

# NRICH™

A content creation co-pilot for B2B marketing and commerce teams

## ABOUT NRICH™

NRich™ is a Co-pilot for marketing and commerce teams of B2B organizations that uses AI to enrich product content. NRich™ converts the product information and specification available to eCommerce friendly content.

## NRICH™ APPROACH



### PROBLEM

Copywriting is expensive and time consuming. Marketing focusses on key products and the long tail of products often end up with poor content



### NRICH™ APPROACH

Nrich™ helps convert the basic product information and features into marketing friendly content, reducing time from marketing team to a few minutes per product



### PROBLEM

SEO requires hiring external agency



### NRICH™ APPROACH

Meta-tags are generated and keywords generated are marketing friendly, SEO agency can be hired for top selling products, and not the long tail of products.



### PROBLEM

Expensive and time consuming graphic design



### NRICH™ APPROACH

Using generative AI for creating graphics for key features saves time in creating visually rich content



### PROBLEM

Legal and quality reviews can go through multiple cycles costing time and money



### NRICH™ APPROACH

Nrich™ pre-validates content reducing chances of finding legal and quality issues



# KEY FEATURES



Generate Product Name & description optimized for marketing



Extract tags, metadata and categories



Country and industry specific keywords and units used



Generate rich graphics to highlight key features



Identify legal and quality issues automatically



Manage content for product variants

# TECHNOLOGIES

## YOUR CHOICE OF CLOUD



STABLE DIFFUSION



FINE TUNED LLM MODELS FOR B2B COMMERCE



NEXT.JS

REACH US

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