, so you can feed in product details and attributes that anchor your content in factual, relevant information.** Whether you’re writing a product comparison or creating a description, you have the data you need right at your fingertips, ensuring that every piece of content is both accurate and compelling.

## Keeping Up with the Latest AI Models, So You Don’t Have To

AI is advancing at a rapid pace, and we know that constant integration with the latest models can be a headache. That’s why we’ve made it our mission to stay up to date with the best frontier models from AWS, OpenAI, Anthropic, and Google. **With Amplience, you can take advantage of the latest advancements without the hassle of manual updates or integrations.**

## Flexibility for Your Content Ecosystem

Content Studio isn’t just a tool within the Amplience system. It’s built to be flexible: **it can operate as a stand-alone tool, be embedded into your other system interfaces, or integrate fully through APIs.** You can even generate content across multiple languages, creating product descriptions, recommendations, and other content to reach a global audience seamlessly.



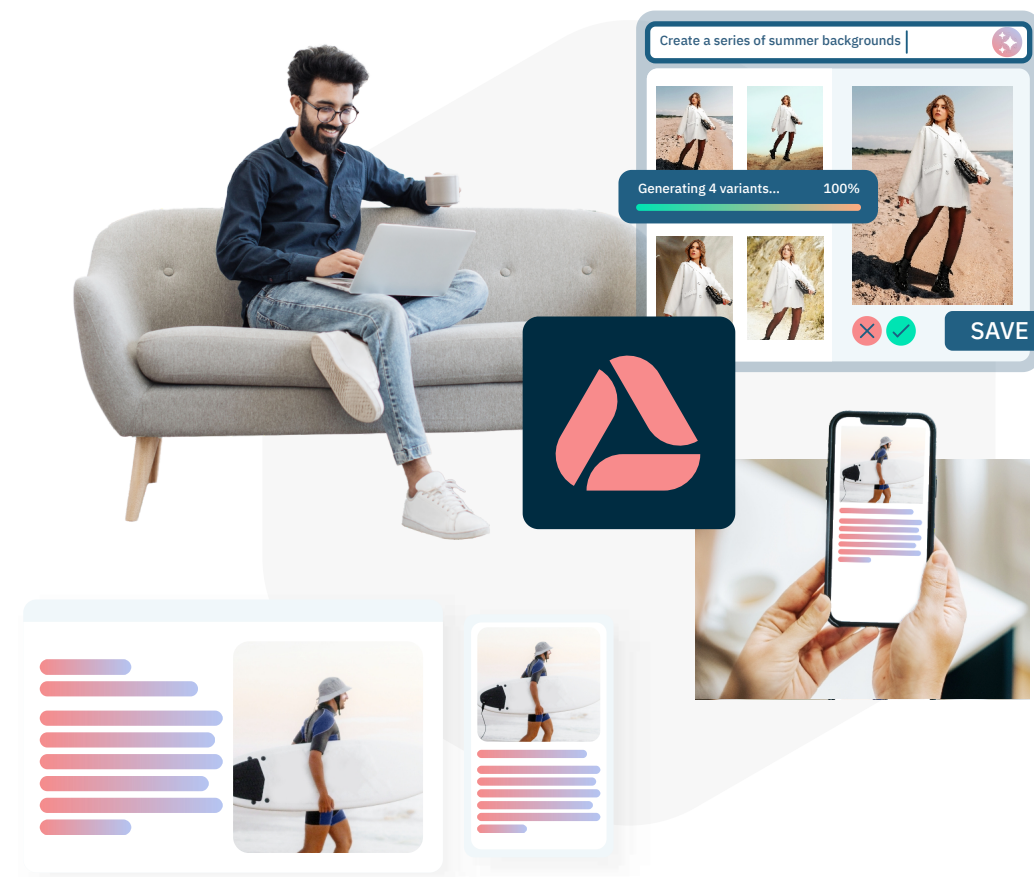


# What's Next: Amplifying Content Production with Content Factories

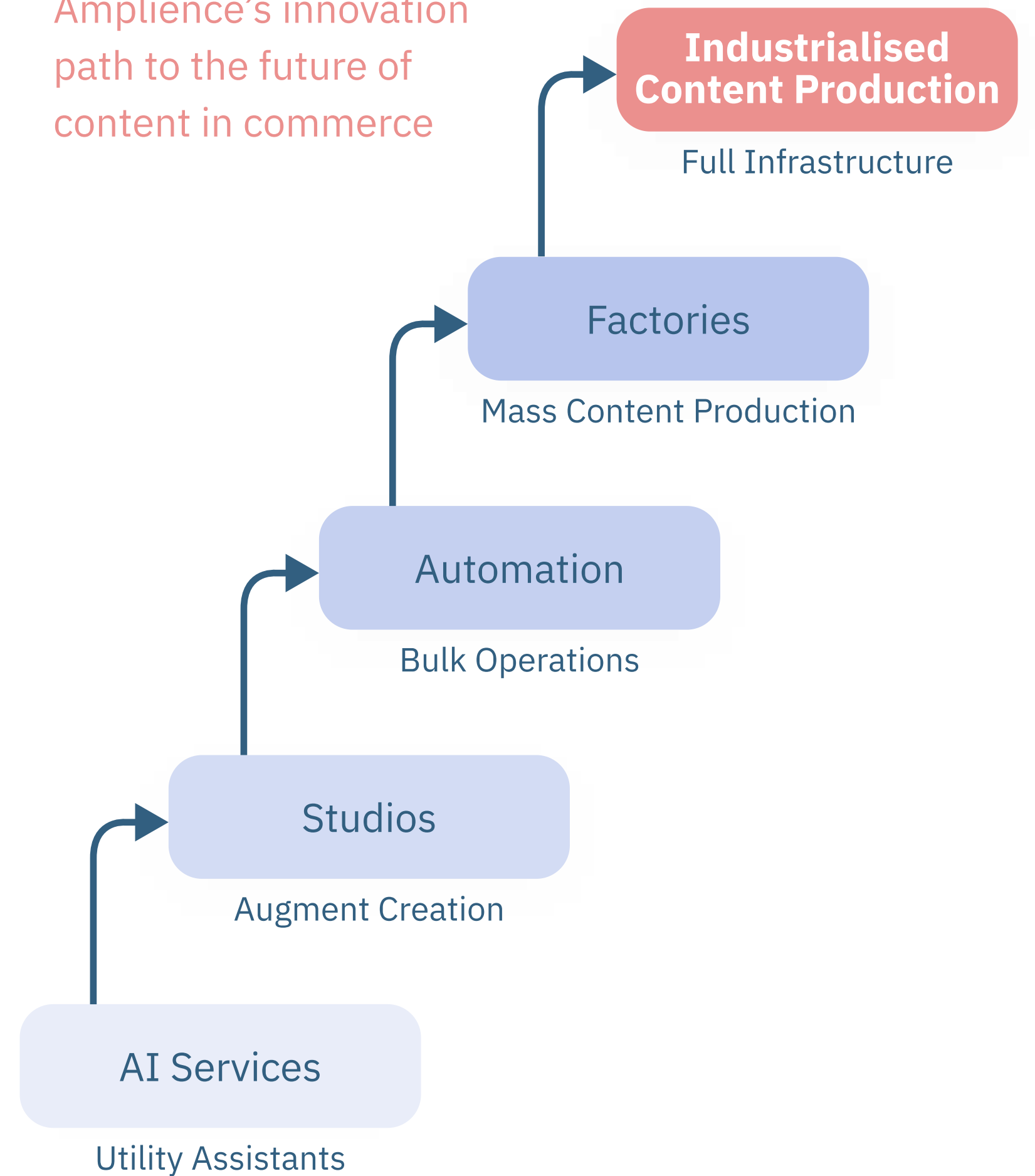
So, what's on the horizon for Ampliance? We're taking the next step to meet your growing need for content by creating something powerful: Content Factories. While our Content Studio already helps you produce ACE-quality content more efficiently and affordably, we know that the volume of content required today demands even more. **The answer isn't just faster content production; it's a whole new way to produce content at scale.**

Imagine an application that can tap into the GenAI engine and use your configurations from Content Studio to mass-produce contextually relevant content. That's precisely what we're building now. With this new application, you can use our Studios to prototype content until it's exactly right, then save those settings as a blueprint. **These blueprints will serve as templates, ready to power high-volume content creation in Ampliance Content Factories.**

In these Content Factories, you'll be able to connect various inputs, such as a folder of product images, and then push them through the blueprints to generate hundreds or even thousands of content items. You'll also have access to robust quality control tools that let you review content at scale — for instance, checking product descriptions in multiple languages all at once. Once the content is reviewed and ready, it can be instantly distributed across your digital channels, product catalogs, social media, or marketplaces.



