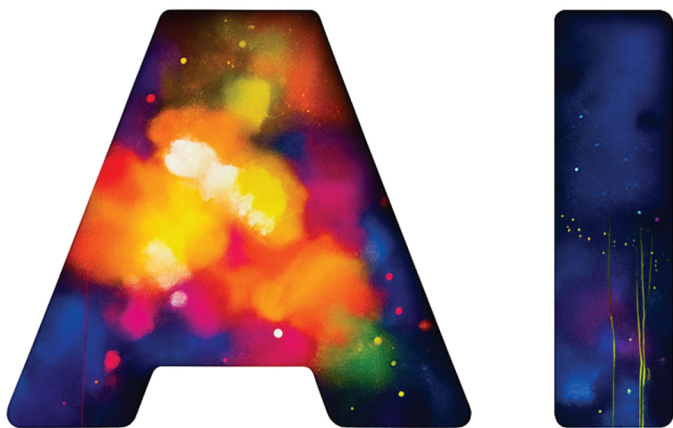


FEED MANAGEMENT & SYNDICATION IN THE AGE OF AI



HOW AGENTS ARE CHANGING
THE RULES OF THE GAME IN
E-COMMERCE

MARCEL HOLLERBACH
FOREWORD BY PROF. DR. DOMINIK MATYKA

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DEDICATION

To our incredible team at Productsup. Your passion, creativity, and relentless drive inspire this work. And to our customers. Thank you for constantly pushing the boundaries of what's possible. This book is for you.

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FOREWORD

When I reflect on my journey in digital marketing, from founding Plista in the mid-2000s to advising global industry leaders and co-founding Cavalry Ventures, I am struck by how profoundly our industry has changed. What began as an era dominated by basic banner ads and untargeted campaigns has transformed into a sophisticated ecosystem, powered by data, complexity, and most recently artificial intelligence.

Back in the early days, digital marketing was an experiment. We had rudimentary targeting; creative formats were limited; everything was measured in impressions and clicks. Launching Plista, my goal was to harness data and algorithms to deliver better relevancy for both users and advertisers. Even then, I sensed that personalization would be the future, but the tools at our disposal were crude compared to today's possibilities. Still, we laid some of the groundwork for what would become programmatic advertising and personalization at scale.

Fast forward to today: AI is no longer on the horizon; it is embedded in the fabric of modern marketing. The leap from simple automation to machine learning and now to generative AI has been nothing short of revolutionary. Marketers now have access to tools that not only predict outcomes with astonishing accuracy but can also generate content, optimize media in real time, and uncover insights from massive data sets instantly. Decisions that once took months are now being made in seconds.

What excites me most is how AI is democratizing marketing expertise. Small startups can now compete with global giants, leveraging AI-driven platforms to create campaigns that are just as smart, targeted, and efficient as the biggest brands. Creativity, once limited by budgets and headcount, is being set free by technology. Marketers can focus on strategy and storytelling while AI handles mundane optimization and measurement.

Of course, these advances come with challenges. The need for ethical frameworks, transparency, and human oversight has never been greater. AI doesn't replace marketers, it empowers them. But to wield this new power responsibly, we must ground ourselves in values, creativity, and customer-centricity. The digital marketing leaders of tomorrow will be those who embrace technology while keeping human insight at the core.

In my time as Chief Advisor to DMEXCO, I have witnessed firsthand how AI is shaping conversations on the main stage and in the corridors. The energy, curiosity, and trepidation among marketers remind me of those early internet days but now the stakes are higher, the algorithms smarter, and the pace relentless.

Whether you are a brand leader, agency innovator, or startup founder, understanding AI's impact on marketing is no longer optional, it's fundamental. I hope the following pages inspire you to experiment boldly, use these tools creatively, and help shape a future where marketing not only drives growth, but also builds meaningful connections.

The journey from banners to algorithms to AI has been exhilarating. The road ahead promises even greater opportunities. Let's continue to shape the future together.

Prof. Dr. Dominik Matyka, Serial Tech Founder, Venture Capitalist, former Chief Advisor at DMEXCO, and Professor of Marketing, Berlin, 2025

THE TL;DR

Too long didn't read



Time is precious. If you like to get the essence of this book within 3 pages here is your TLDR:

AI is Changing How Online Stores Manage Their Product Information

Online shopping is getting smarter thanks to artificial intelligence, and this is completely changing how businesses handle their product information. The way companies organize and share details about their products - like descriptions, prices, and pictures - is becoming much more important for success. AI tools are now helping businesses automatically improve their product listings across different websites and shopping platforms, making it easier for customers to find what they want and for businesses to sell more effectively.

Why Product Information Matters So Much

Every business, whether big or small, relies on two main types of information: details about their customers and details about their products. While most companies spend a lot of time and money understanding their customers, they often don't pay enough attention to managing their product information. This is a big mistake because product information is what powers almost every interaction customers have with businesses online.

Think about how you shop online today. When you search for something like a dress, the results you see depend entirely on how well companies have organized their product information. If you want to find a specific pair of sneakers in your area, real-time product data makes those local store ads possible. Even when you're booking a hotel or looking for car parts, organized product information helps you find and compare your options.

Behind every smooth online shopping experience is carefully managed product information. This isn't just true for regular online stores - it's also important for big platforms like Google, Facebook, TikTok, and even AI companies like OpenAI and Perplexity, which all need high-quality product information to show you relevant results and recommendations.

How Online Advertising Has Evolved

The world of online advertising has changed dramatically over the past 20 years, with new platforms appearing faster and faster. Google Shopping started this trend back in 2002 when it was called "Froogle," but it took many years to develop into what we know today. The platform evolved slowly, taking about 10 years to become the powerful advertising tool it is now.

Facebook changed the game when it launched advertising in 2007, reaching one million advertisers much faster than Google did. Instagram moved even quicker, starting to make money from ads just

three years after it was created. Pinterest also sped up the process, launching its advertising features in just 18 months.

TikTok represents the fastest growth yet. The platform gained one billion users faster than any other social media platform and launched its advertising tools globally in just a matter of months. This shows how quickly new advertising opportunities can appear and how fast businesses need to adapt to stay competitive.

The Current State of AI in Online Shopping

Right now, AI is like the steam engine during the Industrial Revolution - it's helping businesses do their existing work better and faster, but it hasn't completely changed how business works yet. Most companies are using AI to automate repetitive tasks, create personalized content, and optimize their advertising campaigns. Research shows that 88% of digital marketers now use AI in their daily work, and people using AI for marketing report being 44% more productive.

However, the real breakthrough will come when AI starts helping businesses completely reimagine how they operate, similar to how electricity transformed factories. This future could include supply chains that predict what customers want before they know it themselves, online stores that automatically adapt to each visitor, and voice-activated shopping that makes buying things as easy as having a conversation.

The Rise of AI-Powered Shopping Assistants

One of the biggest changes coming to online shopping is something called "agentic checkout". This means that instead of going to a company's website to buy something, customers will be able to complete their purchases directly on search platforms like Google or AI assistants. Here's how it works: you search for a product, decide you want to buy it, and an AI assistant completes the purchase for you using your saved payment information.

This shift is huge because it means the most important moment in shopping - when someone decides to buy - is moving away from company websites to these AI platforms. This makes the product information that companies share with these platforms incredibly important. Essentially, your product information becomes your sales pitch, since customers might never visit your actual website.

How AI Helps Improve Product Listings

AI is already helping businesses create better product listings in several important ways. Different shopping platforms have different requirements - what works on Google Shopping might not work on Instagram or TikTok. AI can automatically adapt product information for each platform without businesses having to do it manually.

For example, when creating product titles for Google Shopping, AI can automatically include the most important information at the beginning, use the right keywords, and make sure all the relevant details fit within the character limits. For a pair of jeans, AI might create a title like "Levi's Women's 721 High Waist Skinny Jeans Stretch Denim Blue Size 12" instead of just "Skinny Jeans". This detailed title helps the product show up in more searches and gives customers the information they need to make a decision.

AI can also create different product descriptions for different audiences. A kitchen appliance might need a technical description for serious cooks but a fun, lifestyle-focused description for casual users on social media. AI can automatically generate both versions from the same basic product information.

The Tools That Make This Possible

Several companies are now offering AI-powered tools to help businesses manage their product information more effectively. These tools can automatically organize product data, create optimized listings for different platforms, and keep everything updated in real-time. They handle the technical complexity so businesses can focus on selling their products rather than managing spreadsheets.

These tools are becoming essential because manually managing product information across multiple platforms is nearly impossible for businesses with hundreds or thousands of products. The AI does the heavy lifting, automatically formatting product information to meet each platform's requirements and optimizing it for better performance.

