How Ventis increased +8% its revenue with Trust Generative AI

Making Science has been the digital partner for Ventis, helping the company to improve the velocity and accuracy of description generation with Trust Generative AI, a solution created with the power of AI and which runs in Google Cloud.

The challenge

The high turnover of products posed a challenge for the company to keep product descriptions up to date, maintaining the image and reputation of the brands on sale while increasing the opportunity cost of bringing products to market more quickly.

The solution

Making Science has developed Trust Generative AI, a cutting-edge AI platform that integrates with Google's Vertex AI and Open AI. It allows Ventis to experiment and select the best Large Language Model (LLMs) for their business use case to provide secure AI generative content validation and optimization.

The result

Trust Generative AI created, validated, and optimized over 7600 product descriptions, generating +30% impressions and generating +8% sales increase. , Additionally, a human validated 23% of the product descriptions below the established accuracy.

> **"** Thanks to Trust Generative AI, based on the Google Cloud Platform, we have been improving our figures month by month, only implementing this technology in the right processes to optimize our resources, achieving an increase in the ROI. **"**
>
> Antonio Negro, Managing Director en Ventis

About Ventis

Ventis is an online marketplace for fashion, food, homeware, and experiences selling more than 70,000 products from more than 1000 brands.
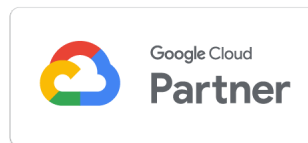
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Italy

About Making Science Group, S.A.

Making Science is a digital acceleration company with over 1,300 employees and a technological presence and development in 14 markets.

Products

Google Cloud Platform