Ampliance's innovation path to the future of content in commerce





# A New Paradigm for Content Management

So, what's our vision for the future of CMS at Ampliance? It goes beyond simply assisting human creators. We're looking toward a world where AI doesn't just support content production but drives it, creating a new paradigm where humans transition from creators to supervisors, directors, editors, and quality checkers. AI will be responsible for much of the heavy lifting, achieving not just a 10x increase in productivity but a 1000x transformation.

Human creativity and supervision will still be essential, but AI will take on the role of production powerhouse in the content lifecycle and workflows, supporting rapid and large-scale content needs:

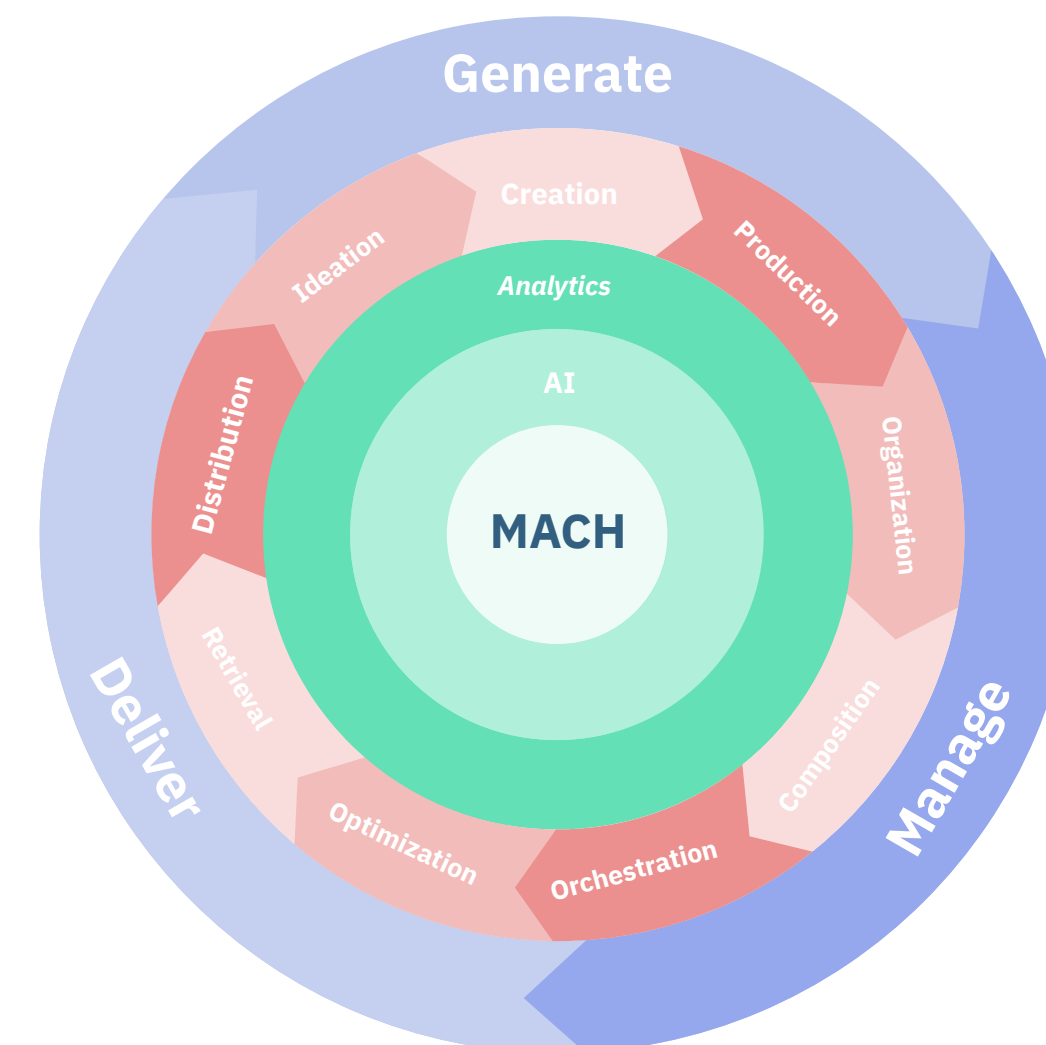
\* The days of endless folders and pages to organize content are coming to an end. **AI will be able to automatically analyze and organize huge volumes of incoming content and assets from Content Factories in real time**, according to their intent, context, segment, sentiment, campaign or other purposeful attributes that will make it easier for humans to find and filter exactly what they need.

