



✦ Craft eye-catching captions and visuals

AI prompt toolkit

Practical prompts to optimize
product content at-scale

Specify a writing task...

Create ↗

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Why prompts matter in agentic commerce

AI agents are reshaping commerce. Instead of searching on a brand's website, shoppers are increasingly relying on conversational platforms (e.g., Google SGE, Perplexity, ChatGPT) to discover, evaluate, and even purchase products. [McKinsey](#) predicts that by 2030, 30% of all transactions could be handled by autonomous agents.

To succeed, brands need AI-ready product data that fuels discoverability and agentic checkout. That's where prompts come in. Well-crafted prompts help optimize product feeds and generate channel-specific content ultra-fast, so you can create campaigns that resonate with today's shoppers.

Browse our ready-to-use prompts for a variety of product content needs—adapted from Marcel Hollerbach's [Feed Management & Syndication in the Age of AI](#) to help you start experimenting today.

Prompt 1: Conversion-ready product descriptions

Objective: Turn browsers into buyers with product descriptions that match shopper intent and fit each channel's requirements.

Prompt (copy/paste)

Write a [tone] product description for [product type] using:

Brand: [brand]

Material: [material]

Key Features: [features list]

Target Audience: [audience]

Occasion: [use case]

Channel: [Google Shopping / TikTok / Instagram]

Why it works

Channel-specific tone and length

Keyword relevance for discoverability

Balanced style + practicality

Benefit-first messaging

Example prompt + result



Write a product description with a conversational tone for Levi's Women's 721 High Waist Skinny Jeans on Google Shopping

Of course! Here is your tailored product description:
Meet your new go-to jeans: Levi's Women's 721 High Waist Skinny Jeans in classic blue stretch denim. Designed to flatter with a high-rise waist and sleek, leg-hugging fit, they're perfect for coffee runs or casual Fridays—and machine washable for easy care.

Ask a question



Prompt 2: Optimized titles

Objective: Ensure product titles surface in AI-powered search by front-loading key attributes.

Prompt (copy/paste)

Create a product title using the following structure:
[Brand] + [Gender/Target Audience] +
[Product Type] + [Key Attributes] + [Color] + [Size]

Why it works

Matches real search behavior patterns

Aligns with GEO (Generative Engine Optimization) best practices

Boosts click-through rate in Google Shopping & SGE

Example prompt + result

Create a product title using the following structure:
Levi's + women + jeans + high-waisted, stretch + blue + US 12

**Levi's Women's 721 High
Waist Skinny Jeans Stretch
Denim Blue Size 12**

Ask a question



Prompt 3: Automated product highlights

Objective: Generate concise, scannable product highlights that improve click-through rate (CTR).

Prompt (copy/paste)

Create up to 5 product highlights (max 150 characters each) for [product name], using:
Main material, key advantages, stylistic features, audience, and seasonality.
Avoid promotional claims or emojis.

Why it works

Delivers fast “at-a-glance” value props

Improves GEO visibility in generative search

Reinforces both rational and emotional triggers

Example prompt + result



Create up to 5 product highlights (max 150 characters each) for an Italian leather handbag, using:
Main material, key advantages, stylistic features, audience, and seasonality. Avoid promotional claims or emojis.

Sure! Here are 5 product highlights for an Italian leather handbag:

- Genuine Italian leather with lifetime durability
- Versatile design transitions from office to evening
- Multiple compartments for everyday essentials
- Adjustable strap for crossbody or shoulder wear

Ask a question



Prompt 4: Channel-tailored descriptions

Objective: Adapt messaging for different audiences and platforms without duplicating effort.

Prompt (copy/paste)

Write two product descriptions for [product]:

1. Professional audience (focus on technical specs, durability, ROI).
2. Lifestyle/social audience (focus on design, fun, emotion).

Why it works

Maximizes engagement across Google, TikTok, Instagram

Speaks directly to different buyer motivations

Example prompt + result



Write two product descriptions for a premium stand mixer:

1. Professional audience (focus on technical specs, durability, ROI).
2. Lifestyle/social audience (focus on design, fun, emotion).

Sure, here are two product descriptions:

Professional: “575-watt motor, 6-quart stainless steel bowl, engineered for heavy-duty use.”

Lifestyle: “This gorgeous stand mixer makes baking easy and fun 🍰 —the retro design turns your kitchen into a showpiece.”

Ask a question



Prompt 5: Attribute enrichment at-scale

Objective: Standardize messy attributes so AI agents can interpret your feed.

Prompt (copy/paste)

Enhance these product attributes for Google Shopping:

- Simplify color names
- Specify material clearly
- Add filter-friendly details customers use when searching

Attributes: [insert list]

Why it works

Ensures clean, structured data for AI interpretation

Prevents exclusion from generative search results

Builds a scalable GEO foundation

Example prompt + result



Enhance these product attributes for Google Shopping:

- Simplify color names
- Specify material clearly
- Add filter-friendly details customers use when searching

Attributes:

Color = "Dusty Ash"

Material = "Mixed fibers"

Got it! Use these attributes for Google Shopping:

**Color = "Gray",
Material = "100% Cotton"**

Ask a question



Beyond the prompt:

Scaling with Productsup

The prompts in this toolkit are a great way to start experimenting with AI-driven product content. But scaling these optimizations across thousands (or even millions) of SKUs requires more than manual prompting. That's where Productsup comes in.

[Productsup](#) is an enterprise feed management and syndication platform. We specialize in transforming raw, complex catalogs into structured, AI-ready content that fuels discoverability, engagement, and sales across 2,500+ channels.

Productsup's suite of AI tools enables you to...

- Adjust descriptions based on the target age group
- Translate text to any language
- Convert sizing dimensions from one unit to another
- Shorten or lengthen text to meet the channel requirements
- Generate SEO keywords

[Learn more](#)

Additional resources

Explore the ideas in Marcel Hollerbach's book, Feed Management & Syndication in the Age of AI → [Download ebook](#)

See the Productsup platform in action → [Watch custom demo video](#)

Get in touch with Productsup to learn how we can prepare your product data for agentic commerce → [Talk to us](#)



Connecting commerce. Powering performance.

Get in touch today!

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