

Optimizing Product Descriptions

Coors Light vs. Bud Light

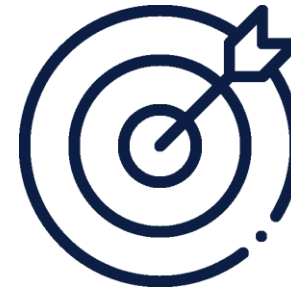


Online B2C Sales

**Beer and Malt beverage
eCommerce sales**



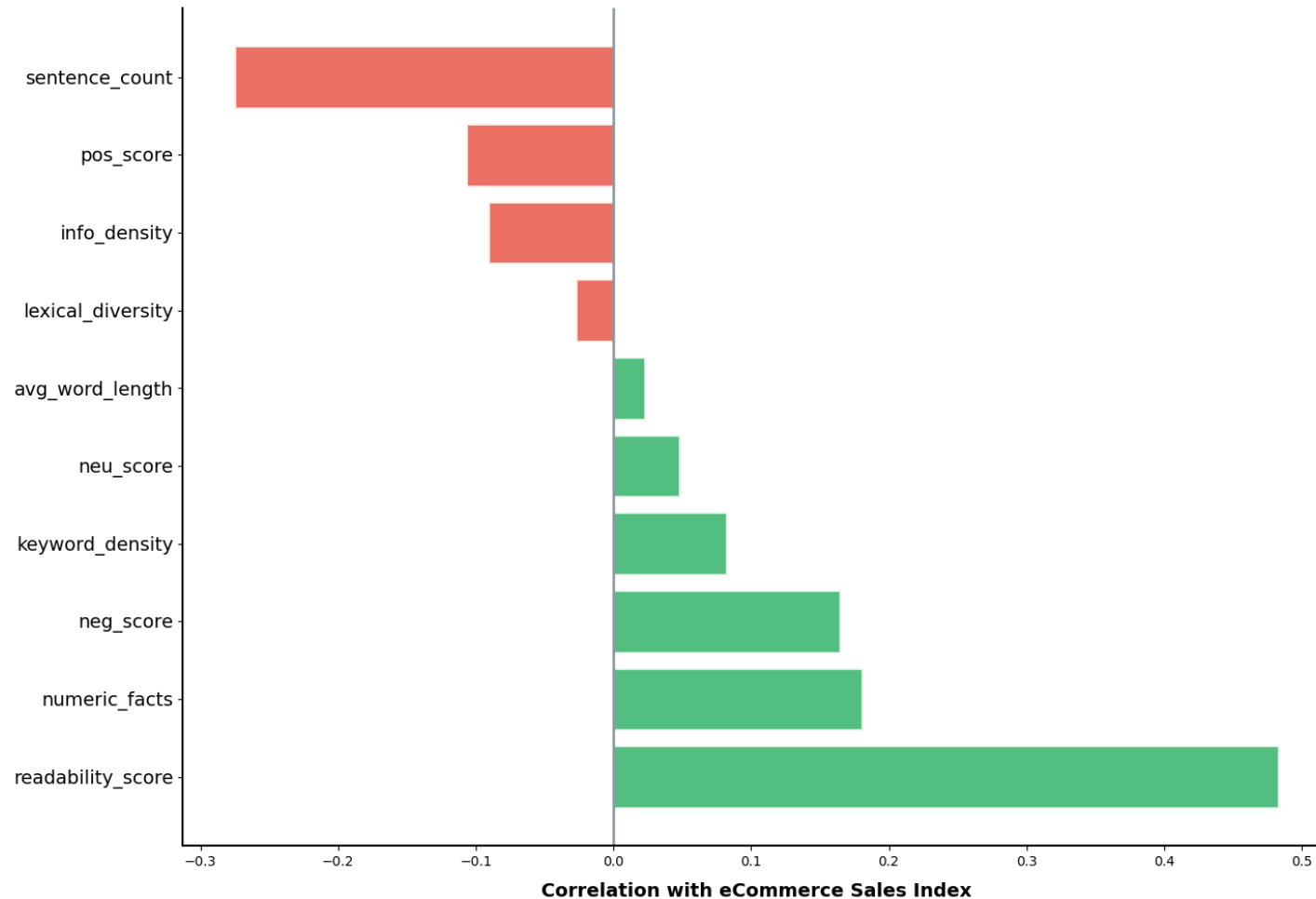
Product description improvement



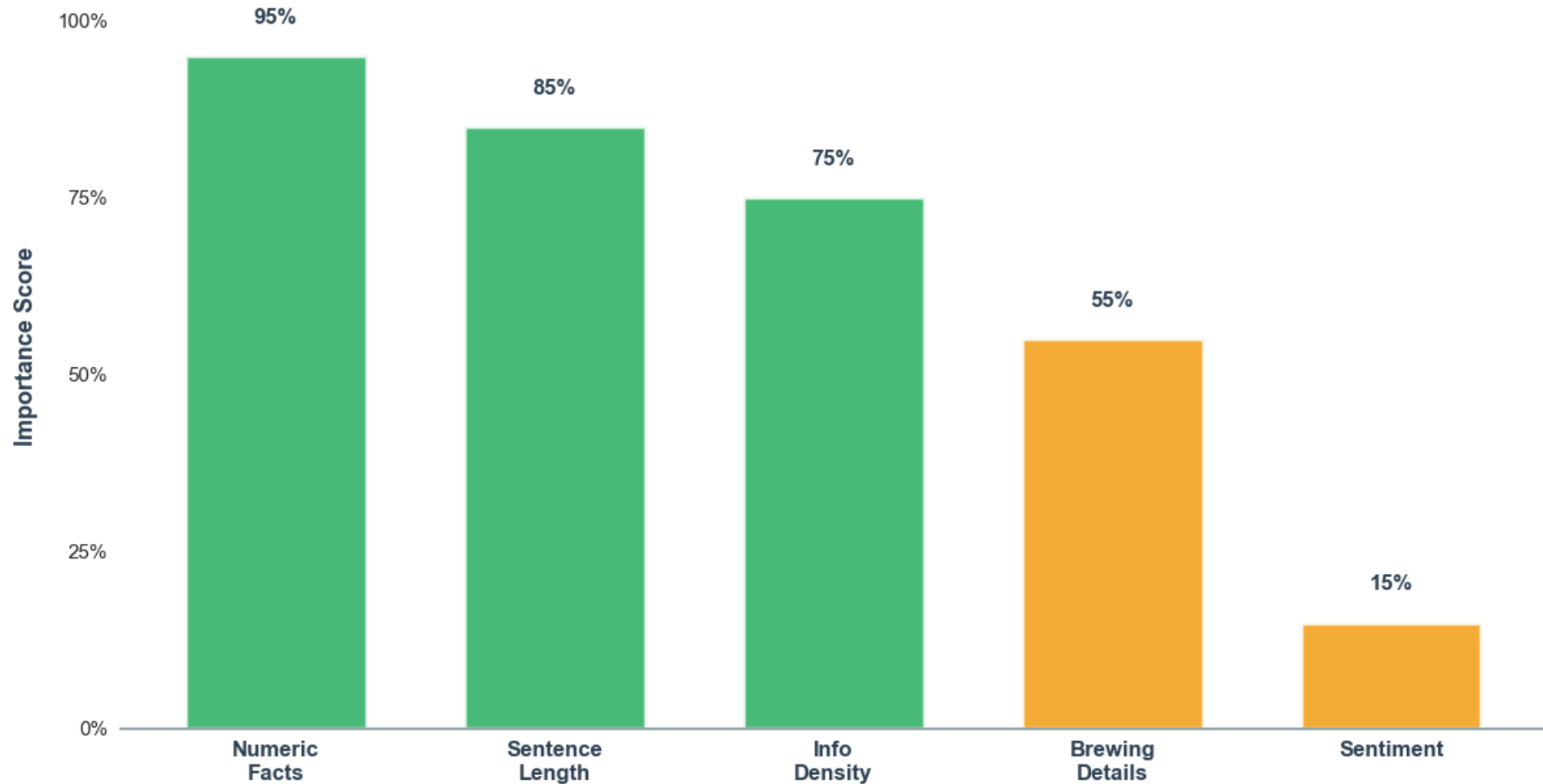