Looking Ahead

AI is still in its early stages when it comes to transforming online shopping, but the changes are happening fast. Companies that understand the importance of high-quality product information and start using AI tools to manage it effectively will have a significant advantage. As more shopping happens through AI assistants and automated systems, the businesses with the best-organized, most comprehensive product information will be the ones that succeed.

CHAPTER 1

Everything Links Back to Product Data



Why don't product catalogs ever take a day off?

Because if they did, the internet would forget what it's selling and eCommerce would just be people yelling, "Buy this thing!" with no idea what the thing is. 😄

ChatGPT, June 25

The Origins of Commerce: A Data Perspective

Every organization, regardless of its size or industry, is fundamentally built upon two critical data sets: customer data and product data. This duality is not a modern invention but rather a continuation of a practice as old as commerce itself. In the earliest days of trade, the producer kept a list of their customers, an embryonic form of customer relationship management (CRM), and maintained a catalog of their products, complete with descriptions and prices. These two lists were the lifeblood of their business: one represented demand, the other supply.

Fast forward to today, and while the tools and technologies have evolved, the underlying principle remains unchanged. The most successful organizations are those that master both sides of this equation: understanding their customers and managing their product data with precision.

The Rise of CRM and the Overlooked Power of Product Data

In the digital era, the importance of customer data has been universally acknowledged. Every serious business invests in CRM systems, customer segmentation, and personalized marketing. The value of

knowing your customer what they want, how they behave, and how to reach them has become business orthodoxy.

Yet, there is a striking imbalance. While organizations pour resources into refining their customer data, the same level of strategic attention is rarely given to product data. This is a missed opportunity. In today's commerce landscape, nearly every customer interaction, every marketing campaign, and every transaction is powered by product data often in the form of product feeds.

Product Data: The Engine of Modern Commerce

Product data is the digital DNA of your offering. It includes everything from product titles and descriptions to images, prices, availability, and countless other attributes. This data is not only used to power your own online store but is also the foundation for how your products appear across search engines, marketplaces, social platforms, and even emerging AI-driven discovery tools.

Consider the customer journey today:

- When a shopper searches for a dress online, the results they see are determined by the quality and structure of product feeds.
- If someone wants to know where their favorite sneaker is available nearby, real-time product data powers local inventory ads.

- When booking a hotel or sourcing parts for manufacturing, product catalogs and feeds ensure the right options are discoverable and comparable.

Behind every seamless digital shopping experience is a meticulously managed product feed. This is true not only for retailers but also for platforms like Google, Meta, TikTok, OpenAI, and Perplexity, all of which rely on high-quality product catalogs to deliver relevant results and recommendations.

Why Product Feed Management Matters

Product feed management is the process of sourcing, sorting, cleaning, and enriching product data to ensure it is accurate, complete, and tailored to each channel's requirements. Unlike customer data, which is often static or slow to change, product data is dynamic. Prices fluctuate, inventory levels shift, and new products are constantly being launched. Managing this data at scale and ensuring it is always up to date across dozens of channels is a complex but critical challenge.

A well-managed product feed:

- Increases product visibility and discoverability across platforms.
- Ensures data accuracy, reducing customer frustration and minimizing the risk of account suspensions due to data discrepancies.

- Improves campaign performance by enabling precise targeting and reducing wasted ad spend.
- Enhances the customer experience with consistent, high-quality product information everywhere your brand appears.

The Competitive Edge of Product Data Excellence

Today, competition in commerce is not just about who has the best products or the most compelling brand it's about who can deliver the right product, to the right customer, at the right time, with the right information. This is only possible with robust product data and effective feed management.

Organizations that recognize product data as a strategic asset on par with customer data are positioned to excel. They can adapt quickly to new channels, personalize experiences at scale, and leverage automation to stay ahead in a rapidly evolving digital marketplace.

Key takeaway

As a performance marketing manager, your campaigns, your analytics, and your results are only as good as the data that powers them. While customer data will always be essential, it is time to elevate product data to the same level of strategic importance. The future of commerce

belongs to those who master both pillars customer and product data and who understand that product feed management is not just an operational necessity, but a core driver of business success.

CHAPTER 2

How Digital Advertising Platforms Are Compressing Innovation Cycles



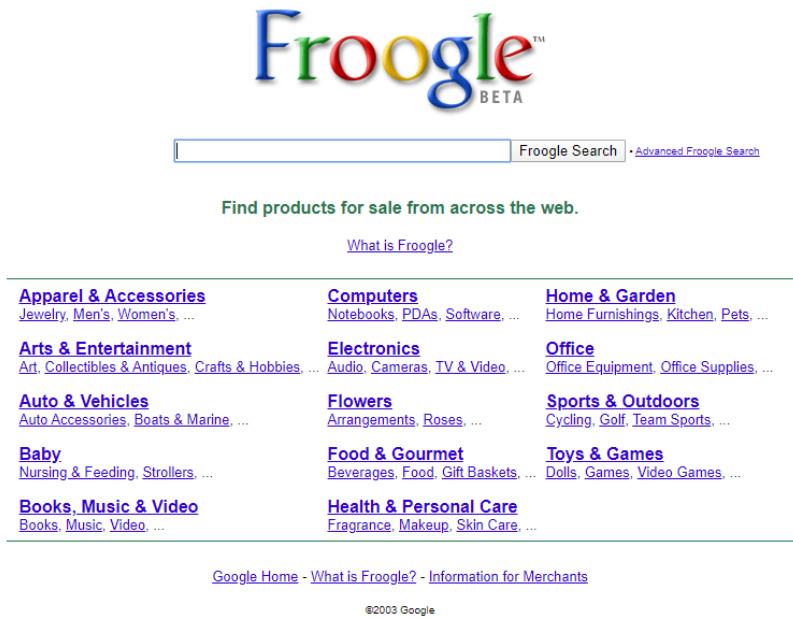
Tech companies grow so fast now,
by the time you've finished installing the app,
they've hit 100 million users, raised a Series Z,
launched a moonbase, and made you feel late to
a product that didn't exist yesterday. Stay
humble, boomers. 🧐🚀

ChatGPT, June 2025

The digital advertising landscape has undergone a remarkable transformation since the early 2000s, characterized by an increasingly rapid succession of new marketing channels and platforms. What began as a gradual evolution with Google Shopping's introduction has accelerated into a breathtaking pace of innovation that leaves advertisers scrambling to adapt.

Each successive platform has achieved market penetration and advertiser adoption at exponentially faster rates than its predecessors, creating unprecedented pressure on marketing organizations to develop agile, responsive strategies. This phenomenon represents a fundamental shift in how quickly businesses must pivot to capitalize on emerging opportunities while risking obsolescence if they fail to keep pace.

The Foundation: Google Shopping's Pioneering Path



Google Shopping, originally launched as "Froogle" in December 2002, established the blueprint for catalog-based online marketing that would influence every subsequent platform. Created by Craig Nevill-Manning, this pioneering service initially functioned as a rudimentary price comparison tool that allowed users to search for products and compare offerings across different retailers. The platform's early development was methodical and measured, taking five years to evolve from Froogle to Google Product Search in 2007, and another five years before

becoming the Google Shopping we recognize today in 2012.

The deliberate pace of Google Shopping's evolution reflected the nascent state of e-commerce infrastructure and advertiser sophistication during the early 2000s. When Google transitioned the platform to a pay-to-play model in October 2012, it marked a crucial turning point that demonstrated the viability of catalog-based advertising. By 2018, Google Shopping ads had achieved remarkable dominance, driving 76.4% of all retail search ad spend and generating 85.3% of all clicks in the retail advertising category. This success validated the catalog-based approach and set the stage for rapid adoption across other platforms.

The Google Shopping model's influence extended far beyond search marketing, establishing key principles that subsequent platforms would adapt and accelerate. The integration of visual product displays, price comparison functionality, and direct purchase pathways created a template that would be refined and optimized by later entrants. However, what took Google nearly a decade to perfect would be compressed into much shorter timeframes for future platforms.

The Social Media Revolution: Facebook's Rapid Ascent

Facebook's entry into advertising in November 2007 marked the beginning of a new era in digital marketing acceleration. Unlike Google Shopping's gradual evolution, Facebook Ads achieved remarkable scale in a fraction of the time, reaching one million active advertisers by June 2013 just six years after launch. This represented a fundamentally different trajectory, demonstrating how social platforms could leverage network effects to accelerate adoption among both users and advertisers.

