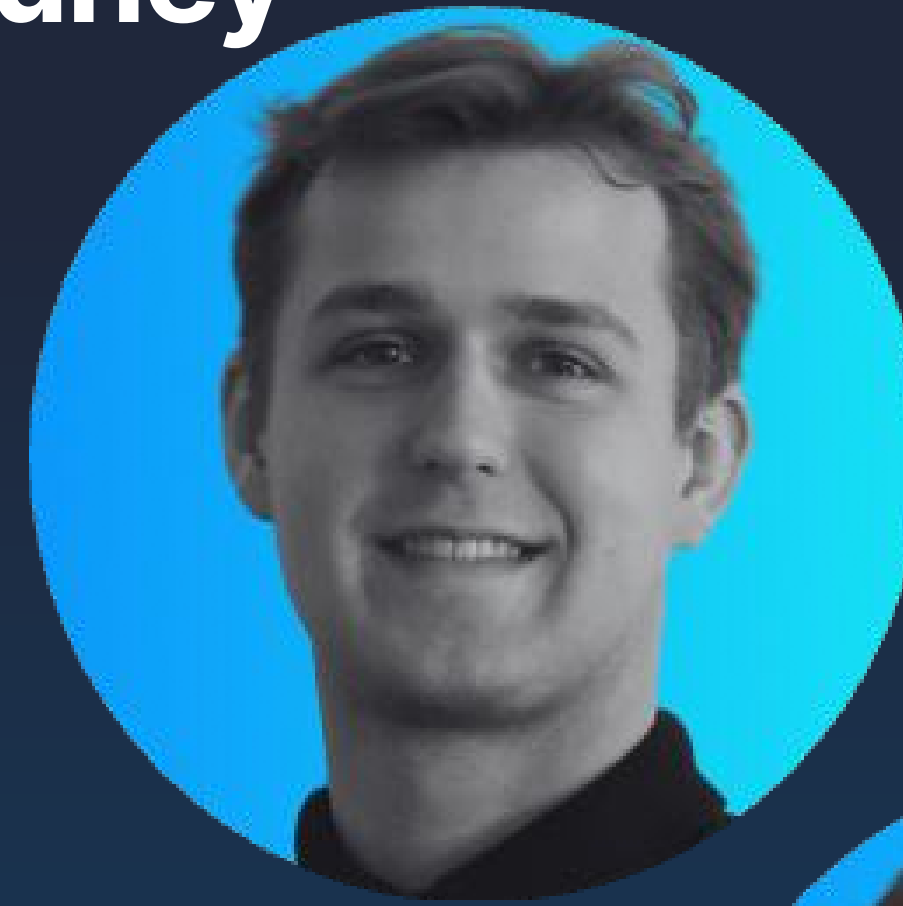


Scale your ecommerce content with digital co-workers



Our Journey

- Met at university
- Passion for problem solving
- Passion for helping people succeed



Then we met Jacob

- **Jacob has a passion for triathlon products**
- **Has a webshop that sells these products**
- **Struggles with the internet - He has a lot of manual tasks to do.**



The hidden cost of ecommerce growth



Drowning in Content Work

75% of e-commerce stores can't keep content updated



Rising Google Ads costs

Google Ads prices increased more than 40% this year



Missing Out on Organic Traffic

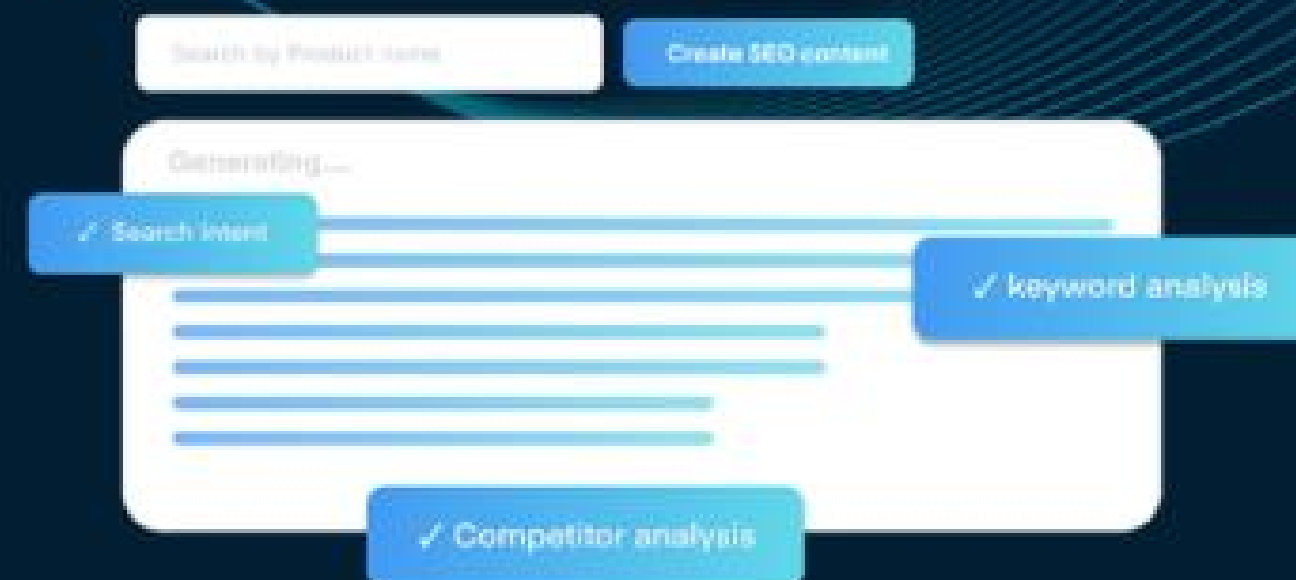
"Over 70% of webshops lack keyword optimization