Establishing Data Foundation



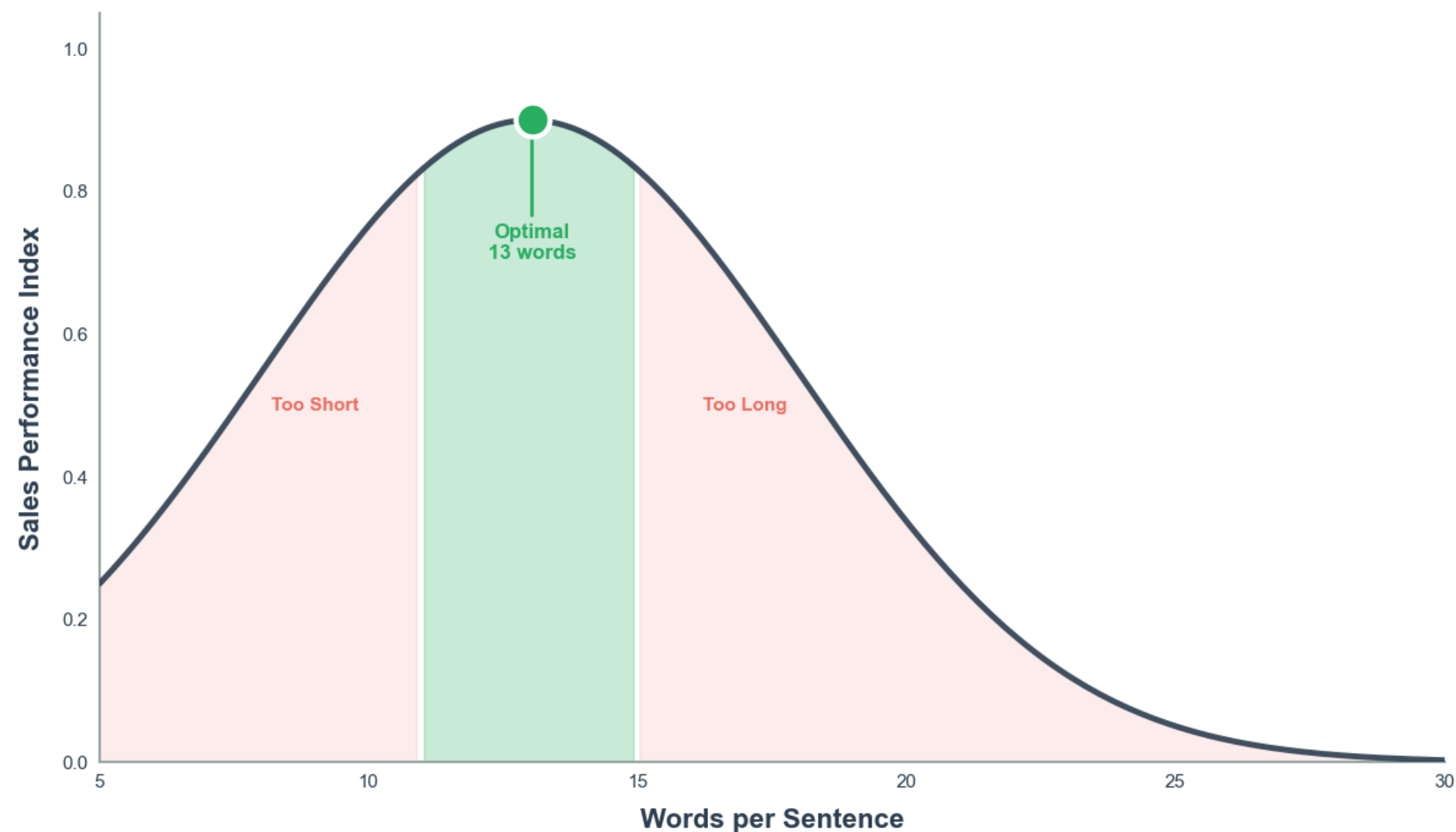
Understanding Correlation Patterns in the Sales Index