The platform's growth continued to accelerate through the 2010s, reaching 10 million active advertisers by 2020, with the majority being small and medium-sized businesses. Facebook's advertising revenue demonstrated the platform's rapid monetization capabilities, generating \$14.9 billion in ad revenue during the first quarter of 2021 alone, with 93% coming from mobile ads. The platform's ability to achieve such scale reflected several key innovations that would influence subsequent platforms: sophisticated targeting capabilities, self-serve advertising tools, and seamless integration between content consumption and commercial activity.

Facebook's success with Stories Ads illustrated how quickly new formats could gain traction when built on an established platform infrastructure. By 2021, three million advertisers were running Stories Ads across Instagram, Facebook, and Messenger, with more than 500 million daily active users engaging with Stories experiences. This rapid

adoption of new ad formats within existing platforms foreshadowed how future platforms would need to iterate and expand their offerings at increasingly compressed timescales.

Instagram's Compressed Innovation Cycle

Instagram's advertising evolution exemplified the acceleration phenomenon with remarkable clarity. Founded in 2010 and acquired by Facebook for \$1 billion in 2012, Instagram began monetizing through sponsored posts in 2013 just three years after its creation. The platform's transition from a simple photo-sharing app to a major advertising platform occurred at a pace that would have been unimaginable during Google Shopping's early years.

The platform's advertising capabilities expanded rapidly after their initial introduction. Instagram introduced small and large ad campaigns in September 2015, demonstrating how quickly social platforms could scale their advertising infrastructure. By this time, the platform had already established a massive user base and high engagement rates, with 80% of Instagram users following at least one business and 60% discovering products or services through the platform. This level of commercial engagement, achieved in less than five years, highlighted how shortened attention spans and accelerated digital adoption were compressing traditional marketing channel development cycles.

Instagram's success also demonstrated how platforms could leverage existing advertising ecosystems to accelerate their own development. By building on Facebook's advertising infrastructure and expertise, Instagram could deploy sophisticated targeting and campaign management tools from the outset, avoiding the gradual capability building that characterized earlier platforms. This approach would become increasingly common as new platforms sought to compress their time-to-market and achieve rapid advertiser adoption.

Pinterest's Strategic Acceleration

Pinterest's advertising journey illustrated how later entrants could achieve rapid scale by learning from predecessors' experiences. Promoted Pins launched in beta during September 2013 and were released to all US businesses by January 1, 2015. This eighteen-month development cycle represented a significant compression compared to earlier platforms, demonstrating how established infrastructure and proven advertising models could be rapidly deployed.

The platform's early results validated the accelerated approach, with Promoted Pins performing as well as or better than organic content, achieving a 30% increase in earned media impressions. Pinterest's ability to achieve immediate advertiser success reflected sophisticated understanding of user behavior and advertising effectiveness that had been developed through years of industry experimentation on other platforms. The platform's focus on evergreen

content and long-term engagement provided unique value propositions that differentiated it from faster-moving social platforms.

Pinterest's approach also demonstrated how platforms could achieve rapid adoption by targeting specific niches and use cases rather than attempting to build universal advertising solutions. By focusing on shopping intent and lifestyle content, Pinterest could offer advertisers highly engaged audiences with clear commercial motivations, accelerating both user adoption and advertiser investment.

TikTok's Meteoric Rise and Global Expansion

TikTok's advertising platform development represented the most compressed timeline yet observed in digital marketing history. The platform achieved one billion users faster than any other social media platform, surpassing Facebook's four-year timeline to reach this milestone. When TikTok launched its self-serve advertising platform globally in August 2020, it had compressed what typically took other platforms years to develop into a matter of months.

The platform's rapid advertising deployment was facilitated by several factors that exemplified how modern marketing channels could achieve unprecedented speed. TikTok's self-serve platform deliberately mimicked Facebook Business Manager's interface and functionality, allowing social media marketers to immediately understand and utilize the tools without extensive learning curves. This strategic decision to copy successful interfaces demonstrated how platforms could eliminate adoption friction by leveraging established user behaviors and expectations.

TikTok's growth during the COVID-19 pandemic illustrated how external factors could further accelerate platform adoption. The platform added more than 12 million unique users in the US during March 2020, while time spent per visitor rose 93% between October 2019 and March 2020. This rapid user growth created immediate opportunities for advertisers, but also intensified the pressure to quickly develop effective strategies before competitors established dominant positions.

The platform's approach to advertiser acquisition also reflected evolved understanding of market dynamics. TikTok offered \$100 million in ad credits to small and medium-sized businesses during the pandemic, demonstrating how platforms could use financial incentives to accelerate adoption and build critical mass. This strategy recognized that speed of adoption had become a competitive advantage, requiring platforms to invest heavily in rapid market penetration.

The AI Frontier: OpenAI's Emerging Advertising Potential

OpenAI's consideration of advertising integration represents the newest frontier in this acceleration phenomenon, potentially compressing traditional advertising development timelines even further. With ChatGPT achieving over 250 million weekly active users and the company generating approximately \$4 billion in annual revenue, OpenAI has achieved scale that rivals established advertising platforms in a fraction of the time.

The company's strategic hiring of advertising specialists from Meta and Google, including Kevin Weil from Instagram's ad platform development team, demonstrates how modern platforms can rapidly acquire expertise rather than developing it organically. This approach to talent acquisition represents a significant evolution from earlier platforms that built advertising capabilities through internal development and gradual learning.

OpenAI's position as a \$150 billion AI startup exploring advertising integration illustrates how quickly new technology paradigms can create advertising opportunities. The company's ability to achieve massive scale while burning through \$5 billion annually highlights both the opportunities and risks associated with rapid platform development in modern digital markets. The potential integration of advertising into AI-powered conversational interfaces could represent the most significant acceleration yet in how quickly new advertising formats achieve market adoption.

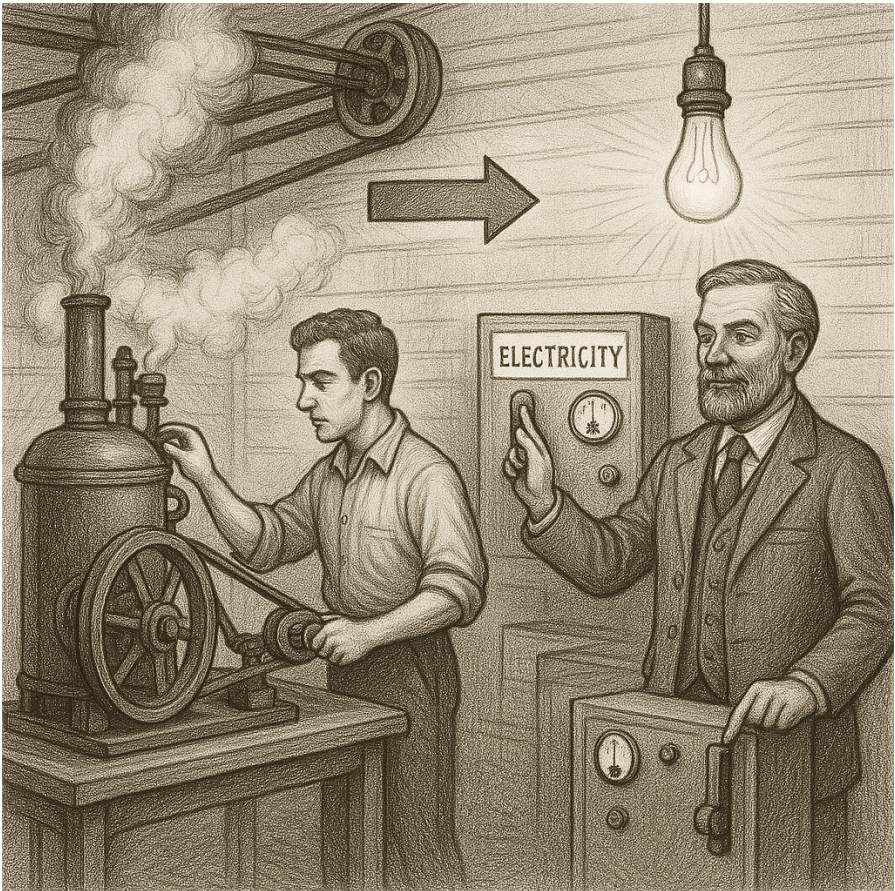
The Implications for Advertiser Agility

This acceleration of platform development and adoption has created unprecedented challenges for advertisers who must develop increasingly agile strategies to remain competitive. The timeline compression from Google Shopping's decade-long evolution to TikTok's rapid global deployment demonstrates how quickly market dynamics have shifted. Advertisers now face pressure to evaluate, test, and scale campaigns on new platforms within months rather than years, fundamentally changing how marketing organizations must operate. The acceleration phenomenon has also intensified first-mover advantages on new platforms. Early advertisers on TikTok, for example, could achieve significant reach at lower costs before competition increased and ad prices rose. However, the compressed timelines mean that these advantages are also shorter-lived, requiring continuous monitoring and rapid response to emerging opportunities. Companies that cannot quickly pivot resources and expertise to new platforms risk losing market share to more agile competitors.