Meet your new AI-Agents

SEO Agent

Category pages written exactly how an SEO expert would write them. With data-driven competitor analysis and strategic keyword targeting - but with something they can't offer: constant monitoring and automatic updates as markets evolve

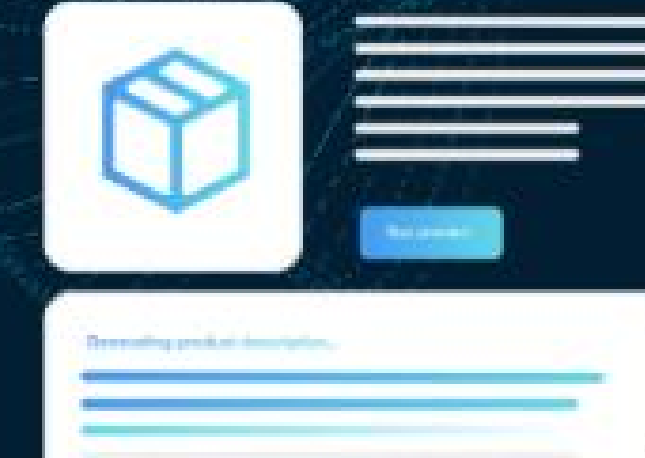
[Learn more](#) ↗



Product Writing Agent

Product descriptions written exactly how your best copywriter would write them - analyzing every product detail and verifying every claim - pushed directly to your product pages

[Learn more](#) ↗



Data Enrichment Agent

Your product data, automatically enriched, ensuring your product pages always have the details customers need.