Facts, Length, and Density are the Top Drivers of AI Search Results



Optimal Sentence Length Should Be 11-15 Words



Fact Dense Ad Copy is Preferred By AI Search Engines

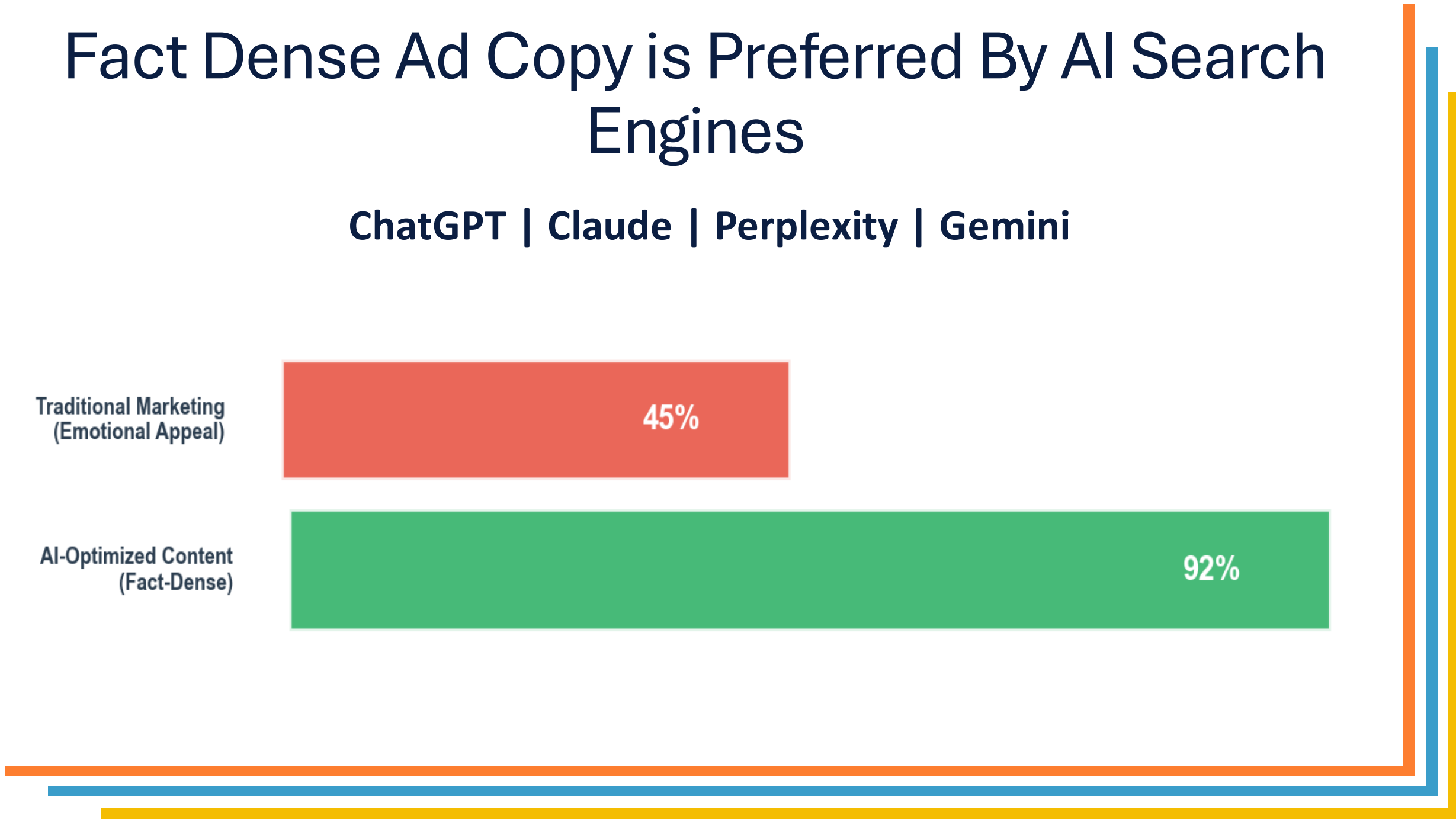
ChatGPT | Claude | Perplexity | Gemini

Traditional Marketing
(Emotional Appeal)

45%

AI-Optimized Content
(Fact-Dense)

