

GENAI CONTENT SOLUTIONS FOR CONSUMER BRANDS

RAPID PRODUCT LAUNCHES

Generate and syndicate accurate product copy, attributes, and translations in hours instead of weeks.

LOWER INTERNAL & EXTERNAL COSTS

Automate repetitive tasks, streamline approvals, and reduce agency and production expenses.

BRAND ACCURACY & COMPLIANCE

Maintain consistent, on-brand content governed by embedded rules, templates, and audit-ready controls.

INTELLIGENT PERSONALIZATION

Leverage product review insights and GenAI analytics to refine messaging and improve shopper engagement.

Consumer brands are under pressure to produce enormous volumes of accurate, localized, and on-brand content for every SKU, market, and retail partner. Built on the AI-native ONESM Platform, Digital Wave Technology's GenAI Content Solutions transform how brands create, enrich, and activate content. By combining Generative AI and Agentic AI with trusted master data, brands generate product copy, attributes, reviews, and advertising assets faster, more accurately, and at a global scale.

KEY FEATURES

- **AI Product Copy:** Generate SEO/AEO product descriptions, channel-specific messaging, and content aligned with brand voice and retailer templates.
- **Agentic AI Workflow Automation:** Intelligent agents manage end-to-end workflows from SKU launches and translations to omnichannel syndication.
- **GenAI-Driven Advertising Assets:** Produce audience-specific ads and lifelike product visuals optimized for digital shelves, marketplaces, and social campaigns.
- **Automated Attribute Enrichment:** Fill gaps and validate product data with AI tuned to your taxonomy, compliance, and retailer standards.
- **Product Review Analysis for Actionable Insights:** Extract sentiment and emerging trends to improve content relevance and innovation.
- **Global Translation & Localization:** Adapt product content automatically across languages, markets, and regions while maintaining brand integrity.
- **Retailer-Ready Syndication:** Format and deliver content to every retailer and marketplace, eliminating manual rework.
- **Embedded Brand Governance:** Apply approval workflows, templates, and content guardrails that ensure outputs meet your brand and regulatory needs.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's GenAI Content Solutions help consumer brands accelerate execution, reduce costs, and scale global content operations with intelligence and precision. By combining Generative AI, Agentic AI, and master data within the ONE Platform, every description, attribute, and ad becomes an engine for growth, accuracy, and brand trust.

UNIFIED INTELLIGENCE FOR CONTENT AT SCALE

Unlike disconnected GenAI tools, Digital Wave's solution is embedded within the AI-native ONE Platform. This ensures every piece of content is generated from governed master data — accurate, consistent, and instantly ready for activation across retailers and digital channels.

PURPOSE-BUILT FOR CONSUMER BRAND AGILITY

Designed for consumer brands and brand manufacturers, the solution adapts to regional, category, and retailer needs without custom coding. Configurable workflows, templates, and models empower teams to scale faster with full control and traceability.

FUTURE-READY AUTOMATION

With GenAI and Agentic AI working together, Digital Wave transforms content from a production bottleneck into a strategic advantage. Automated creation, validation, and syndication enable brands to compete on speed, consistency, and personalization — matching the capabilities of retail giants.

ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONESM Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



STAY CONNECTED



VISIT
Our Website



FOLLOW
Us on LinkedIn



WATCH
Solution Videos