

# Optimizing Product Descriptions

## Coors Light vs. Bud Light



# Online B2C Sales

**Beer and Malt beverage  
eCommerce sales**



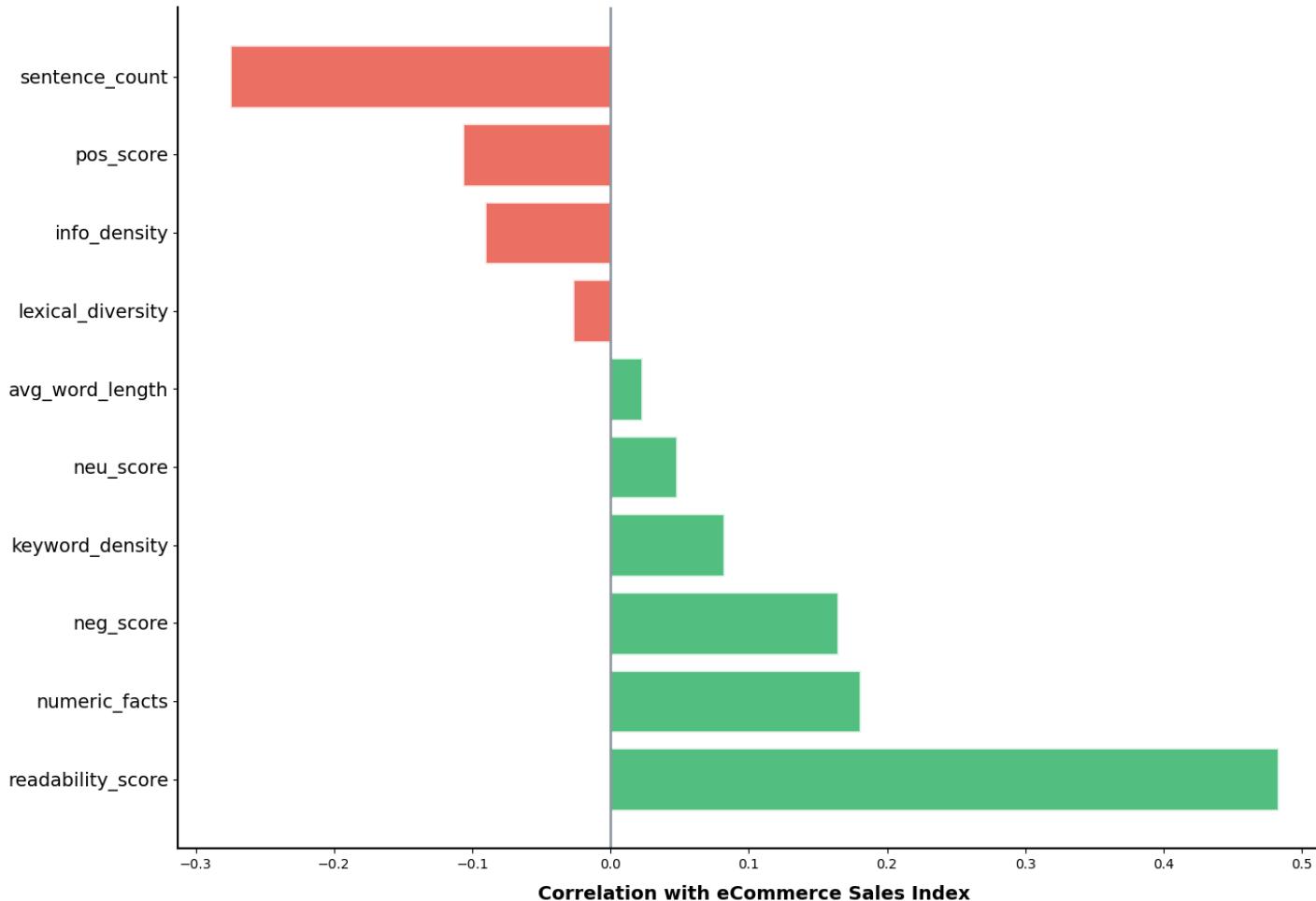
**Product description improvement**



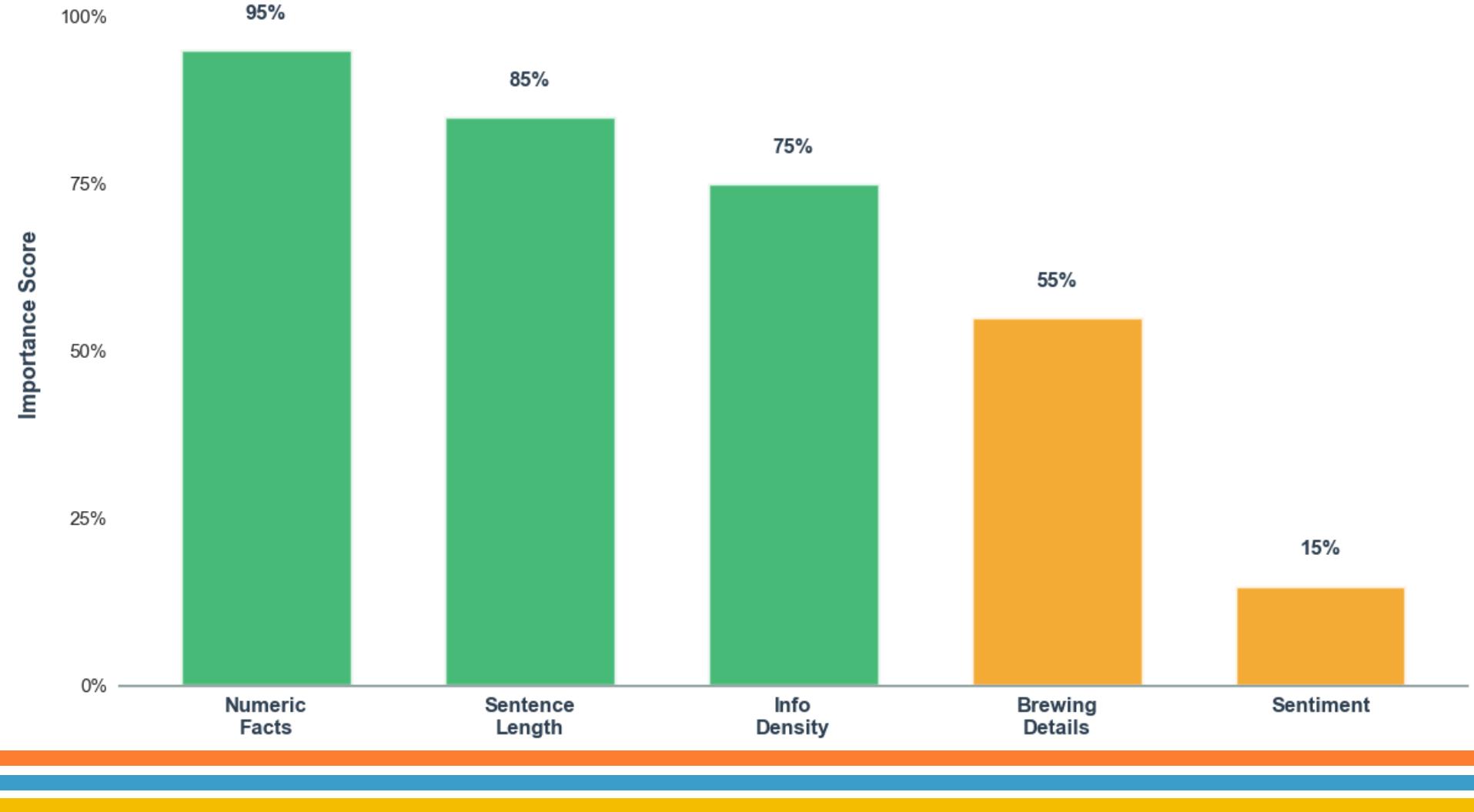
# Establishing Data Foundation



# 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)

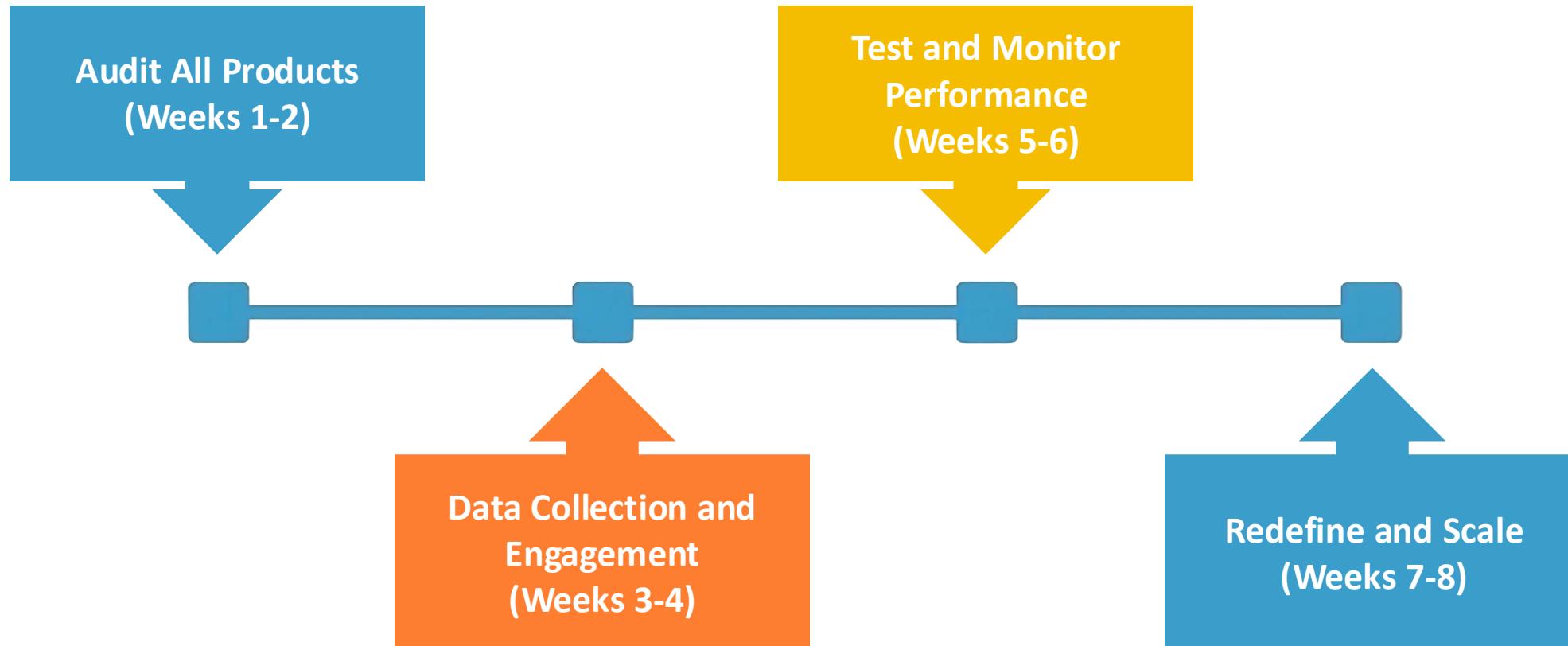