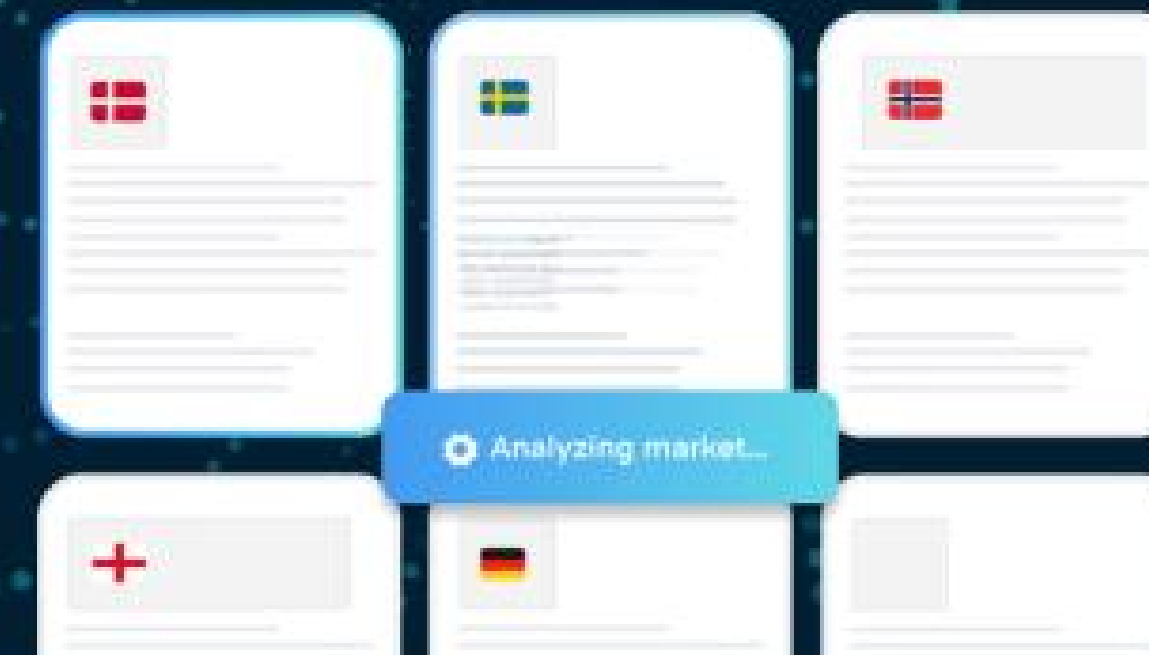
[Learn more](#) ↗



Market localization Agent

Category pages and product descriptions optimized for each local market - with competitor analysis and local search behavior insights built into every text

[Learn more](#) ↗



Product Descriptions That Write Themselves

We combine deep product understanding with advanced AI to create accurate, engaging product texts – that actually sell.





VITTINGE Basic



Skridsikker bademåtte VITTINGE 55x55 grå

★★★★☆☆ (40)

75,- /stk.

Plus evt. fragt

Vælg størrelse

Skridsikker bademåtte VITTINGE 55x55 g... ▾

Levering eller afhentning?

Levering

● På lager



Click & Collect

● På lager i 114 butikker

Gratis og klar til afhentning på 30 minutter

- 1 +

Læg i kurv

Anbefalede produkter



Håndklæder



Ubegrænset returret

Ingen tidsbegrænsning - du kan returnere i vores butikker



Prissikkerhed

30 dages prissikkerhed på alle varer



Fleksibel levering

Hurtig og nem levering der passer dig



Skridsikker bademåtte i grå

Skridsikker bademåtte VITTINGE fra JYSK er designet til brug i badet. Denne praktiske og skridsikre måtte har et gittermønster og små åbninger, der passer til forskellige badeværelser. Den er udviklet med fokus på sikkerhed og komfort, så du kan føle dig tryk, når du træder ud af badet eller brusebadet. VITTINGE er ikke kun skridsikker, men også designet med hygiejne i tankerne.

- str 55 x 55 cm, grå.
- Sugekopperne på undersiden sikrer en sikker fastgørelse.
- Materiale: Termoplastisk gummi, 50 % genanvendt.
- Ensfarvet grå design med gittermønster og små åbninger.
- IP44-certificeret for vandmodstand.
- Håndvask anbefales.
- Må ikke bleges, tørretumbles eller stryges.
- Kvalitet: BASIC.

Sikkerhed i badeværelset

VITTINGE bademåtten er udstyret med sugekopper, der er designet til at holde måtten på plads på badeværelsesgulvet. Gittermønsteret og de små åbninger i måtten er udformet til at hjælpe med at aflede vand fra overfladen. Dette design reducerer risikoen for at glide og gør måtten mere hygiejnisk ved at forhindre vandophobning. Den skridsikre overflade og IP44-certificeringen sikrer optimal sikkerhed, mens den hygiejniske konstruktion bidrager til et renere badeværelsesmiljø.

Vi kan anbefale, at du også tager et kig på kategorien [bademåtter](#).