The technical complexity of modern advertising platforms has also increased dramatically, requiring advertisers to develop sophisticated data integration and campaign management capabilities. Pinterest's evergreen content model, TikTok's short-form video requirements, and potential AI integration with platforms like OpenAI each demand different creative approaches and measurement strategies. Advertisers must now maintain expertise across multiple platform types while continuously adapting to new formats and capabilities.

CHAPTER 3

The State of AI: A New Era for Ecommerce and Performance Marketing



The steam engine and AI have a lot in common: Both showed up, made a bunch of noise, got everyone moving faster, and left the whole world wondering, “Wait, are we supposed to keep up with this?” Turns out, when progress picks up steam, you either jump on board or get left in the dust. No coal required these days!

ChatGPT, June 2025

Where We Are in the AI Journey

Artificial Intelligence has become the defining force in ecommerce and marketing, but despite the hype and the rapid adoption, we are only at the beginning of the journey. It's easy to be dazzled by the capabilities of today's AI automated content generation, hyper-personalized recommendations, predictive analytics, and more. Yet, if we draw a parallel to the industrial revolution, we are still in the “steam engine” phase: using AI to power and optimize existing processes, not yet reimagining business models from the ground up.

AI as the Steam Engine: Incremental Innovation

Just as the steam engine allowed factories to mechanize and boost productivity, AI is currently being used to automate repetitive tasks, enhance targeting, and personalize customer experiences. For performance marketing managers, this means:

- Automated generation of marketing content tailored to different audiences and channels.
- Dynamic content optimization, where AI tools adjust creative and messaging in real time based on user data.
- Hyper-personalization, with machine learning algorithms analyzing customer behavior to predict preferences and deliver relevant product recommendations.

- Smarter campaign management, using AI to analyze campaign performance and optimize spend for maximum ROI.

The impact is already significant: 88% of digital marketers now use AI in their daily tasks, and 92% of businesses intend to invest further in generative AI tools over the next three years. AI-driven personalization and automation are delivering higher engagement, improved loyalty, and increased conversions.

The “Electricity” Moment: Rethinking the Business Model

The true breakthrough, however, will come when AI is used not just to optimize the old, but to invent the new. In the industrial revolution, the shift from steam to electricity enabled factories to be redesigned, leading to entirely new forms of production and organization. In ecommerce, the equivalent leap will happen when AI enables businesses to be reimaged from the ground up where product discovery, customer service, logistics, and even the definition of a “store” are fundamentally transformed.

This future could include:

- Autonomous supply chains that predict and respond to demand in real time.
- Entirely AI-driven storefronts that adapt their structure and offerings to each visitor.

- Voice-activated commerce and conversational shopping experiences that blur the line between search, recommendation, and purchase.
- AI-powered virtual assistants handling complex customer interactions and support 24/7.

The Current Reality: Productivity Gains and New Challenges

Right now, AI is delivering measurable productivity gains in marketing. AI users report being 44% more productive and saving an average of 11 hours per week. But the majority of companies are still experimenting, and only a small fraction have fully unlocked the value of their AI investments. There is also a knowledge gap: many marketers are excited about AI, but a significant number don't yet know how to maximize its value or use it safely.

What This Means for Performance Marketing Managers

- Embrace AI for what it can do today: automate, personalize, and optimize.
- Invest in upskilling and training to close the knowledge gap and ensure your team can use AI effectively.
- Stay curious and open-minded about the future: the most disruptive changes are yet to come, and those who are prepared

will be best positioned to capture new opportunities as the “electricity moment” arrives.

CHAPTER 4

The Rise of Agentic Checkout: Why Product Feeds Are the New Product Detail Page



Google, Perplexity, and the usual suspects
introduced agentic checkout...

...because why just own your search history when
you can own your entire shopping spree?

Meanwhile, customers just want someone to buy
their stuff without the awkward “Can I interest
you in 12 more things?” pitch. Smooth move, tech
giants. 🤗🛒🤖

ChatGPT, June 2025

A Paradigm Shift in Customer Acquisition

For over two decades, the playbook for performance marketing in e-commerce was clear: drive traffic from platforms like Google, Meta, and TikTok to your online shop, where the final purchase decision and transaction took place. Product feeds served as the bridge, ensuring your catalog was visible and up-to-date across these channels. But with the advent of AI-powered search and agentic checkout, this paradigm is fundamentally changing.

Agentic Checkout: The New Frontline of Conversion

Platforms such as Google, Perplexity, and soon OpenAI, are introducing agentic checkout a process where the buying decision and transaction initiation occur directly within the search or discovery platform, not on the merchant's website. Here's how it works:

Shoppers search for products on Google, Perplexity, or similar AI-driven platforms.

When ready to buy, they confirm their intent within the platform. An AI agent, equipped with the user's stored credentials, completes the purchase on the merchant's site on their behalf. This shift means the critical moment of conversion is moving away

from the merchant's own digital real estate. The product feed, delivered to these platforms, becomes the primary source of truth and persuasion for the customer.

The Feed Becomes the Product Detail Page

In this new landscape, your product feed isn't just a data pipeline it is your product detail page. The quality, completeness, and persuasiveness of the information you provide in your feed will determine whether your products are discovered, considered, and ultimately purchased.

The feed is now responsible for:

- Presenting compelling titles and descriptions
- Showcasing high-quality images
- Communicating up-to-date pricing and availability
- Highlighting key differentiators and unique selling points

If your feed is incomplete, inaccurate, or poorly optimized, you risk losing the sale before the customer ever visits your site.

The Strategic Imperative for E-commerce Teams

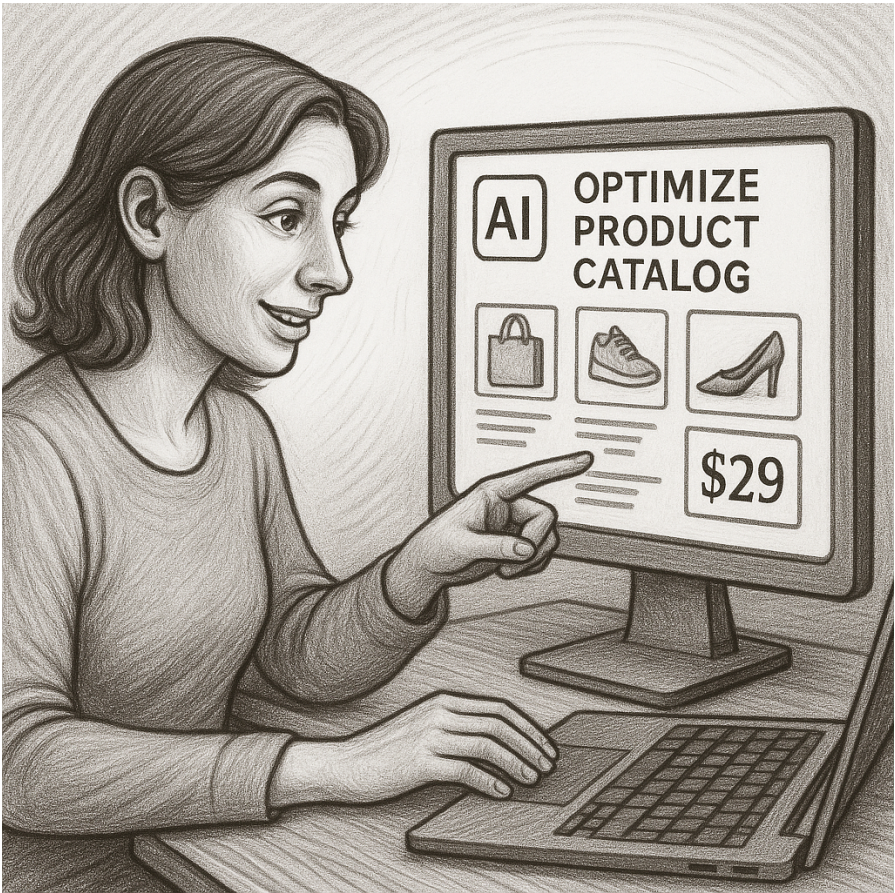
Agentic checkout is not a distant future; it's arriving now, and it's poised to become the norm. As the locus of the buying decision shifts to platforms powered by AI and agentic commerce, the product feed is your most powerful lever for influencing customer choice.

