

MercuriusAI

# Looking for the right words?

## Our solution for Intelligent Marketing Content Creation



Personalized E-Commerce Product Pages: Generating unique product descriptions, tailored to the interests and preferences of specific customer segments in seconds.



Social Media Management: Generating target-group-specific posts and responses, adapted to the dynamics and current trends on social networks.



Management of Corporate Perception: Control your perception on a daily basis by managing just a few parameters such as customer context, persona, and brand identity.

## More information



<https://www.iais.fraunhofer.de/en/mercurius-ai>



# MercuriusAI

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A Generative AI based assistant for personalized marketing content

Generate personalized marketing text content utilizing the technology of Large Language Models (LLMs) to significantly reduce time and costs of text production and achieve a more personalized customer experience along the customer journey.

## Our AI-based Solution

- enables flexibility in adaptation to market changes and trends.
- secures a long-term advantage in a rapidly evolving market.
- facilitates efficient marketing through customized content.

## Technological Features

- **Advanced Prompt Engineering:** Skillfully evaluated and designed prompts ensure reliable, contextually precise content creation aligned with your brand's voice and style.
- **Data Input Flexibility:** Upload your product databases, utilize online shop URLs for automatic data extraction, or manually enter data in a free text field.
- **Modular Development Approach:** Seamlessly integrate different Large Language Models tailored to your organization's unique needs and goals.

## Your Benefits

- **Personalized Content Strategy:** Develop messaging specific to diverse audience segments, ensuring strong resonance with each persona's preferences.
- **Enhanced Customer Loyalty:** Foster deeper connections and strengthen brand loyalty through personalized experiences.
- **Contextual Efficiency:** Use relevant data, craft engaging, pertinent content aligned with user needs and trends.
- **Cost and Time Efficiency:** Optimizing content generation cuts manual effort, boosting e-commerce productivity.

You would like to know more?  
Contact us!

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