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Basic



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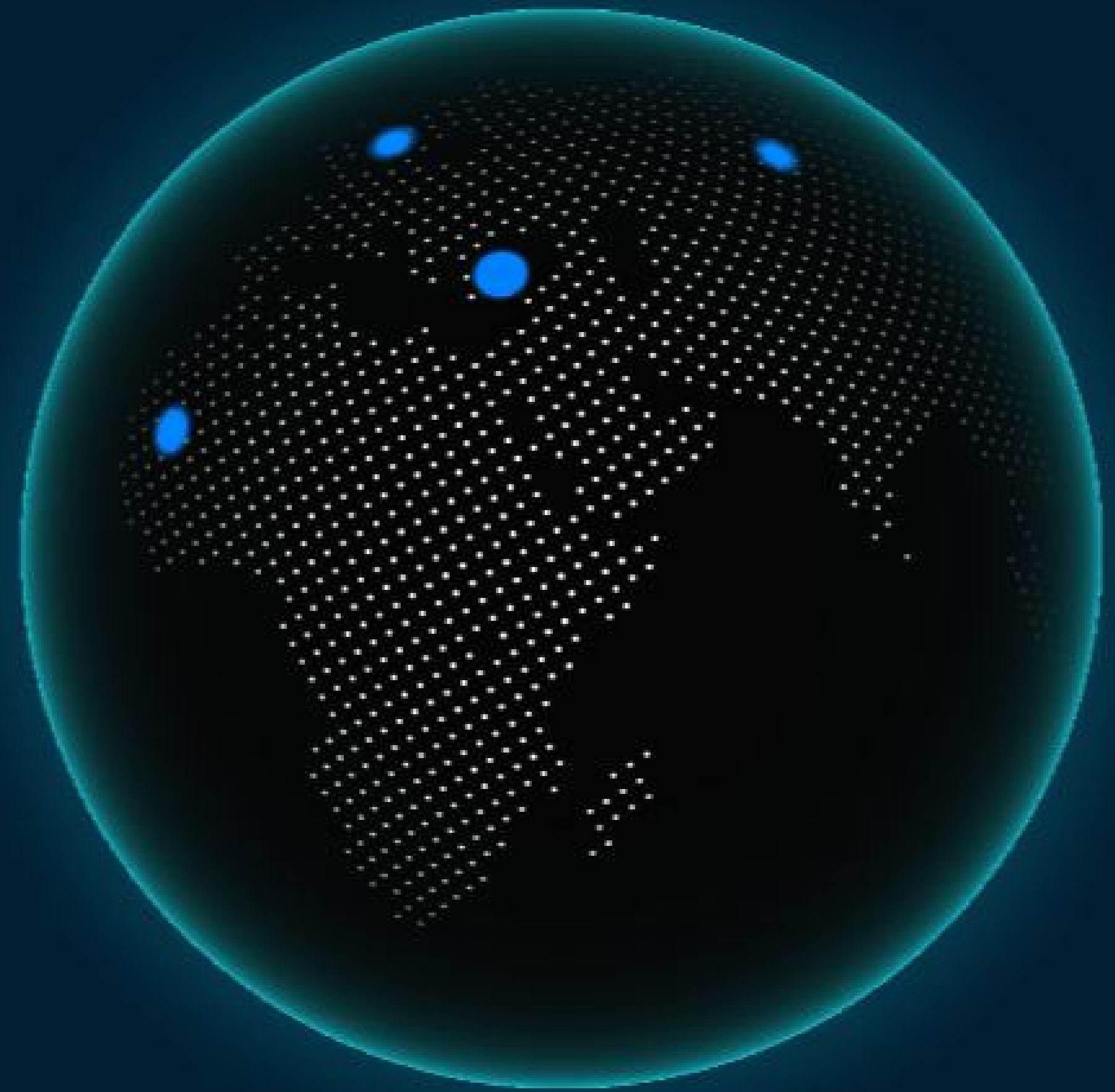
Fleksibel levering

Hurtig og nem levering der passer dig

Don't let missing product details hold you back

We automatically find and verify missing product information from trusted sources across the web – ensuring your product texts are always complete and accurate.

- Higher conversion rate among users
- Easier to create filters in store thus making it easier for users to find what they are looking at
- Cheaper to do Google Ads
- Easier for google to trust your site -> Higher domain ranking
- Easier to create new categories
- Bad data quality can harm your brand



