

Catalog Builder

Streamline product catalog management

Catalog Builder uses generative AI to boost product data quality and catalog appeal, eliminate repetitive editorial tasks, and improve the product discovery experience.



+35%

**Informative content
in catalog**

+26%

**Basket-to-detail
rate**

-92%

**Time to
publish**

Supercharge your fashion e-commerce performance

Faster time-to-market

Cut the lag time to bring new product items to e-commerce stores, by streamlining digital catalog creation workflows and speeding up the distribution process.

Lower catalog production costs

Catalog Builder automate and accelerate time-consuming tasks like image data extraction, tagging, and content editing, to free up your merchandising team.

Better product discovery

Thanks to more accurate product tagging and more detailed descriptions, your customers will find and compare products more easily.

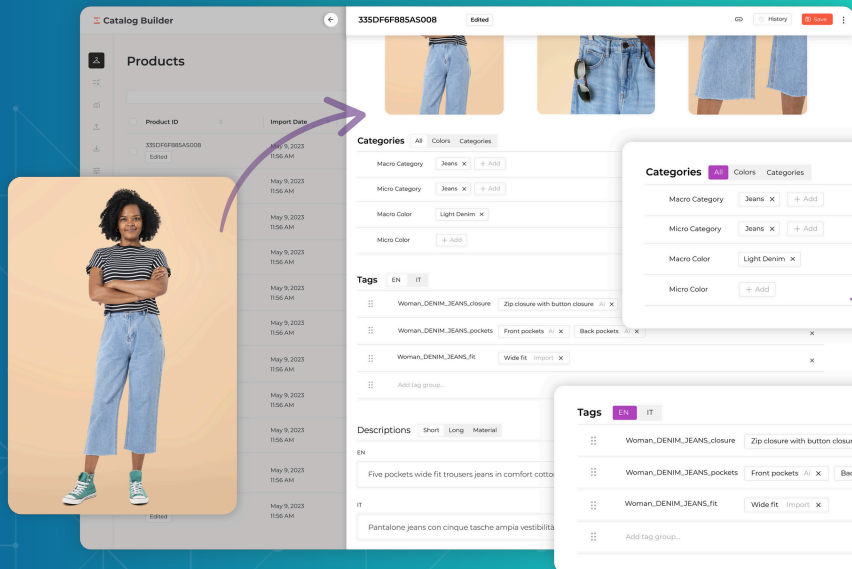
A single workflow for all catalog data

Catalog Builder manages the entire input and output flow of catalog data and assets by integrating DAM assets, PIM data, enrichment functions, editorial controls, and data distribution to e-commerce platforms.

Improved e-commerce catalog quality

Catalog Builder automatically composes high-quality, consistent digital catalogs, merging granular product data enrichment with AI generated product image tags and descriptions.

Catalog Builder Features



Product Editor

Catalog Builder assists content editors by enriching product detail pages with AI, leaving control in the hands of the editors, who can edit, replace, and approve the products directly from their browser.

Multi-Language Translation

Catalog Builder generates product descriptions and attributes in all the most common languages and taxonomies used in e-commerce, considering your brand nuances.

Automatic Tagging

Catalog Builder automatically identifies the most relevant details in fashion photoshoot images and adds them to the product detail page, respecting attributes that are distinctive of the brand.

On-Brand Description Writer

Catalog Builder learns how your brand inspirational descriptions map to the images of your past catalogs and automatically generates new product descriptions based on your brand-specific tone of voice.

PIM/DAM Connector

Catalog Builder reads data directly from your PIM/DAM and transfers them back once they are ready, at any scheduled time and frequency, adapting to different internal processes and workflows.

Product Data Distribution

Catalog Builder is the final repository of customer-facing data and integrates into your digital distribution channels, from e-commerce to chatbots, to clienteling apps.

Other products & solutions

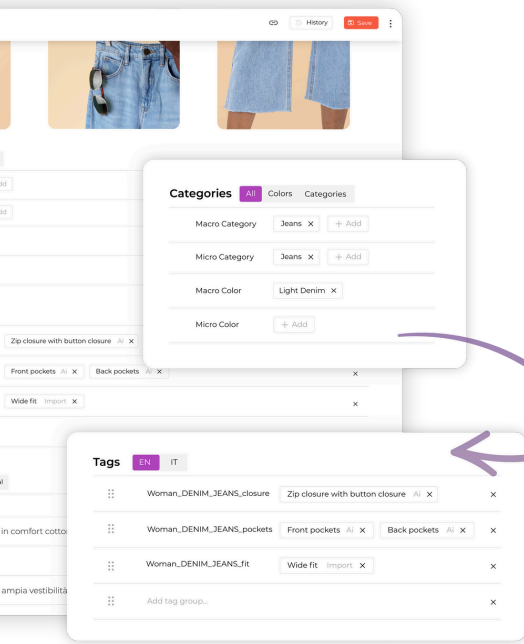
Personalizer

Convert visitors into loyal shoppers

Data Solutions

Boost your growth machine

Catalog Builder F.A.Q.



Our catalog management process is too time-consuming and requires too much effort. How could you help us?

That's the reason why you should adopt Catalog Builder! It helps you create your own codex of attributes, details, keywords and descriptions to associate with your brand identity, without the stress of manually ensuring consistency across your catalogs. You just choose what are the key concepts of your messaging in terms of categories, wording, attributes, details ordering and rules, and Catalog Builder will apply all this knowledge to your catalog effortlessly.

Is it necessary to have a PIM to use Catalog Builder?

No. Catalog Builder is so flexible that it can adapt to your current workflow regardless of how you currently manage your products. You can load your skus and images from our Web App as a file, or connect through API with other systems, such as ERP or eCommerce. If you don't have a PIM, Catalog Builder will act not only as a generator of valuable product information, but also as the base repository for your catalog information.

Our stylists' guidelines are quite strict.

How does Catalog Builder comply with that?

Catalog Builder blends AI carefully tweaked to fit your catalogs with your stylistic rules, that you can define by yourself through the Web App. Catalog Builder will respect such rules before anything else, and suggest words and attributes to your content editors that can enhance the value of your copy, while abiding by the stylists' instructions.

We shoot images as the last step of our workflow.

How would you handle that?

Catalog Builder can import information and product anagraphics from other systems and generate the related attributes and descriptions. When the images are finally shot, the final touch and the strictly visual attributes will be added. In the meanwhile, the editors can add their human touch and validate the generated content. No time will be wasted!

About Moviri AI Labs

Moviri AI Labs formalizes Moviri's two decades of artificial intelligence expertise into a specialized enterprise offering focused on agentic AI solutions. Unlike commodity integrators offering basic productivity tools, Moviri delivers sophisticated multi-agent systems that autonomously handle complex, mission-critical business processes.

Moviri AI Labs specializes in five key AI application areas: Process Hyper Automation, Enterprise Knowledge Management, Automated Software Engineering, Content Creation and Smart Customer Experience.

Do you want
to learn more?

Get in touch

Agentic AI for the enterprise

Agents are not just tools, but the new way to build IT systems and intelligent applications. At Moviri AI Labs we've created a cross-disciplinary team of analysts, engineers, researchers, and designers who develop and assemble AI agents, by using AI agents in the process.

Connect with us at ailabs.moviri.com.

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