\* Ampliance today brings state-of-the-art content authoring experiences in our headless CMS. There will always be a need for humans to author content themselves. But with AI-driven content and asset generation, the headless CMS will shift towards experience authoring, where humans can control how different types of content and assets are assembled and then orchestrated into a consistent flow. For example, humans can determine that automatically generated product descriptions should always come before a series of product images and automatically generated guides, no matter the variants shown or the front-end experience provided.

\* Humans will still need to define when product launches and major campaigns are scheduled across seasons, markets and segments. Yet AI is already being used by marketing professionals today to analyze campaign performance and get recommendations for future ones that have a higher probability of further success against key objectives and metrics. This kind of predictive AI will be part of the new paradigm for CMS in commerce and will automate how content and assets are assembled and orchestrated across digital experiences, segments and locales.

**Content management and delivery won't be limited to personalized experiences on your owned channels.** Content will also be optimized and distributed to any of the many unowned channels, whether it's a social media platform, content syndication networks, marketplaces or whatever new channel comes next.

**In short, content management and delivery will be all about getting your content and assets to be everywhere your customers are**, ready to connect with them in the most relevant and impactful ways.



The industrialized commerce content lifecycle and infrastructure that Ampliance will be able to deliver



# The Future of Content Production: Automation, Mass Production, and Real-Time Experiences

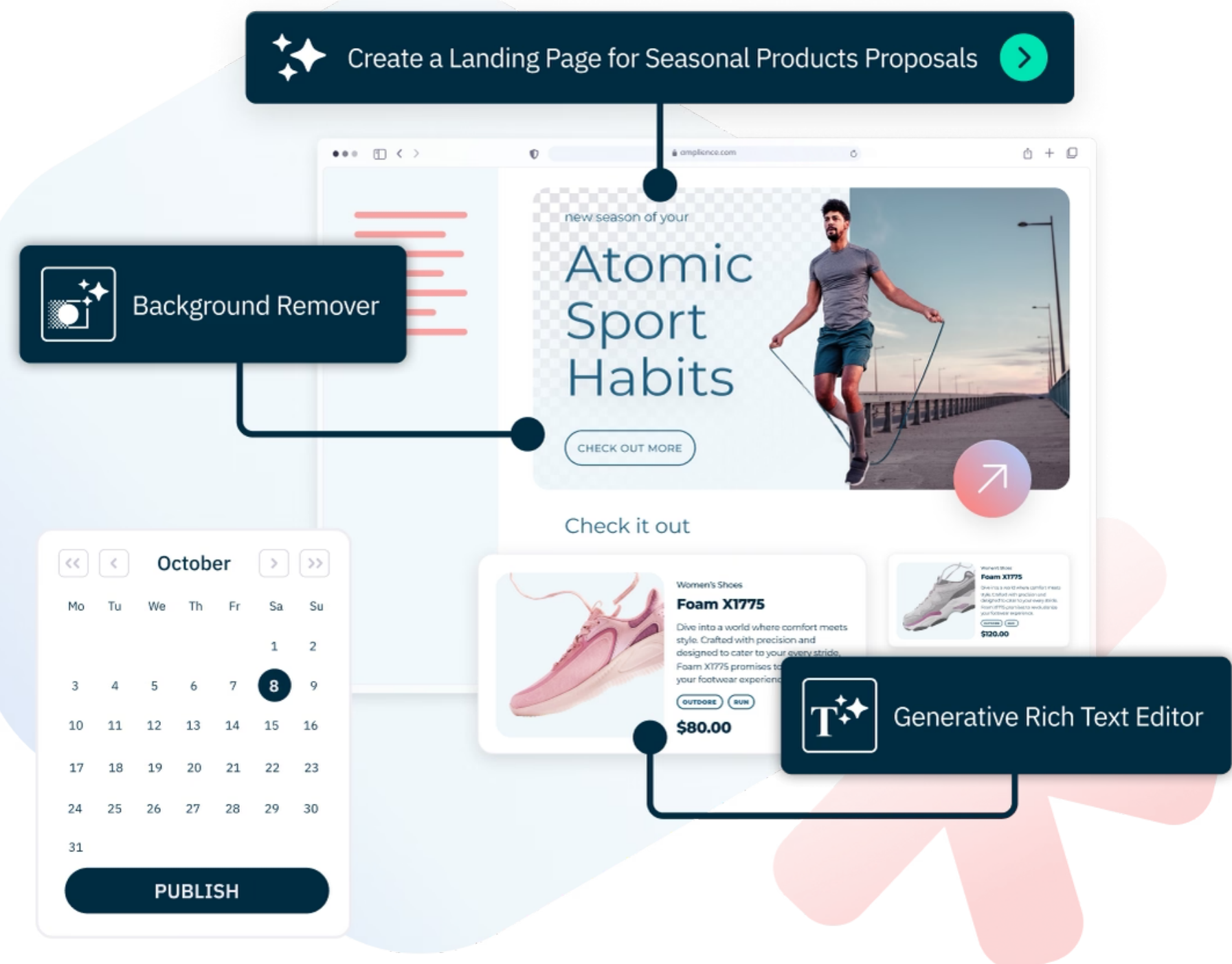
So, where can all this ultimately take us? As AI models and hardware technology advance, we're headed toward a future where content and experiences can be generated dynamically, right at the edge. **Imagine content that's created on the spot, adapting in real time to each customer's needs, location, and preferences.** This real-time generation could unlock new levels of true personalization — making every interaction resonate with every individual.