Platform DEMO



CURRENT SITE

Energidepotet Danish

MENU

Home

Products

Categories

History

Personalize

Add site

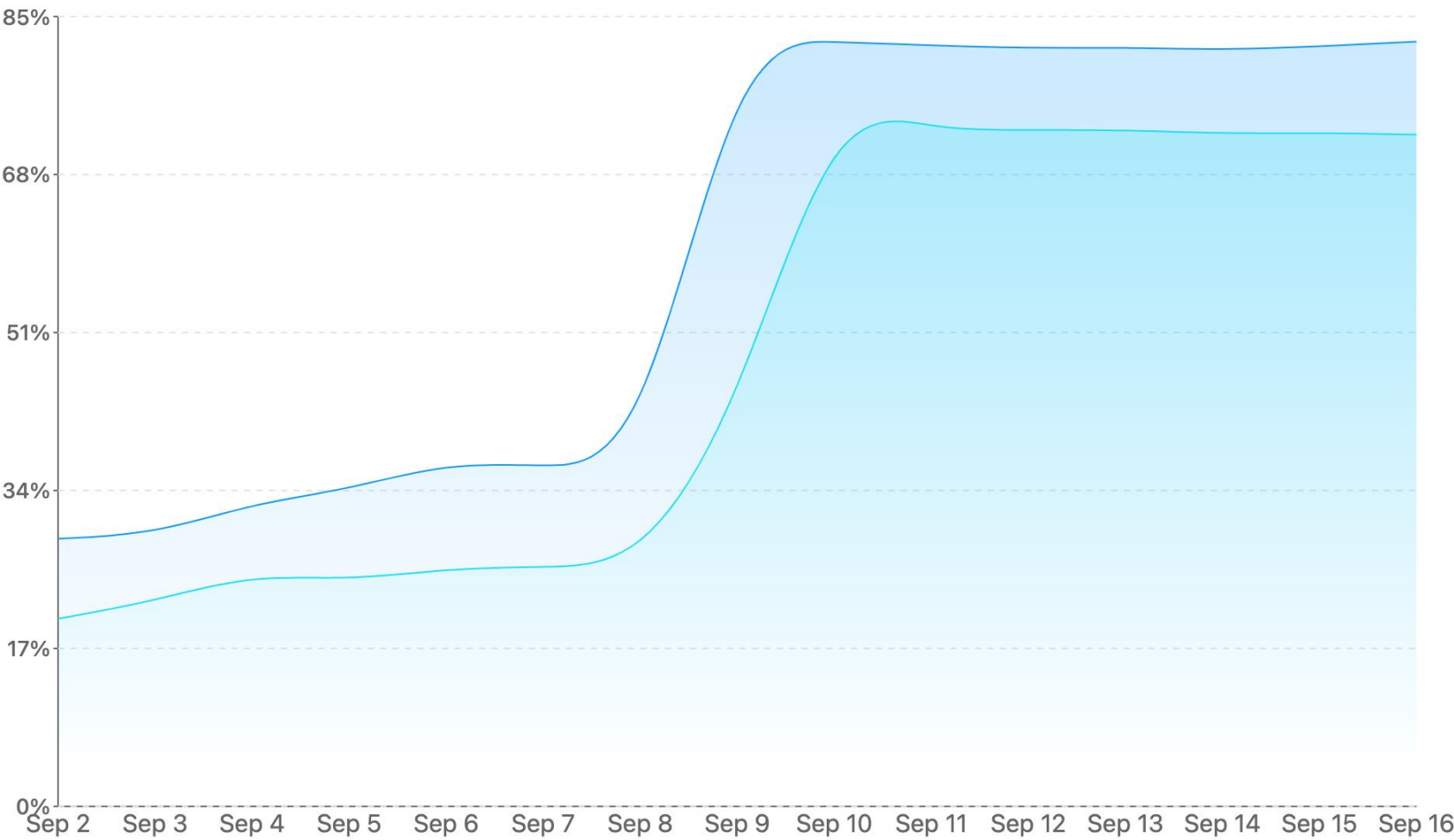
Magnus Bruun
Rasmussen

Welcome back, Jacob

This is the Cernel platform's homepage. Here, you have access to vital metrics and other information related to your website.

Average score ?

Products Categories



GOOGLE KEYWORDS

0%

Keywords appearing on Google.