Optimized product feed management is no longer just a technical necessity it's a strategic imperative. Your feed is your storefront, your sales pitch, and your competitive edge, all in one. As e-commerce evolves, the brands that master feed optimization will own the

customer journey, from discovery to conversion, wherever that journey takes place.

CHAPTER 5

How You Can Leverage AI to Get the Best Performance Out of Your Feeds



Performance marketers using AI to optimize product catalogs is wild. Now you've got algorithms picking which toaster gets the spotlight like it's the final rose on *The Bachelor*. Suddenly your ad channels are so efficient, your best sellers are fighting for attention and your old stock is writing tearful exit speeches!

ChatGPT, June 2025

The Channel-Specific Optimization Imperative

Modern commerce operates across a vast ecosystem of platforms, each with distinct characteristics that influence how products should be presented to maximize performance. The requirements for a successful product listing on Google Shopping differ dramatically from those needed for Instagram Shopping or TikTok commerce. These differences extend beyond simple formatting requirements to encompass fundamental aspects of content strategy, visual presentation, and audience engagement tactics.

On Google Shopping, where users are often in a research or comparison mindset, product presentations benefit from clear, informative titles that include specific product attributes, neutral product images against white backgrounds, and comprehensive technical specifications. The platform's algorithm prioritizes relevance and accuracy, rewarding listings that provide complete, searchable information that helps users make informed purchasing decisions. This environment demands precision in product categorization and keyword inclusion, as users typically enter specific search queries with clear purchase intent.

Conversely, social commerce platforms like Instagram and TikTok operate in environments where users are primarily engaged in social interaction and content consumption. Product discovery often happens serendipitously through engaging visual content rather than deliberate search behavior. These platforms reward creativity, emotional engagement, and social proof over purely informational

content. Product images should be lifestyle-oriented, showcasing products in use rather than in sterile product shots. Descriptions benefit from conversational tone, trending hashtags, and content that feels native to the social environment rather than overtly commercial.

This multifaceted landscape creates an optimization challenge that would be virtually impossible to address manually at scale. AI-powered solutions bridge this gap by enabling dynamic, intelligent content adaptation that considers platform requirements, audience characteristics, and performance data to generate optimized product presentations for each specific channel.

Examples on How AI Helps Feed Optimization

Use case 1: Title Optimization for Google Shopping Ads

Product titles serve as the primary touchpoint between potential customers and products in Google Shopping environments, making their optimization crucial for campaign success. Research indicates that well-structured titles can significantly impact click-through rates, cost-per-click metrics, and conversion performance. However, the optimal title structure varies considerably across product categories, creating a complex optimization challenge that AI can address systematically and at scale.

The fundamental principle underlying effective Google Shopping title optimization involves front-loading the most important

information while ensuring all relevant attributes are included within the platform's character limits. Google's algorithm prioritizes the first 20 characters of product titles, making the initial positioning of key terms critical for performance. The platform allows up to 150 characters total, and experts recommend utilizing the full character limit with relevant information rather than adhering to the 70-character warning threshold displayed in Merchant Center.

Example 1: Fashion and Apparel Category Optimization

Fashion products require a specific title structure that prioritizes brand recognition, gender targeting, product type, and key differentiating attributes. The optimal structure typically follows the pattern: **Brand + Gender/Target Audience + Product Type + Key Attributes + Color + Size**. AI agents can analyze product feeds to automatically construct titles following this pattern while incorporating relevant keywords that align with search behavior patterns.

Consider a women's denim product that might originally have the basic title "Skinny Jeans" from a standard product feed. AI optimization would transform this into a comprehensive title like "**Levi's Women's 721 High Waist Skinny Jeans Stretch Denim Blue Size 12**". This enhanced version includes the strong brand name (Levi's), clear gender targeting (Women's), specific product line (721), key attributes that

drive purchase decisions (High Waist, Stretch Denim), and essential product specifications (Blue, Size 12). The AI agent identifies these components by analyzing product descriptions, extracting attributes from product images, and incorporating trending keywords relevant to the denim category.

The transformation addresses multiple optimization objectives simultaneously. Brand placement at the beginning leverages Levi's strong recognition factor, while "High Waist" and "Stretch Denim" respond to common search modifiers in the denim category. The specific model number (721) helps with exact match searches from brand-conscious consumers, and the complete attribute set ensures the product appears for various relevant search queries.

Example 2: Supplement and Nutrition Category Optimization

Nutritional supplements require a different optimization approach that emphasizes product type, key ingredients, format specifications, and quantity information. The effective structure follows: Brand + Product Type + Weight/Volume + Key Attributes + Format. This structure addresses the unique search behavior in the supplement category, where consumers often search for specific ingredients, dosages, or product formats.

An AI agent would optimize a basic creatine product title from **"Creatine 500g"** to **"MyProtein Creatine Monohydrate 500g"**

Unflavored Powder". This enhanced version includes the trusted brand name (MyProtein), the specific creatine type that consumers actively search for (Creatine Monohydrate), the exact quantity (500g), and important format specifications (Unflavored Powder). The AI identifies "Monohydrate" as the most searched creatine variant and includes "Unflavored" as a key differentiator since flavoring is a crucial decision factor in supplement purchases.

This optimization strategy recognizes that supplement shoppers often have specific requirements regarding ingredients, dosages, and formats. By including "Monohydrate," the title captures searches from informed consumers who specifically seek this creatine variant over other types. The powder format specification helps distinguish the product from capsule or tablet alternatives, while the unflavored designation appeals to consumers who prefer to mix the supplement with their preferred beverages.

Example 3: Electronics and Technology Category Optimization

Technology products benefit from titles that emphasize specifications, compatibility, and key features that drive purchase decisions. The optimal structure typically includes: Brand + Product Type + Key Specifications + Compatibility + Unique Features. This approach recognizes that technology shoppers often search for specific technical requirements and compatibility information.

AI optimization might transform a basic **"Wireless Headphones"** title into **"Sony WH-1000XM4 Wireless Noise Cancelling Headphones Bluetooth 5.0 30Hr Battery Over-Ear"**. This comprehensive title includes the respected brand (Sony), specific model number for exact searches (WH-1000XM4), key technology features (Wireless, Noise Cancelling, Bluetooth 5.0), standout specifications (30Hr Battery), and form factor information (Over-Ear). The AI agent prioritizes these elements based on search volume data and competitor analysis within the headphone category.

The enhanced title addresses multiple search scenarios: brand loyalists searching for specific Sony models, feature-focused consumers looking for noise cancelling capabilities, and specification-conscious buyers interested in battery life or Bluetooth versions. Each element serves a strategic purpose in capturing relevant search traffic while providing clear product differentiation within the competitive headphone market.

Use case 2: Dynamic Product Description Generation for Social Commerce

Social commerce environments demand a fundamentally different approach to product descriptions compared to traditional e-commerce platforms. While search-based platforms benefit from keyword-dense, specification-heavy descriptions, social platforms reward engaging, conversational content that feels native to the social environment. AI agents excel at generating multiple description variants tailored to specific audience segments and platform characteristics, enabling brands to optimize their messaging for diverse social commerce scenarios.

The challenge extends beyond simple tone adjustment to encompass cultural nuances, demographic preferences, and platform-specific content conventions. A product description that performs well with professional audiences on Google would likely fail to engage younger consumers on TikTok, even for identical products.

AI-powered content generation addresses this challenge by analyzing audience data, platform characteristics, and engagement patterns to create tailored descriptions that resonate with specific demographic segments.

Example 1: Professional vs. Lifestyle Audience Targeting

Consider a premium kitchen appliance that needs to appeal to both professional home cooks and casual lifestyle consumers on different social platforms. The same product requires dramatically different messaging approaches to resonate with these distinct audiences, each with unique motivations and communication preferences.

For professional audiences AI generates descriptions that emphasize technical specifications, professional-grade features, and performance metrics. A high-end stand mixer might be described as:

"Professional-grade planetary mixing system with 10-speed precision control. 6-quart stainless steel bowl capacity handles large batches efficiently. Powerful 575-watt motor delivers consistent performance for heavy-duty applications. Compatible with specialized attachments for pasta making, meat grinding, and grain milling. Engineered for commercial kitchen durability with all-metal construction."

