



Leveraging AI technology to dramatically increase efficiency

17:48 AM Wed Feb 7
mackshop.com

MACK

Accessories Apparel Toys & Collectibles Sustainability Special Offers

Welcome to our Retail Store
Shop new Mack branded merchandise

OUTERWEAR

12:50 AM Wed Feb 7
mackshop.com

MACK

SUSTAINABLE LIGHTWEIGHT NAVY 1/4 ZIP PULLOVER

Sustainable Lightweight Navy 1/4 Zip Pullover
\$59.99
AVAILABILITY: IN STOCK
SKU: MACK M7072
Color *
Choose an Option...
Size *
Choose an Option...
- 1 + ADD TO CART

DETAILS

Stay comfortable and sustainable with our Sustainable Lightweight Navy 1/4 Zip Pullover. This lightweight pullover is perfect for layering and made from an ultra-soft blend of recycled plastic water bottles. Featuring the iconic Mack logo on the left chest, it showcases your Mack pride while helping the environment. Made of 40% repreve, 20% cotton, and 40% polyester, our Reclaim Collection is a positive change for a better future.

12:49 AM Wed Feb 7
mackshop.com

MACK

MACK TERRAPRO SILVER & BLACK DIECAST

Mack Terrapro Silver & Black Diecast
\$119.99
AVAILABILITY: IN STOCK
SKU: MACK M1309
- 1 + ADD TO CART

DETAILS

Experience the power and precision of our Mack Terrapro Silver & Black Diecast metal replica model. This intricately detailed engine, while the for realistic play. With a CNG tailgate, detailed chassis and undercarriage, wide, and 5.9" high.

Signal leverages AI technology to help marketers dramatically increase efficiency and stay on budget.

CHALLENGE

Mack Trucks engaged Signal to improve the user experience, conversion rates and search engine rankings for its online store – MackShop.com – to increase ecommerce sales of its licensed merchandise.

Part of this initiative involved rewriting copy for each product page – including product descriptions, page titles, and other meta data – to elevate the copy from very basic to highly detailed and romanticized. Since MackShop.com offers more than 15,000 items, this traditionally would be a very labor-intensive task taking multiple copywriters weeks to complete, at a cost far exceeding the client's budget.

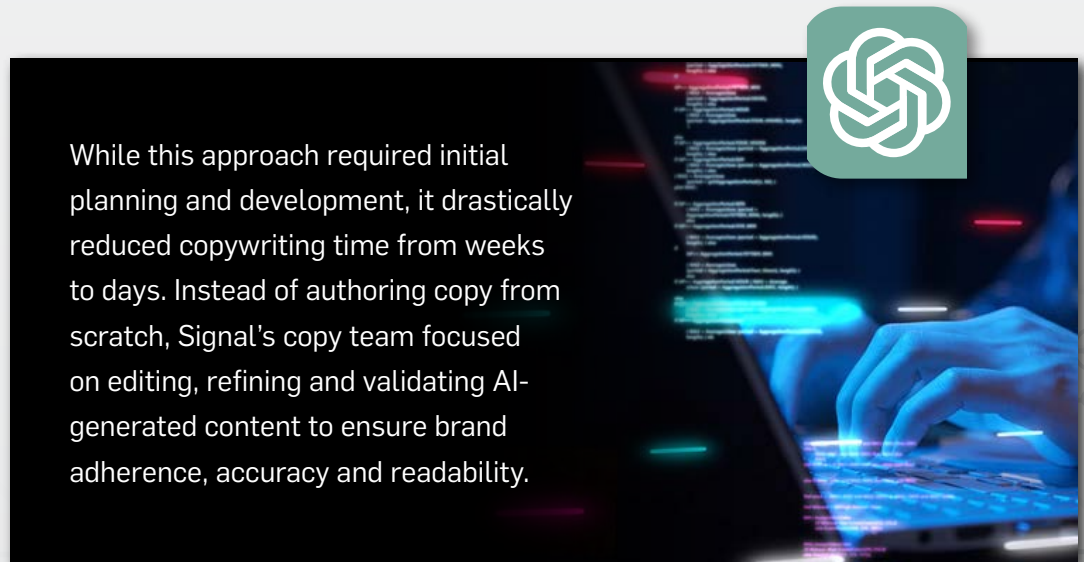
15,000+
detailed product descriptions needed

SOLUTION

Signal opted for a non-traditional approach to increase speed while maintaining the same high-quality output – **create an application leveraging OpenAI's ChatGPT API to generate core content.**

Using the existing website content and Mack brand guidelines as input, Signal generated a test of product descriptions and meta data using a small sample of items. After careful analysis and review from Signal's digital marketing and copy teams, the application was further refined with new rules to guide proper brand standards and language choices, to optimize speed of generation, to ensure the output specification aligned with CMS requirements for easy installation, and more.

While this approach required initial planning and development, it drastically reduced copywriting time from weeks to days. Instead of authoring copy from scratch, Signal's copy team focused on editing, refining and validating AI-generated content to ensure brand adherence, accuracy and readability.



RESULTS

Early results include a 37% increase in Top 3 Rankings on Google. Mack Trucks was pleased with the results, and by leveraging AI technologies, Signal was able to deliver the project on time and on budget with the high quality and Creative Intelligence our customers expect.



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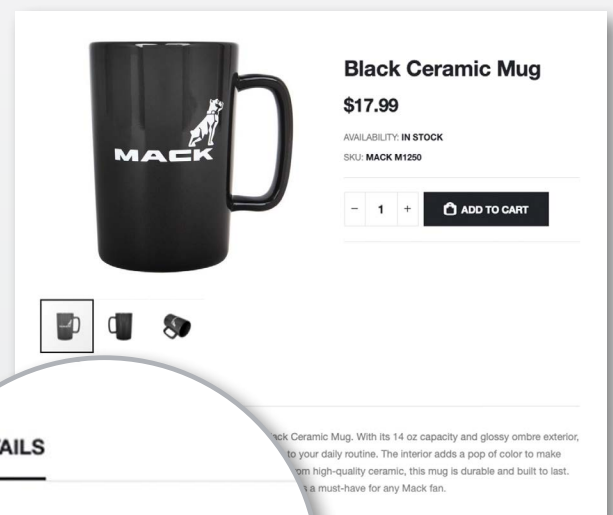
EXAMPLES

Input

14 oz ceramic mug with glossy ombre exterior and glossy colored interior.

Validated Output

Enjoy your morning coffee or tea in style with this Black Ceramic Mug. With its 14 oz capacity and glossy ombre exterior, this mug is perfect for adding a touch of sophistication to your daily routine. The interior adds a pop of color to make this a standout addition to your mug collection. Crafted from high-quality ceramic, this mug is durable and built to last. Whether you prefer coffee or tea, this Black Ceramic Mug is a must-have for any Mack fan.



DETAILS

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