



How River of Goods Reduced Content Creation Time and Anticipates 60% Cost Savings

A CASE STUDY WITH

RoughDraft *pro* +  **situation**





ABOUT RIVER OF GOODS

River of Goods is a global home décor manufacturer celebrated for its distinctive, artisan-inspired designs that bring warmth and character to living spaces. Founded on a passion for unique, handcrafted pieces, the company specializes in stained glass lighting and window panels, alongside an eclectic range of home décor items influenced by global art traditions and cultural craftsmanship.

From Tiffany-style lamps to vibrant mosaic pieces, River of Goods combines traditional artistry with modern aesthetics, appealing to a wide audience looking to infuse their homes with personality and style. With a commitment to quality and innovation, River of Goods continually expands its product lines to meet evolving customer tastes, all while maintaining strong partnerships with major retailers to bring their products to a worldwide market.

Content Challenges Become Clear With Catalogue Increase

With the launch of over 600 new items in just two years, River of Goods tripled their content needs and faced several significant challenges.

To address these challenges, the team partnered with Sitation and implemented RoughDraftPro, the AI-driven content creation tool. The collaboration began with a trial workflow within Salsify, allowing the team to assess the integration capabilities of **RoughDraftPro**.

CHALLENGES

- **Increased Product Volume:** The company's catalog grew from approximately 350 to over 900 items, necessitating a more efficient content creation process.
- **Rising Costs:** Traditional copywriting methods became costly as the need for high-quality product descriptions surged.
- **Inefficient Workflows:** Previous content creation timelines extended up to six weeks, delaying product launches and limiting market responsiveness.
- **Complex Retailer Requirements:** The team faced the challenge of meeting the evolving and varied standards of multiple major retailers, which required a more adaptable solution.



Toni Serbus

Director of Merchandising
River of Goods

Solution

Key factors influencing their decision to leverage RoughDraftPro included:

- **Seamless Integration:** RoughDraftPro offered multiple connectivity options, including PIM integration and CSV import/export, making it easier to incorporate into their existing workflows.
- **Scalability:** The solution adapted easily to fluctuating product launch schedules, adding new retailers (such as Target and Overstock) and expanding categories.
- **Retailer-Specific Prompts:** Customized prompts for each retailer ensured the content met their specific requirements, reducing intervention from retailers for unmet standards.

"We were looking for a solution that could quickly adapt to retailer requirements, and Sitation delivered exactly what we needed."

The implementation process began with a proof of concept (POC) for two major retailers. This allowed the team to assess RoughDraftPro's AI copywriting capabilities within their existing Salsify workflows. As the project progressed, the solution expanded to include additional retailers and product categories. A dedicated project manager ensured a smooth integration, optimizing the workflow for maximum efficiency.



RESULTS

- **Significant Time Savings:** Content turnaround times decreased from weeks to minutes, allowing for faster product launches and updates.
- **Cost Efficiency:** Initial setup costs were offset by long-term savings, with content generation costs projected to be **60% lower than traditional copywriting services.**
- **Improved Content Consistency:** The AI-driven approach ensured **uniformity in brand tone** across product descriptions, addressing inconsistencies often found with freelance writers.
- **Retailer-Specific Success:** The reduction in unmet requirements significantly decreased retailer interventions, **strengthening relationships with key partners.**

CONCLUSION

River of Goods is planning to expand its catalog further by exploring new product categories, such as fragrances and candles, and incorporating ceiling fans into their existing retailer workflows. Additionally, the development of a factory in China to produce their own glass may require further support from RoughDraftPro to meet evolving content creation needs.

The collaboration between River of Goods and Sitation, utilizing RoughDraftPro, has transformed the company's approach to content creation, providing greater efficiency, cost savings, and scalability. As River of Goods continues to innovate and expand its product offerings, RoughDraftPro will remain essential in supporting their growing catalog and meeting retailer-specific requirements with ease.

Contact us today to learn how Sitation can support your content creation process with RoughDraftPro.

sitation.com



ABOUT SITATION

Founded in 2001, Sitation has become a global leader in digital merchandising, offering a diverse selection of solutions to help brands, manufacturers, retailers, and distributors compete and win on the digital shelf.

We're proud to partner with Akeneo, Jasper, Salsify, Stibo Systems, and Syndigo, offering best-in-class service and certified solution consultants to customers across the Automotive, B2B, Brand, Beverage & Alcohol, Furniture, Grocery, Hi-tech, and Retail verticals.

Some of the most recognized brands in the market, including Welch's, Campbells, Hallmark, Bic, Staples, and Bush Brothers & Company trust us to support their merchandising initiatives.



Product Information Management (PIM) | Master Data Management (MDM) | Artificial Intelligence (AI)