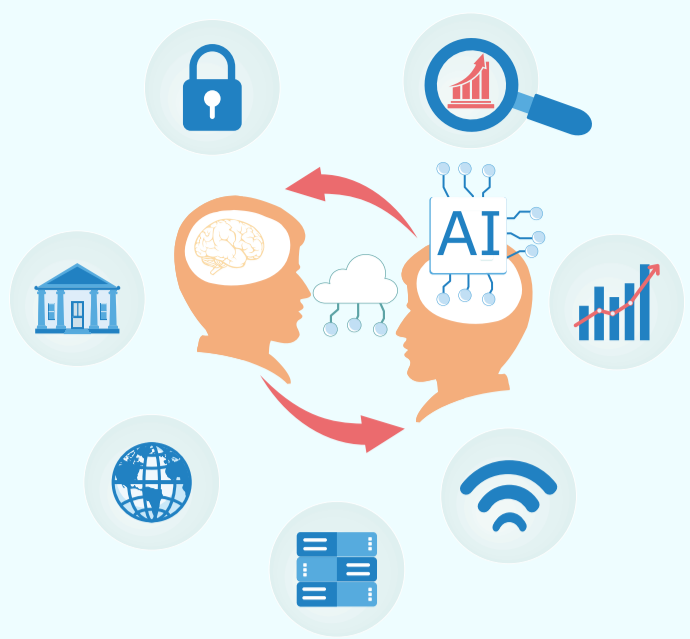


The Role of AI in PIM

Enhancing Product Tagging, Descriptions, and Discovery with Intelligent Automation



As businesses move from experimentation to measurable execution, AI is reshaping how product data is created, governed, and optimized. As per a recent research by Inriver,



97% of companies have moved beyond AI pilot programs

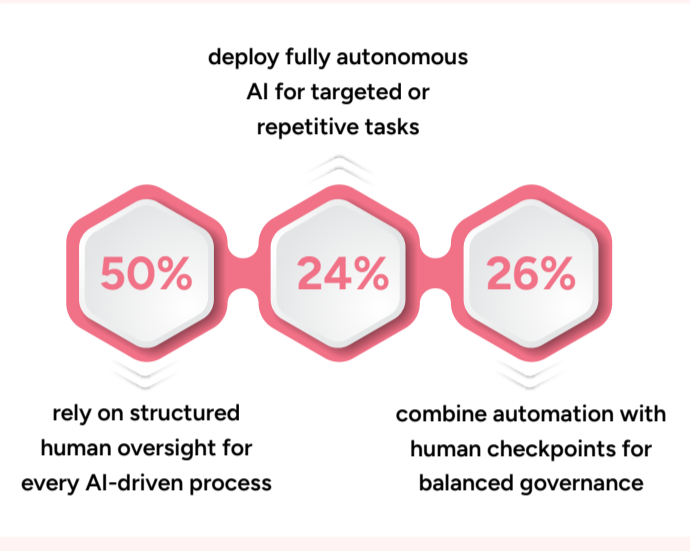
83% have integrated AI into multiple systems and workflows

87% report higher customer trust in product content

How Companies are Using AI in PIM

Businesses are experimenting with different models to balance automation, governance, and human judgment. The result is a hybrid ecosystem where AI assists teams to ensure both efficiency and accountability.

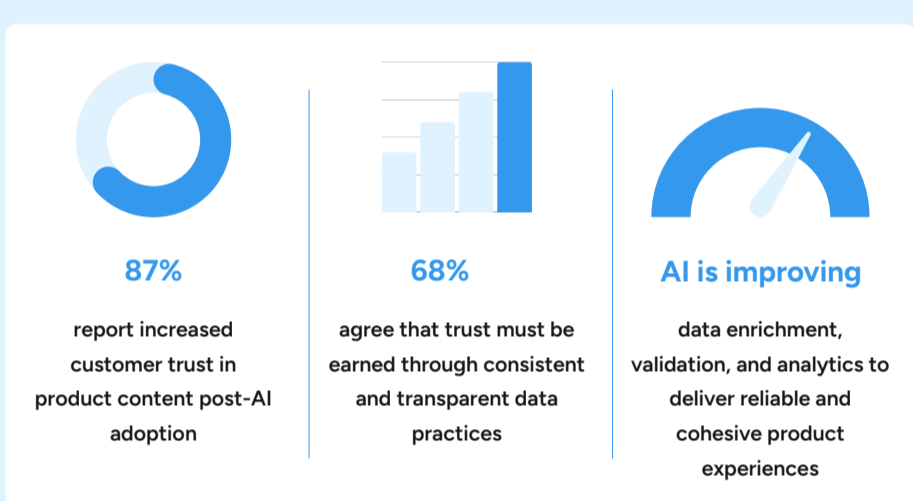
Organizations are learning that the smartest AI strategy is one that builds trust into every stage of data management.



Customer Trust is Rising with Responsible AI


AI in PIM is not just about faster data workflows, it's about building credibility. As companies adopt AI-driven product enrichment and validation, they're seeing measurable improvements in how customers perceive product accuracy and reliability.

AI helps brands ensure that every product description, image, and attribute reflects reality, leading to more informed buying decisions and higher customer satisfaction.



Transforming Product Data Workflows with AI in PIM


By integrating AI into core PIM workflows, brands can now automate product tagging, enhance SEO-driven descriptions, and improve product findability at scale.



Product Tagging

AI eliminates the need for tedious manual tagging, automatically assigning rich attributes and taxonomy values that enhance product filtering and category navigation.


Reduces manual effort and errors | Improves consistency and search relevance



Product Descriptions

AI generates optimized titles and descriptions that reflect both brand tone and SEO best practices, ensuring every product page performs better on digital channels.

Enhances content quality and discoverability | Enables faster product updates



Product Discovery

AI-enriched attributes power smarter search experiences, ensuring customers find what they want — faster.

Leverages 20,000+ searchable attributes | Boosts conversion through more relevant results


When AI manages the data, every product becomes easier to find, understand, and trust.

AI enables businesses to do more with less, boosting both productivity and performance.


AI isn't just optimizing workflows, it's redefining how organizations achieve growth.

By automating repetitive tasks and intelligently enriching data, brands can focus on creativity, strategy, and innovation — while AI ensures their data foundation stays accurate and up to date.


Business Benefits:




Automated product data creation
AI generates titles, tags, and descriptions in seconds



Faster time-to-market
reduced launch cycles through automation



Lower operational costs
less manual work and fewer data errors



Richer structured data
better filters, search, and overall discoverability

Ready to turn your product data into a growth engine?
Empower your business with AI-driven PIM solutions

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