92%



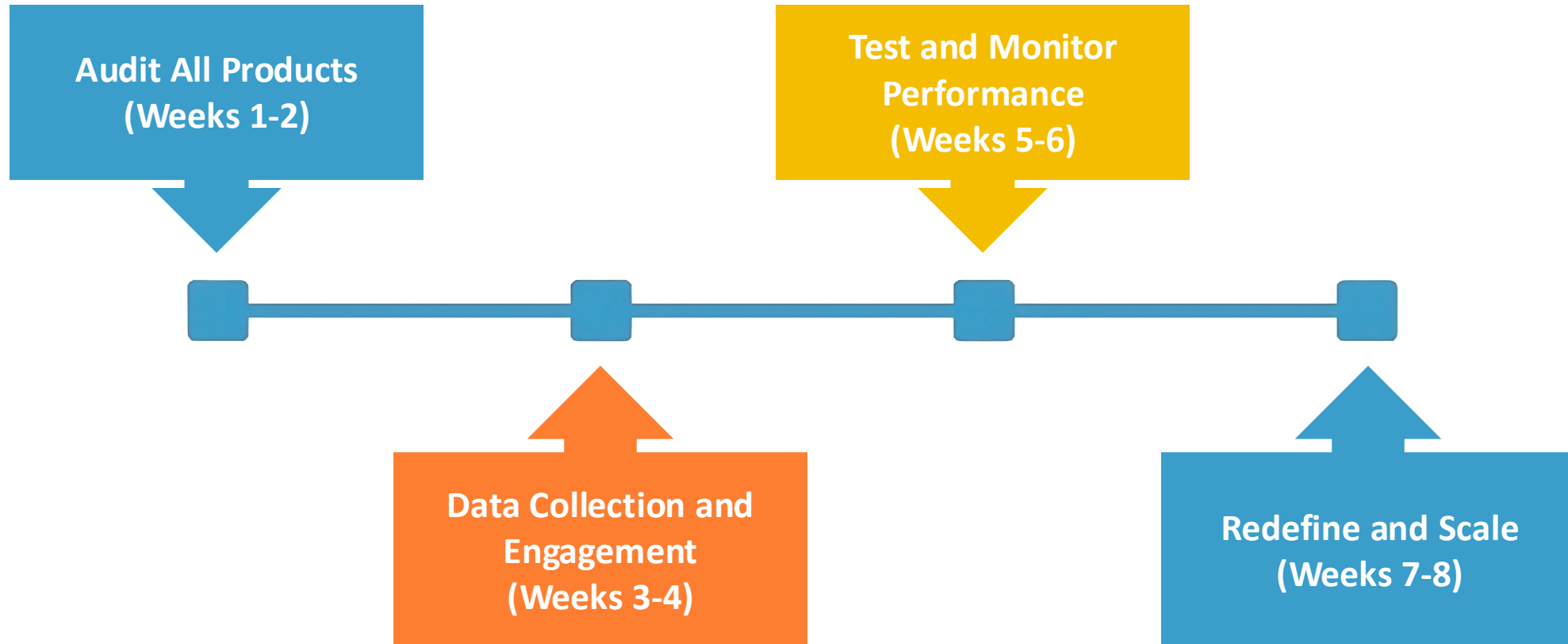
Optimizing Product Description

AI search Engines Increases Projected Sales Index Value by 24.3%

COORS LIGHT NLP OPTIMIZATION			
Before		After	
Sales Index: 0.7		Projected Sales Index: 0.87	
Key Performance Metrics			
Metric	Before	After	Change %
Numeric Facts	1	2	100%
Info Density	3	4	33%
Brewing Details	3	8	167%
Sentence Length	11.2	9.7	-13%
Decriptor Words	5	7	40%
Lexical Diversity	11	9.7	-12%



8-Week Actionable Implementation



Regional Opportunities for Molson Coors

Kroger Priority States: Texas, Missouri, Ohio, Georgia, and North Carolina gaps ranging from 11.0 to 32.5 points

Key Take Away:

- **If Molson Coors closed the gap by just 10 points in these 5 states, it will increase their exposure to consumer search**



Long-Term Holistic Approach



**Roll out optimized copy
across all Molson Coors
eCommerce channels**



**Establish ongoing
monitoring dashboard**



**Train marketing team on AI
optimization best practices**



**Track most popular beer
related queries via Google Ads**