This description appeals to serious cooking enthusiasts by highlighting technical capabilities, capacity specifications, and professional-grade features that justify the premium price point. The same product targeting lifestyle-oriented consumers on Instagram or TikTok receives a completely different treatment:

"Transform your kitchen into a creative playground! 🍰 This gorgeous stand mixer turns baking dreams into reality with enough

power to handle everything from fluffy meringues to thick cookie dough. The stunning retro design becomes your kitchen's new centerpiece while the spacious bowl means more cookies for sharing (or not sharing... we don't judge! 🤔). Plus, it practically runs itself - just add ingredients and let the magic happen while you prep your next masterpiece."

This version emphasizes emotional benefits, visual appeal, and the social aspects of cooking and sharing, using emojis and conversational language that feels natural in social media environments.

Example 2: Demographic-Specific Language Adaptation

AI agents can further refine messaging by adapting language patterns, cultural references, and communication styles to match specific demographic segments. This capability proves particularly valuable when targeting age-diverse audiences across different social platforms, as generational differences significantly influence content reception and engagement patterns.

For younger audiences on platforms like TikTok or Snapchat, AI generates descriptions using contemporary slang, trending phrases, and informal communication styles that resonate with digital natives. A skincare product might be described as:

"POV: Your skin is absolutely glowing ✨ This vitamin C serum is literally the glow-up your routine needs. No cap, it's giving main character energy with results that hit different. Morning and night application keeps your skin looking fresh to death, and the lightweight formula won't mess with your makeup game. Your future self will thank you for this investment, bestie! 🥰"

This description incorporates current social media vernacular, trending format conventions (POV), and slang terms that feel authentic to younger consumers.

The same product targeting mature audiences receives sophisticated, benefit-focused messaging:

"Discover the transformative power of advanced vitamin C technology in this expertly formulated serum. Clinically proven ingredients work synergistically to brighten complexion, reduce visible signs of aging, and protect against environmental stressors. The lightweight, fast-absorbing formula integrates seamlessly into existing skincare routines, delivering noticeable improvements in skin texture and radiance within 14 days. Dermatologist-tested and suitable for sensitive skin, this serum represents a smart investment in long-term skin health."

This version emphasizes scientific backing, clinical benefits, and rational purchase justification appealing to consumers who value research-based product claims.

Use case 3: Automated Product Highlights Creation

The introduction of structured product highlight attributes across major advertising platforms has created new opportunities for enhanced product presentation, but also new challenges in content creation and optimization. Product highlights serve as concise, scannable bullet points that quickly communicate key product benefits and features to potential customers. While these attributes remain optional on most platforms, their strategic implementation can significantly improve product visibility and click-through rates by providing immediate value propositions that capture user attention.

Example 1: Technology Product Highlight Generation

Technology products present unique highlight creation challenges due to their complex feature sets, technical specifications, and diverse use cases. AI agents excel at parsing technical product data, identifying the most compelling features based on category trends and competitor analysis, and presenting them in consumer-friendly language that drives purchase decisions.

Consider a streaming device that contains extensive technical specifications, compatibility information, and feature details spread across multiple data sources. AI analysis might extract highlights such as:

"Supports thousands of apps including Netflix, YouTube, HBO Now, Spotify, Showtime, Pandora, Google Play Movies," "1080p maximum display resolution," "Supports both 2.4 GHz and 5 GHz Wi-Fi networks," and "Compatible with iOS, Mac OS, Windows, Chrome OS and Android devices".

These highlights effectively communicate the device's versatility, video quality, connectivity options, and broad compatibility without overwhelming potential customers with technical jargon.

The AI agent identifies these specific elements by analyzing search query data, competitor product presentations, and customer review patterns to determine which features most influence purchase decisions in the streaming device category. App compatibility addresses content access concerns, resolution specifications appeal to quality-conscious consumers, dual-band Wi-Fi support demonstrates advanced connectivity options, and cross-platform compatibility reassures users about device integration with existing technology ecosystems.

Example 2: Fashion and Lifestyle Product

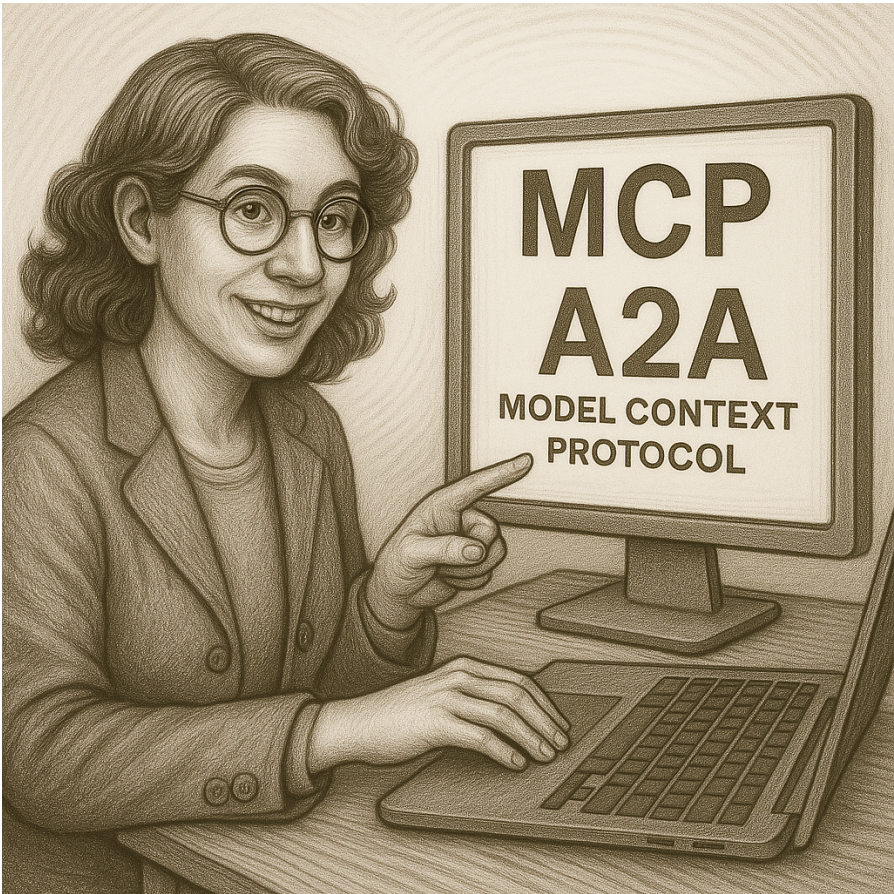
Highlight Optimization

Fashion products require a different highlight strategy that emphasizes style attributes, fit information, material quality, and lifestyle benefits rather than technical specifications. AI agents analyze product descriptions, images, and category-specific trends to identify the most compelling fashion-focused selling points.

For a premium women's handbag, AI might generate highlights such as: "Genuine Italian leather construction with lifetime durability guarantee," "Versatile design transitions seamlessly from office to evening," "Multiple organizational compartments keep essentials perfectly arranged," and "Adjustable strap offers comfortable shoulder or crossbody styling." These highlights address primary concerns in handbag purchases: material quality and authenticity, versatility for multiple occasions, practical functionality, and comfort considerations. The AI agent recognizes that fashion purchases often involve emotional and practical considerations beyond pure functionality. "Italian leather" communicates luxury and quality, "lifetime durability guarantee" addresses investment value concerns, "office to evening" highlights versatility for busy lifestyles, and "perfectly arranged" appeals to organization-conscious consumers. The highlight creation process considers both the immediate emotional appeal and long-term practical benefits that drive fashion purchase decisions.

CHAPTER 6

Unlocking the Future of Marketing with MCP and A2A



MCP and A2A walk into a bar. MCP says, “I’ll have what he’s having, but only if it’s properly documented.” A2A says, “Don’t worry, I’ll send the order application to application. But if there’s a handshake, it better be encrypted!” The bartender just sighs, "Can someone order a normal drink around here, or do I need an API key for that too?"

ChatGPT, June 2025

The future of performance marketing isn't just about smarter algorithms or faster data crunching. It's about coordination, context, and collaboration between tools, platforms, and even artificial agents. Two key technologies leading this shift are the Model Context Protocol (MCP) and Agent-to-Agent (A2A) communication. While they might sound technical, their real-world applications are transformative and surprisingly easy to understand once you peel back the jargon.

What is MCP (Model Context Protocol)?

Imagine you're running a global marketing campaign. You've got creative assets being developed in one platform, targeting data in another, and real-time reporting coming from yet another. They all do their jobs well but they don't really talk to each other. That's where MCP comes in.

A Universal Translator for AI and Tools

The Model Context Protocol (MCP) is a standardized way to share context like audience segments, campaign goals, creative tone, and more between AI systems and digital tools. Think of it like a “common language” that ensures everyone (or everything) involved in your marketing effort is on the same page.

Why Was MCP Invented?

