

GENAI CONTENT SOLUTIONS FOR GROCERY

ACCELERATE SPEED-TO-SHELF

Automate copy, attribution, and ad creation to reduce manual effort, speed onboarding, and keep up with fast-moving assortments.

TRANSPARENCY & TRUST

Validate nutritional, allergen, and sustainability data to meet labeling requirements and build shopper confidence.

SCALE EXECUTION

Share compliant content across Ecommerce, retail media, loyalty apps, and marketplaces with consistency and brand control.

LOWER COSTS & BOOST EFFICIENCY

Reduce reliance on agencies and manual content teams, automating creative workflows with GenAI and Agentic AI.

Grocers are under pressure to launch products faster, meet strict labeling standards, and deliver personalized digital experiences that build shopper trust. Digital Wave's AI-native GenAI Content Solutions, built on the ONESM Platform, automate every stage of product content creation and execution. The result is faster time-to-shelf, consistent product transparency, and smarter engagement across every grocery channel.

KEY FEATURES

- **Extract Attributes from Packaging:** Capture nutritional details, allergen statements, and dietary claims directly from packaging, supplier feeds, or images with AI precision.
- **Generate AI-Optimized Copy:** Create SEO, AEO, and GEO-ready product descriptions, titles, and messaging tailored for Ecommerce, circulars, and digital channels.
- **Create AI-Powered Ads:** Produce lifelike imagery, taglines, and campaign assets optimized for loyalty apps, retail media, and digital grocery campaigns.

- **Automate Execution with Agentic AI:** Orchestrate onboarding, enrichment, translation, and syndication workflows across connected grocery systems without manual rework.
- **Validate and Complete Attributes:** Identify gaps, enrich taxonomy, and improve discoverability for better search and navigation experiences.
- **Analyze Product Reviews:** Customer feedback becomes actionable data to refine positioning, messaging, and shopper relevance.
- **Personalize and Localize Content:** Adapt content for regions, languages, and audiences for consistent, on-brand experiences at scale.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's GenAI Content Solution for grocery automates the creation, enrichment, and execution of product content, enabling faster launches, lower costs, and greater accuracy. By unifying master data, automation, and AI within the ONE Platform, grocers can deliver trusted, personalized, and compliant content that powers discovery, engagement, and growth across every channel.

UNIFIED DATA FOR ACCURACY

Digital Wave's GenAI Content Solution eliminates disconnected AI tools by working directly from governed master data within the ONE Platform. Every generated description, ad, and attribute is validated against trusted information, ensuring accuracy, compliance, and consistency across every channel.

TAILORED FOR GROCERY INNOVATION

Built specifically for grocery operations, the solution automates complex processes such as nutritional validation, allergen compliance, private brand differentiation, and regional adaptation. Configurable workflows align to your teams' needs without costly customization or agency dependencies.

FUTURE-READY INTELLIGENCE

As part of the AI-native ONE Platform, this solution uses embedded AI to clean data, GenAI to create and enrich content, and Agentic AI to automate real-time execution. It transforms product content from a manual process into a growth driver that scales with your business and adapts to every new opportunity.

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.



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