## **Productsup**

→ Craft eye-catching captions and visuals

# Al prompt toolkit

Practical prompts to optimize product content at-scale

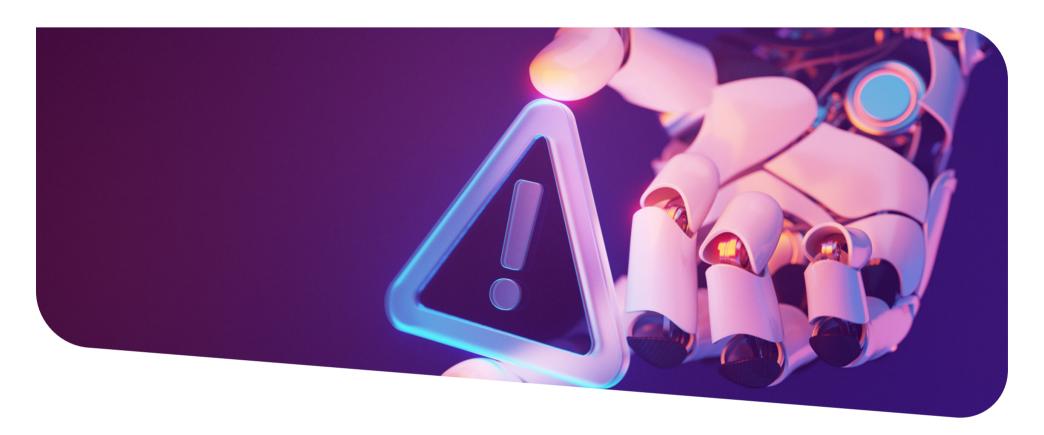
Specify a writing task...

Create 🗷

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# Why prompts

matter in agentic commerce

Al 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 Al-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 <u>Feed Management & Syndication in the Age of Al</u> 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]



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 highrise waist and sleek, leg-hugging fit, they're perfect for coffee runs or casual Fridays—and machine washable for easy care.

Ask a question

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## **Prompt 2: Optimized titles**

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

## Prompt (copy/paste)

Create a product title using the following structure:

[Brand] + [Gender/Target Audience] +

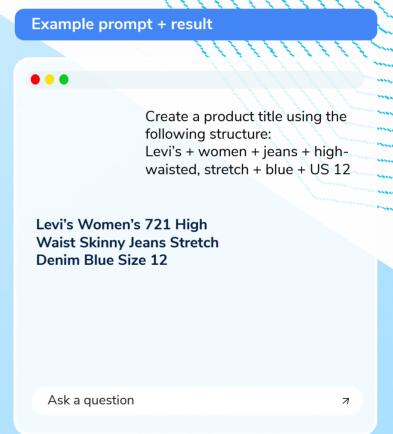
[Product Type] + [Key Attributes] + [Color] + [Size]

## Why it works

Matches real search behavior patterns

Aligns with GEO (Generative Engine Optimization) best practices

Boosts click-through rate in Google Shopping & SGE



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## **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:

- 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

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## **Prompt 5: Attribute enrichment at-scale**

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



**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 Al 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

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## Beyond the prompt:

## **Scaling with Productsup**

The prompts in this toolkit are a great way to start experimenting with Al-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.

<u>Productsup</u> is an enterprise feed management and syndication platform. We specialize in transforming raw, complex catalogs into structured, Al-ready content that fuels discoverability, engagement, and sales across 2,500+ channels.

#### Productsup's suite of Al 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  $\rightarrow$  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  $\rightarrow$  Talk to us

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## Productsup'

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