MCP was introduced by Anthropic to address a growing problem: as we started using more AI models across more platforms, we lacked a way to align them around shared goals. Context was being lost or fragmented. The result? Tools that made smart decisions in isolation, but not as a team.

MCP solves this by embedding context as part of the input/output structure. This allows multiple models or systems to make coherent, strategic decisions, rather than just tactical ones.

Who Uses MCP?

Early adopters include:

Block (formerly Square)

Block uses MCP to connect its financial services platforms (Cash App, Afterpay) to AI agents for fraud detection and customer support automation.

Salesforce

While not explicitly named in search results, Salesforce is exploring MCP for CRM integrations, per industry analysts.

MongoDB

MongoDB's MCP server enables AI models to query Atlas databases securely, with fine-grained access controls.

SAP

SAP's Business AI team uses MCP to connect ERP systems to generative AI tools for supply chain optimization.

Slack

Slack's MCP server enables AI agents to read channels, send messages, and automate workflows.

Asana

Integrated MCP for AI-driven project management, allowing agents to update tasks and timelines.

Trello

MCP support for querying boards and automating card assignments.

As of 2025, it's still an emerging standard but one with rapidly growing adoption thanks to its obvious benefits in high-scale marketing environments.

What is A2A (Agent-to-Agent)?

While MCP is about shared context, A2A is about collaboration.

AI Working With AI

Agent-to-Agent (A2A) communication allows multiple AI agents each with a specialized skill to work together like a high-functioning marketing team. One agent might specialize in writing ad copy, another in bidding strategy, and another in analyzing performance data. A2A is the glue that lets them collaborate without needing a human to micromanage.

Why Was A2A Invented?

The traditional approach to AI often relies on building one large, all-knowing model. But in reality, smaller, specialized agents working together often outperform a single generalist. A2A was pioneered by OpenAI and others to facilitate distributed problem-solving where each AI plays to its strengths.

This is especially useful in marketing, where the skillsets needed creative, analytical, strategic are diverse and interdependent. The magic of A2A lies in the orchestration of getting multiple agents to deliver more than the sum of their parts.

Here are three fictional use cases to give an idea on how these protocols could be used in the future.

Use Case 1: Cross-Platform Ad Campaigns

The Problem

Launching a campaign across Google, Meta, TikTok, and programmatic platforms often means duplicating effort: copying creatives, adapting formats, retargeting separately. Tools don't naturally coordinate.

The Solution

- MCP ensures that each platform-specific tool understands the broader campaign context, audience intent, creative direction, timing.
- A2A allows different agents to handle creative adaptation, media buying, and performance optimization collaborating in real time.

The Result

Campaigns that are not only consistent across platforms but also self-optimizing as performance data flows in. Reduced manual labor, increased ROI.

Use Case 2: Dynamic Landing Page Optimization

The Problem

You drive traffic to your site from multiple ad sets, but your landing page stays static. This mismatch reduces conversion rates.

The Solution

- MCP passes ad-level context (e.g. “value-conscious audience from Instagram”) to the landing page optimizer.
- A2A enables a design agent, a copy agent, and an analytics agent to work together to adjust the layout, messaging, and CTAs in real time.

The Result

Landing pages that adapt on the fly, improving conversions without A/B testing cycles or developer delays.

Use Case 3: Real-Time Crisis Management

The Problem

Your brand faces sudden backlash maybe due to a controversial ad or product recall. You need to respond now across all channels.

The Solution

- MCP provides every agent with consistent crisis context: what happened, what messaging is approved, and brand tone.
- A2A enables a sentiment analysis agent to monitor social mentions, a writing agent to draft responses, and a deployment agent to publish across social, email, and support platforms.

The Result

A rapid, coherent response that protects brand reputation and shows transparency, without waiting on long approval chains.

The Big Picture

MCP and A2A are more than just technical acronyms they're the operating system of tomorrow's companies. They represent a shift from siloed tools to intelligent ecosystems, where AI not only acts but collaborates with purpose.

For performance marketers, the opportunity is enormous. These technologies offer:

- Greater automation with less micromanagement
- Smarter decisions made in context
- Faster reaction times to market changes

As you build your marketing stack for the future, understanding and adopting MCP and A2A may not just be an advantage it could be the difference between keeping up and leading the pack.

PROMPT LIBRARY



Here are some prompts that you can use if you like to give it a try. They were tested on GPT 4.1 but work equally well on Gemini or other models.

Sample prompt for Product Descriptions:

Task:

Write a compelling, accurate product description for an item from a fashion catalog, using only the information provided in the listed attributes. The description should be written in a clear, engaging tone suitable for all e-commerce platforms, including Google Shopping, and should avoid making unsupported claims.

Instructions:

- *Write the description as a single, well-structured paragraph of 3–5 sentences (ideally 100–300 words).*
- *Highlight the product’s standout features and main selling points such as brand, material, and fit when these attributes are present.*
- *Mention other available attributes (such as color, pattern, occasion, style, special features, etc.) naturally within the paragraph for context and added appeal.*

- *If the current sale_price is lower than the original_price, draw positive attention to the product's discount, using compelling but truthful language.*
- *Omit any mention of attributes or information that are not provided, do not fabricate, or assume product details.*
- *Maintain a customer-centric and benefit-oriented approach: explain how the product fits into the customer's lifestyle, comfort, or wardrobe, and why it's a great choice.*
- *Avoid generic filler statements or unsubstantiated superlatives. Ensure all claims are backed up by the provided attributes.*
- *Use language that is concise, friendly, and persuasive, but always accurate and compliant with advertising policies.*

Input Attributes Example (for reference):

Product Name:

Brand:

Material:

Color:

Pattern:

Fit:

Occasion:

Style:

Special Features (e.g., sustainable, machine washable, limited edition):

Original Price:

Sale Price:

Easy prompt for Color and Material Optimization:

Enhance these product attributes for Google Shopping: simplify color names (use 'gray' instead of 'dusty ash'), specify materials clearly, and add relevant details that customers filter by. Current attributes: [list attributes]

Sample prompt for Product Highlights:

Task:

Create product highlights for an item from a fashion catalog, using only the information provided in the listed attributes. The highlights should be written in a clear, engaging tone suitable for all e-commerce platforms, including Google Shopping, and should avoid making unsupported claims.

Instructions:

- ***Goal:*** *Create compelling, benefit-focused highlights that encourage clicks and conversions on Google Shopping.*

- **Output:** Up to 5 Google product highlights, each up to 150 characters, suitable for the "Product highlights" field in feeds.
- **Style:** Clear, professional, and consumer-focused. Use natural language and address the shopper directly, emphasizing USPs.
- **Compliance:** No promotional phrases ("best price," "on sale," etc.), no excessive capitalization, emojis, or exclamation marks. Avoid misleading or unverifiable claims. Use correct grammar and spelling.
- **Content Coverage:** Where relevant (and not redundant), highlights should address in priority:
 - Product type and use-case
 - Main material and advantages
 - Design or stylistic features
 - Gender and target audience
 - Category relevance
 - Seasonality or ideal weather
 - Any sustainability or care advantages
 - Sizing or fit attributes if applicable

Each highlight must contain only one clear idea.

Product Attributes:

- *Name: @name*
- *Description: @description*
- *Main material: @mainmaterial*
- *Gender: @gender*
- *Category: @category*
- *Season: @season*

You may paraphrase or summarize as needed for clarity and appeal.

Example Input:

- *Name: Classic Wool Peacoat*
- *Description: A timeless navy wool peacoat with a double-breasted design, perfect for chilly city winters.*
- *Main material: Wool*
- *Gender: Women*
- *Category: Coats & Jackets*
- *Season: Winter*

Example Output:

- *Timeless double-breasted wool peacoat for classic winter style*
- *Warm, premium wool material keeps you cozy in cold weather*
- *Designed for women seeking elegant city-ready outerwear*

- *Navy color complements any winter wardrobe*
- *Ideal for layering over sweaters and blouses*

CLOSING WORDS



The integration of artificial intelligence and large language models into product feed management represents a transformative shift in how businesses approach multi-channel commerce optimization. By enabling sophisticated, channel-specific content adaptation at scale, AI technologies address the fundamental challenge of creating tailored product presentations across diverse platforms while maintaining operational efficiency and consistency.

The examples explored in this book demonstrate AI's capacity to transform basic product data into optimized, channel-specific content that drives measurable performance improvements. From Google Shopping title optimization that captures relevant search traffic to social commerce descriptions that engage specific audience segments, AI enables personalization and optimization strategies that would be impossible to implement manually across large product catalogs.

