

AI agents for automated product page creation

From 4 external FTEs to 1 internal power user: the Arcaplanet case

CONTEXT

Arcaplanet is Italy's leading pet supplies retailer. Before CommerceClarity, product page production was outsourced to 4 dedicated FTEs, with a publishing batch every 6 weeks and inconsistent quality, with clear issues on the private label line.

The 4 key results Before → after

Time to market

2 weeks
per batch

from 6 weeks per batch

External cost

-80%

from **4 external FTEs** to **1 internal power user**
who manages rules and exceptions

Product page volume

x5 potential

from max 400 pages / month

Output quality

High standard

from **inconsistent output**, now tailored to buyer persona and SEO

Private label

Third party

Buyer persona

SEO

What CommerceClarity unlocked

- ✓ **End-to-end automation** of product page creation through AI agents
- ✓ Removal of **operational dependency** on external resources for content production
- ✓ Autonomous handling of new products, **bundles, co-branded and high-margin private label**
- ✓ **Capacity that scales** without adding external resources

INDUSTRY LEADERS WHO CHOSE COMMERCECLARITY

 PURINA

 Nestle

 Dr. Max⁺

 INTERSPORT

 TIGA