92%

# 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%
Descriptor Words	5	7	40%
Lexical Diversity	11	9.7	-12%

# 8-Week Actionable Implementation



# Regional Opportunities for Molson Coors

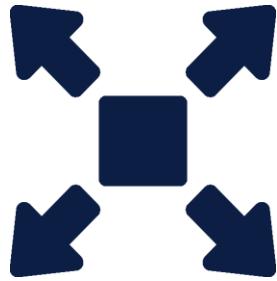
**Kroger Priority States: Texas, Missouri, Ohio, Georgia, and North Carolina gaps ranging from 11.0 to 32.5 points**

## 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



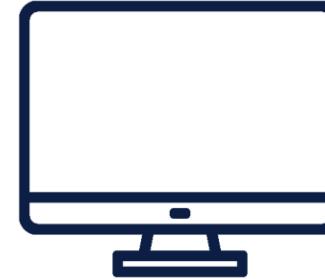
# Long-Term Holistic Approach



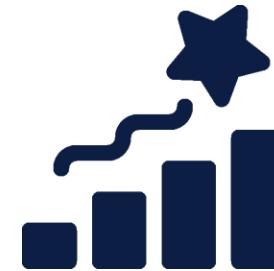
**Roll out optimized copy  
across all Molson Coors  
eCommerce channels**



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



**Establish ongoing  
monitoring dashboard**



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



THANK YOU