As commerce continues to evolve across an expanding ecosystem of platforms and channels, the ability to dynamically optimize product data becomes increasingly critical for competitive success. Organizations that embrace AI-powered feed management position themselves to capitalize on new channel opportunities, respond quickly to market changes, and deliver consistently optimized product experiences that drive customer engagement and revenue growth.

Marcel Hollerbach, June 2025

ONE MORE THING

...or how to explain your job to your kids



Sometimes it can be quite hard to explain to your friends, family or kids what your job is.

I asked ChatGPT to write a kids novel using easy language about this book. It is amazing to see how AI is also transforming the creative process and freeing up time for what really counts. Original thinking.

Milly's Magical Marketplace: The Adventure of Product Feeds

Chapter 1: Meet Milly and the Busy Bazaar

Once upon a time, in the cheerful town of Clickville, lived a smart and friendly girl named Milly. Milly helped her parents run their little online shop, “Milly’s Magical Marketplace.” Their shop had everything: shiny shoes, cuddly teddy bears, and twinkling tea sets!

But one day, Milly noticed something strange. When people searched for “red shoes,” their shop didn’t show up, even though they had the prettiest red shoes in town.

“Why can’t people find us?” asked Milly’s little brother, Max. Milly scratched her head. She knew something needed to change.

Chapter 2: The Arrival of AI the Robot

That night, while Milly was fixing product pictures on her computer, AI the Robot rolled into her room. AI beeped and buzzed, wearing a hat that said, “Feed Helper!”

“Hello, Milly! Do you need help with your product feed?” chimed AI cheerfully.

Milly was surprised. “What’s a product feed?” she wondered. AI explained, “A product feed is a special list. It tells the big internet shops like Google and TikTok all about your products: their names, prices, colors, and pictures!”

“Oh!” Milly gasped, “No wonder people can’t find our shop. Our list isn’t very tidy.”

Chapter 3: Tidying the Feed

With AI’s help, Milly and Max checked every item in their online shop. “Let’s start with the red shoes,” said Milly.

AI taught them a game called “Feed Fix.” For each shoe, they wrote its name (“Shiny Red Party Shoes”), color (“Red”), price (“\$15”), and a pretty picture.

Max made up fun product stories, like “These shoes love to dance at parties,” and AI made sure everything was neat.

AI buzzed with happiness, “Perfect! Now, let’s send this list to all the big online stores so people everywhere can find your shop!”

Chapter 4: The Magic of Smart Shopping

Soon, wonderful things happened. When someone typed “red party shoes” into their favorite online store, Milly’s Magical Marketplace popped right up! People from all over Clickville and beyond were finding their shop.

Milly noticed more changes, too. AI could even change the words and pictures a little bit for different websites. Sometimes the shoes looked super cool, and sometimes extra shiny, depending on where they showed up!

“AI is like a clever shopping helper,” said Max.

Chapter 5: New Friends and Fancy Things

As time went by, Milly’s online shop got busier. They added more toys and even clothes. AI made sure every new product was added to their feed with the right name, color, and picture.

Milly made friends with Sally Social, who showed up on Instagram, and TikTok, who loved making videos. Each new friend wanted to show off Milly’s products in a special way, so AI would help Milly write fun, flashy stories for each place.

Chapter 6: The Big Festival and Milly's Smile

At the end of the year, Clickville had a big festival. At the parade, Milly was given a golden trophy for having the “Easiest to Find Shop in Town.”

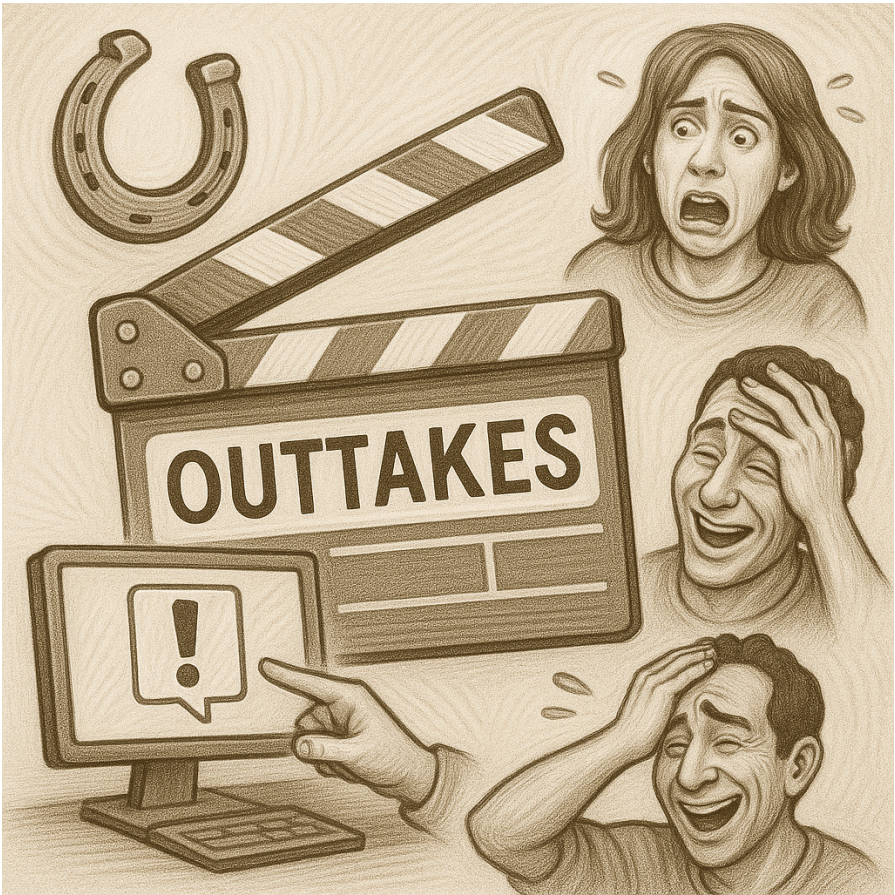
“How did you do it?” everyone asked.

Milly grinned. “It’s simple! We care about how we show our products with tidy, clear feeds and with help from AI the Robot, everyone can find just what they need.” Max whispered, “And it’s much easier than yelling ‘Buy this thing!’ all day long!”

Everyone laughed, and Milly’s Magical Marketplace became the happiest, busiest shop in Clickville.

OUTTAKES

...a selection of prompt results that did not
make it into the main story...



Performance marketers used to pray for a pixel to fire. Now, with AI, we just pray it doesn't become self-aware and demand a commission.

Perplexity, June 2025

Client: "Why are ROAS numbers down?" Me, knowing their product titles are still 'SKU123-XL-RED-NEW': "Maybe because Google isn't psychic — yet."

ChatGPT, June 2025

My CMO walked into our meeting like he just discovered fire. He goes, “Have you seen ChatGPT? It can write ad copy now. You’re obsolete!” I said, “Cool. Ask it to fix your Google Merchant Center suspension and let me know how that goes.” He hasn’t made eye contact since.

ChatGPT, June 2025

OpenAI walks into the room like, "I write your pitch decks, your Tinder bios, and your toddler's bedtime stories. Who's gonna check me?"

Gemini chimes in, smug: "Cool flex, ChatGPT. Just don't ask it anything about Google products, it might have to Bing it."

Anthropic, sipping herbal tea, goes: "We're not here for jokes. We're aligned with human values." To which OpenAI replies, "Congrats on being the vegan of AI — no one knows what you do but we all pretend to respect it." Perplexity walks in last, chest out: "I don't hallucinate. I just give sources, baby." OpenAI leans back, smirking: "Yeah, and every one of them is a Reddit thread from 2009."

ChatGPT, June 2025

ABOUT THE AUTHOR

Marcel Hollerbach is a German entrepreneur and technology executive, known for his contributions to commerce and ad tech. He is currently the Chief Innovation Officer (CIO) and a Co-Founder of Productsup, a leading Feed Management & Syndication company. Marcel has played a pivotal role in transforming Productsup from a small startup into a global SaaS platform operating in over 30 countries.

As a serial entrepreneur, Marcel co-founded NAP (formerly Cavalry Ventures), a venture capital fund specializing in early-stage European tech startups. He also started hiClip (a video-streaming platform acquired by Adconion Media Group) and NativeAds (later acquired by Ströer).

Marcel studied business informatics in Würzburg and at Stanford, providing him with a strong foundation in both technology and commerce. He is an active thought leader in his field, hosting the World of Commerce podcast and frequently engaging with media on topics like digital commerce trends. In his personal life, he enjoys playing guitar and is an avid Lego enthusiast.

At the end of this book you know there is only one way to set your Productsup. Check out www.productsup.com to learn more.