But with this power comes a trade-off. Not everyone will be comfortable with the lack of control and unpredictability that real-time content generation brings. For many brands, a mass production approach will remain essential to meet the demand for consistent, high-quality content at speed. This approach gives you the best of both worlds: rapid production that can still be fine-tuned

and quality-checked before it reaches your customers.

**This new platform will continue to be a key part of composable implementation following MACH principles.** Many products in a commerce stack will continue to integrate and operate as they do today. Some technologies will see huge benefits: PIM (Product Information Systems) will be the system of record for product truth for AI content generation to be truly applicable, contextualized and efficacious. **Personalization engines will now have all the content and assets they need to deliver truly hyper-personalized experiences to the front-end.** And Systems Integrators will have new ways to deliver valuable consultancy, becoming experts in understanding the industrialized content lifecycle and implementing the machinery to make businesses and humans more productive and successful than they have ever been.

This future of content production doesn't eliminate human creativity. Instead, it carves out a focused role for it — human creativity will be applied where it's needed most: in creating new, unique, and memorable experiences that only people can bring to life. **Think of human input as the spark for innovation, while AI and automation handle the heavy lifting of producing and assembling the content that scales.**





# The Journey Ahead with Amplience

This is the journey you're on with Amplience. As we evolve our Content Factories, Studios, and automation tools, you'll have the power to produce, customize, and distribute content faster and more effectively than ever before. **It's an exciting shift that's transforming how you connect with customers, and Amplience is here to help you navigate it.**

**Together, we're moving into an era of content where technology, creativity, and data come together to make every customer interaction more dynamic and meaningful.**

The future of content production is bright — and you're right at the heart of it.





# Are You Ready to Step into the Future of Content Production?

To start creating super-fast, personalized content experiences that convert, visit [amplience.com](https://www.amplience.com) and book a meeting with a member of our team today.

## About Amplience

Amplience is the leading AI Content company that enables brands and retailers to acquire and retain customers and drive top-line sales. The Amplience platform combines content management, experience building and generative AI that empowers marketers, merchants and developers to deliver persuasive content for every shopping context that fuels truly personalized, connected experiences at the speed of business. More than 400 of the world's leading brands use Amplience including Crate & Barrel, Ulta Beauty, Coach, OTTO Group, GAP, Currys, and The Very Group. Amplience is backed by investors Farview Equity Partners, Sixth Street and Octopus Ventures. For more information on Amplience's vision for AI content, and its platform, including Dynamic Content and Dynamic Media, please visit [www.amplience.com](https://www.amplience.com).



**Rid the world of bad shopping experiences**

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