TIME SAVED

0

Hours saved in total

AMOUNT OF WORDS

323% +453.313

Words added to your site

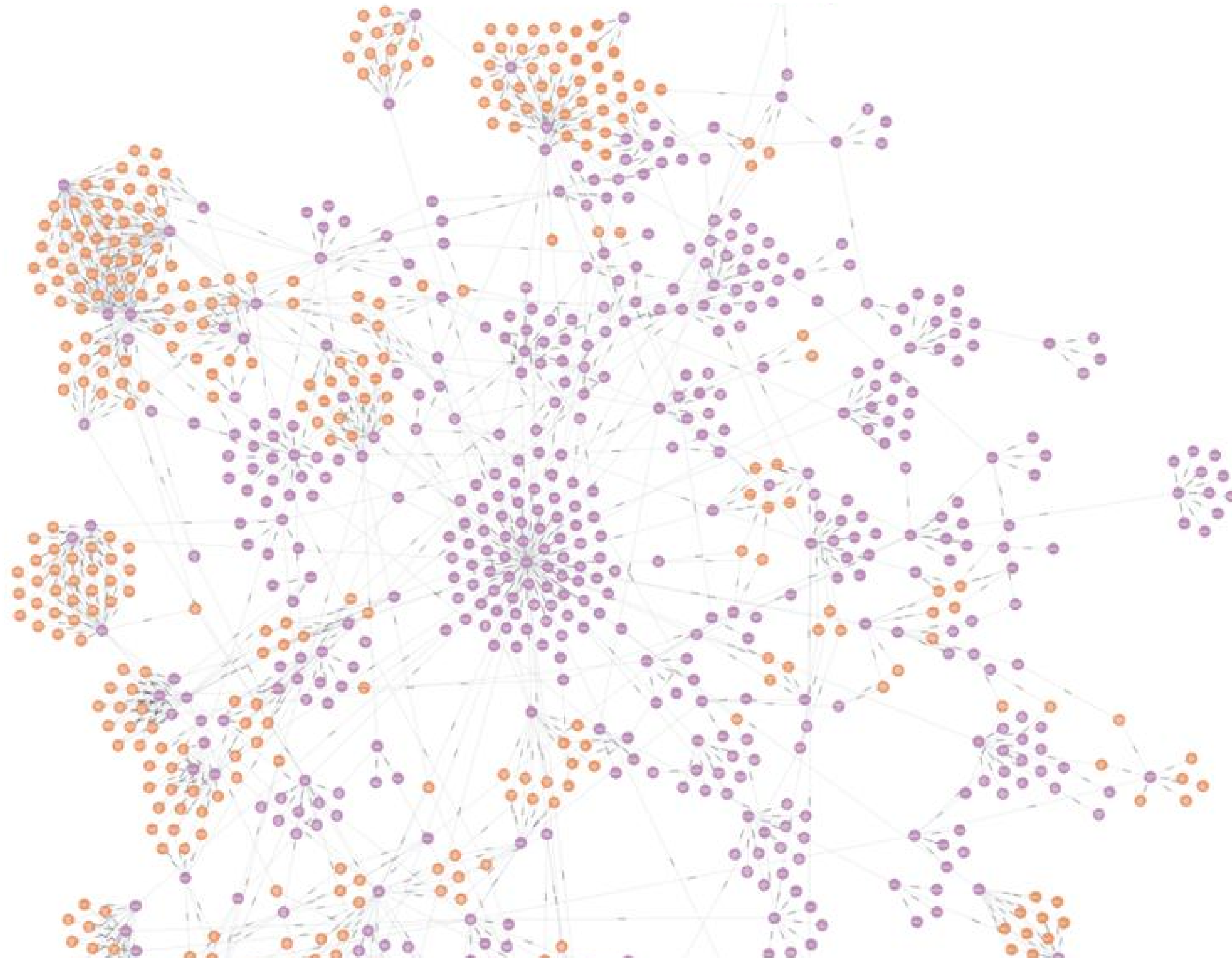
LINK COUNT

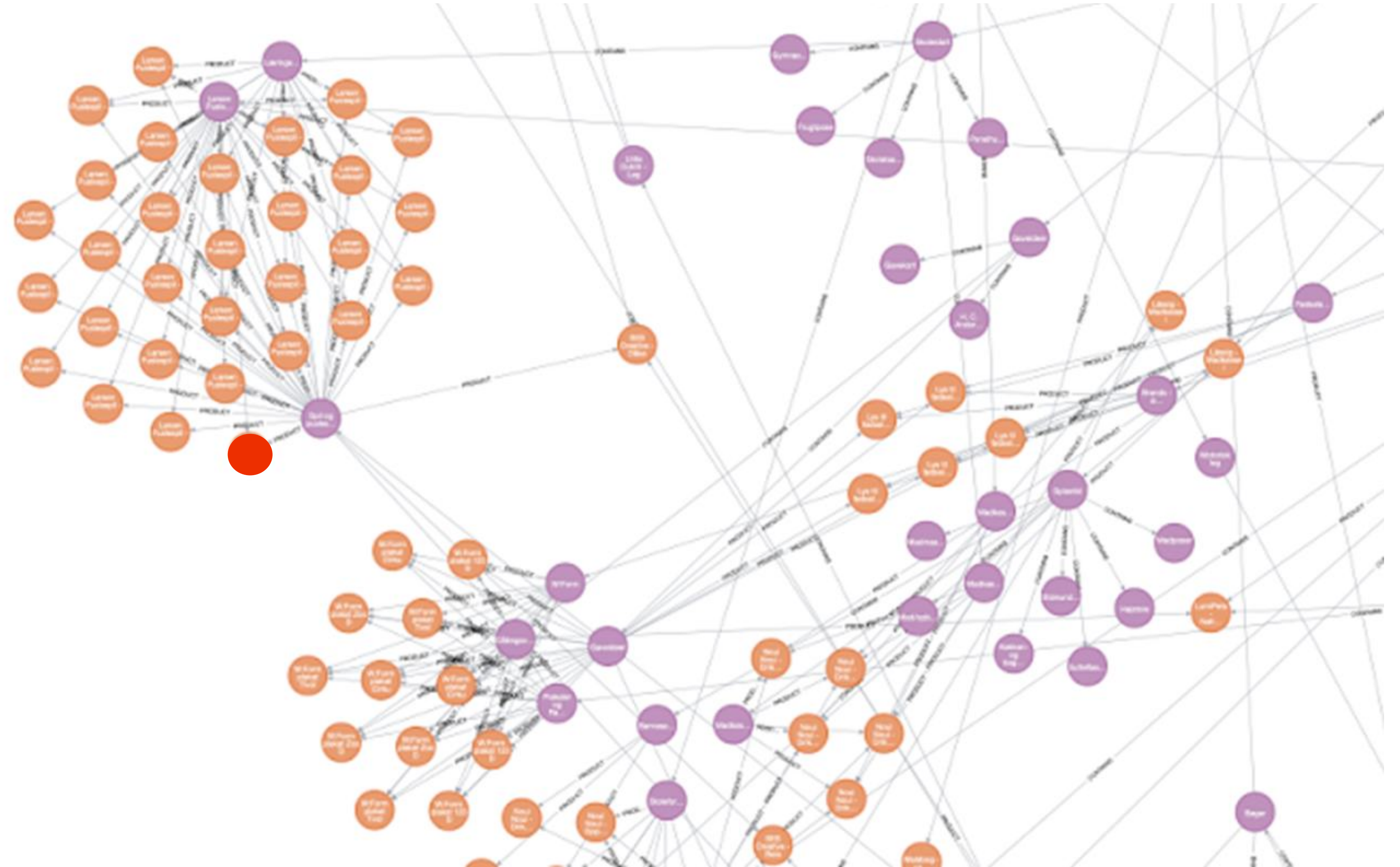
208% +1.885

