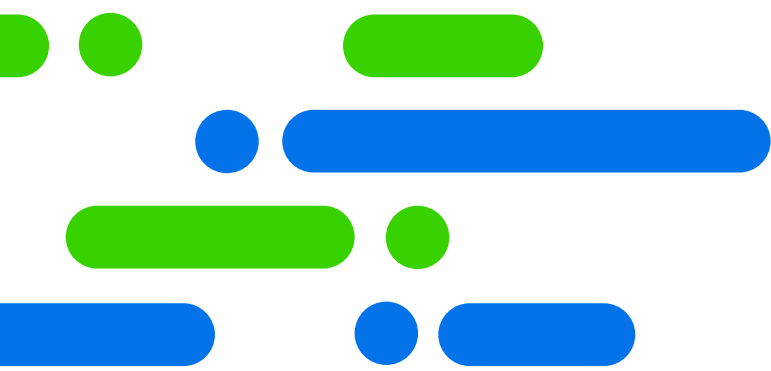


Enriching Your Products



Contents

- 1. Overview 2
- 2. Objectives 2
- 3. Duration 2
- 4. Agenda 2
 - 4.1. Course 1: Enriching Your Products – 30 Minutes 2
- 5. Contact Us..... 3

1. Overview

This course focuses on enriching and maintaining product content in Brand PXC. Learners will explore how to manage product details, work with complex attribute structures, generate and refine content using AI, and translate product information for different markets and audiences.

2. Objectives

By the end of this course, you will be able to:

- Manage product details and attributes.
- Work with filtered and nested attributes.
- Generate and improve product content using AI.
- Generate recipient-specific content using AI.
- Translate product content into different languages.
- Add and manage digital assets.
- Manage assets in product and recipient views.
- Use asset details to support product content.
- Review recent product activities.

3. Duration

The duration of the course is **30 minutes**.

4. Agenda

4.1. Course 1: PXC for Brand - Enriching Your Products – 30 Minutes

- Attributes and Content
 - How to Manage Product Details
 - How to Filter Attributes in PDP
 - How to Manage Deeply Nested Attributes
 - How to Generate Content for a Specific Attribute
 - How to Generate Content for Multiple Attributes
 - How to Generate AI Suggestions for Attributes in Global PDP
 - How to Generate Content in Recipient Context Using AI
 - How to Generate Translations for a Specific Attribute
 - How to Generate Translations for Multiple Attributes
- Managing Digital Assets
 - Overview of Digital Assets

- How to Add Assets
- Asset Details Page Overview
- How to Manage Assets on PDP
- How to Manage Assets in Recipient PDP
- Data Quality
 - How to View Recent Activities of Your Product

5. Contact Us

For any additional information on the available catalogs, please write to us at university@syndigo.com