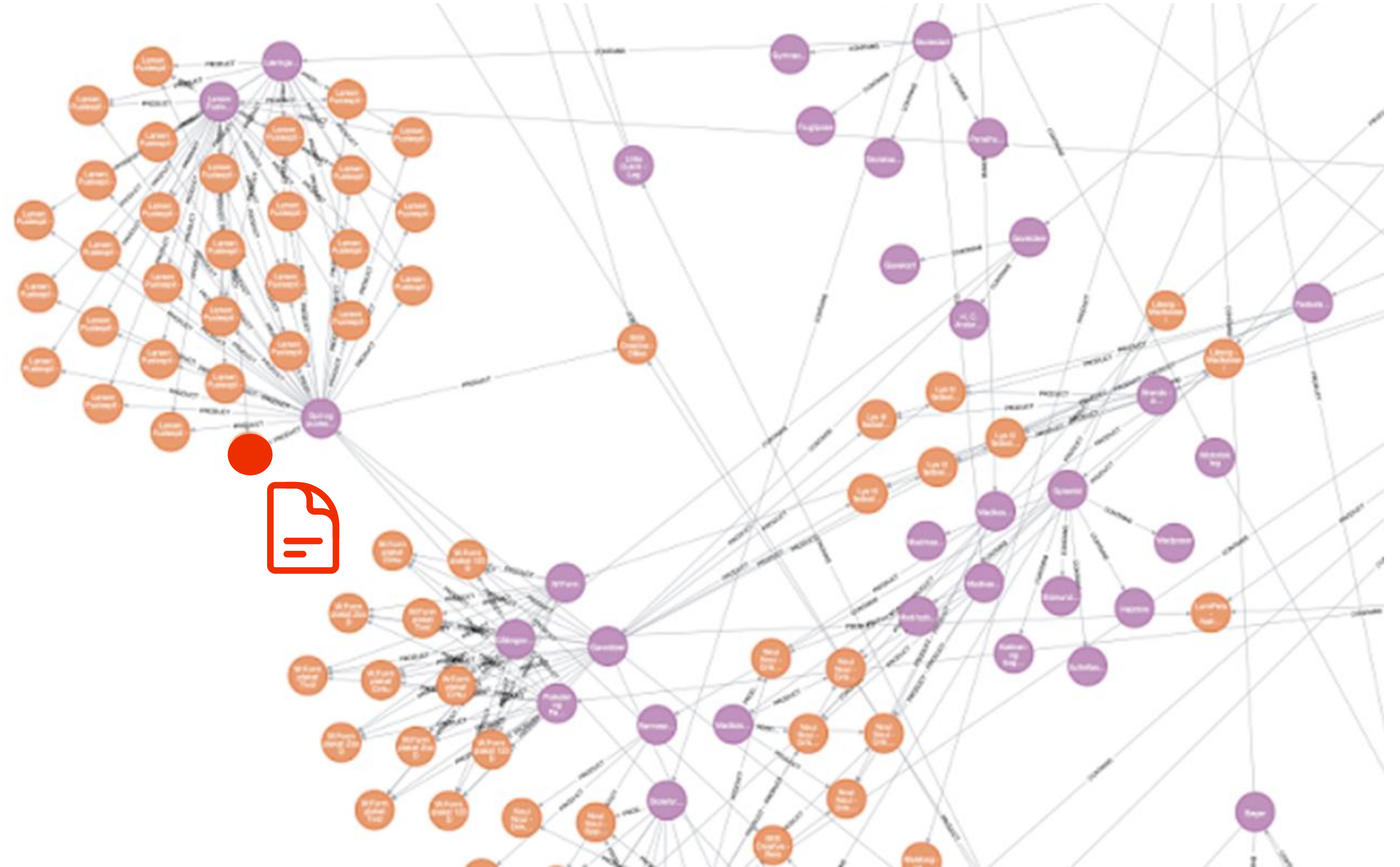
Links added to your site

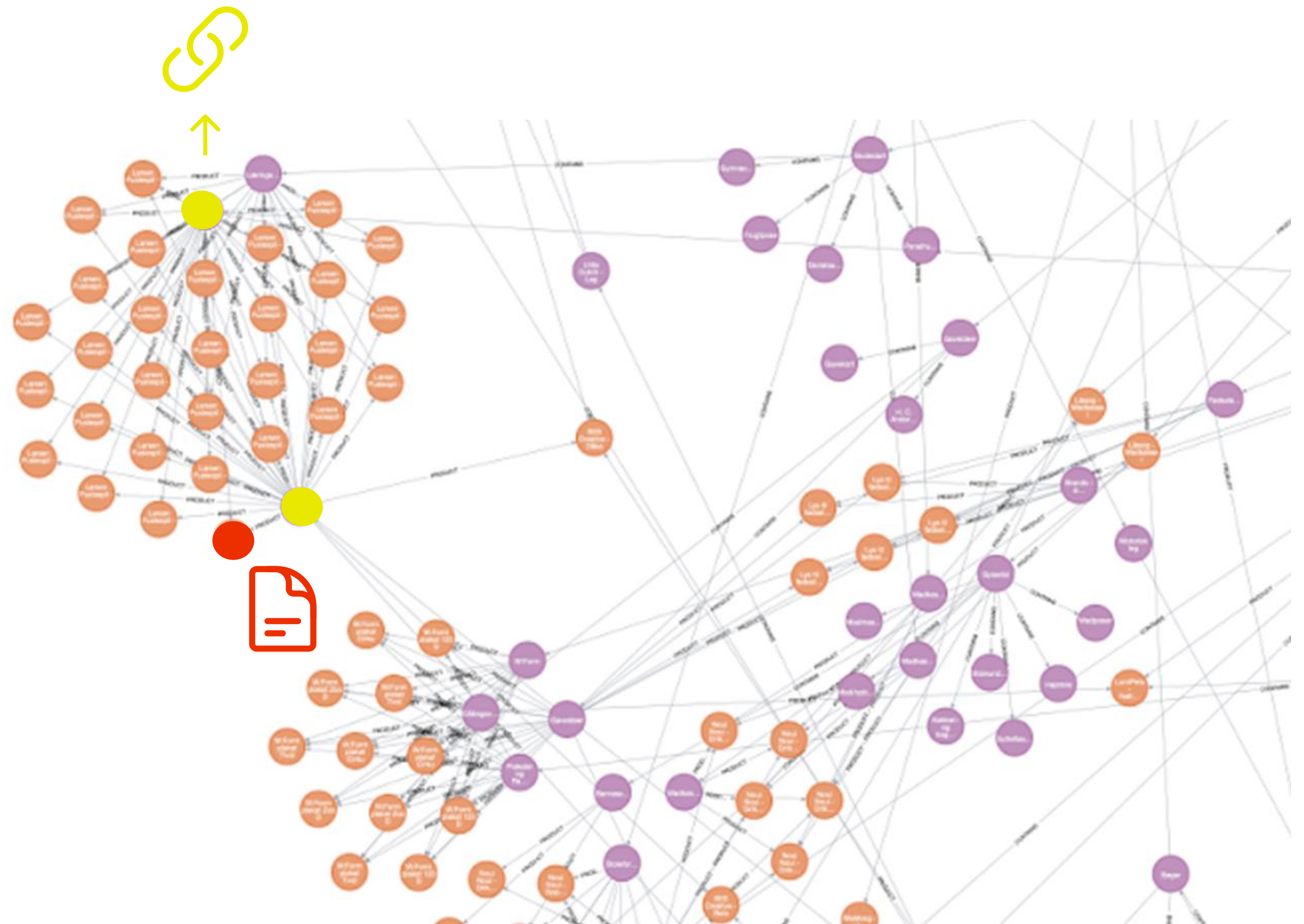


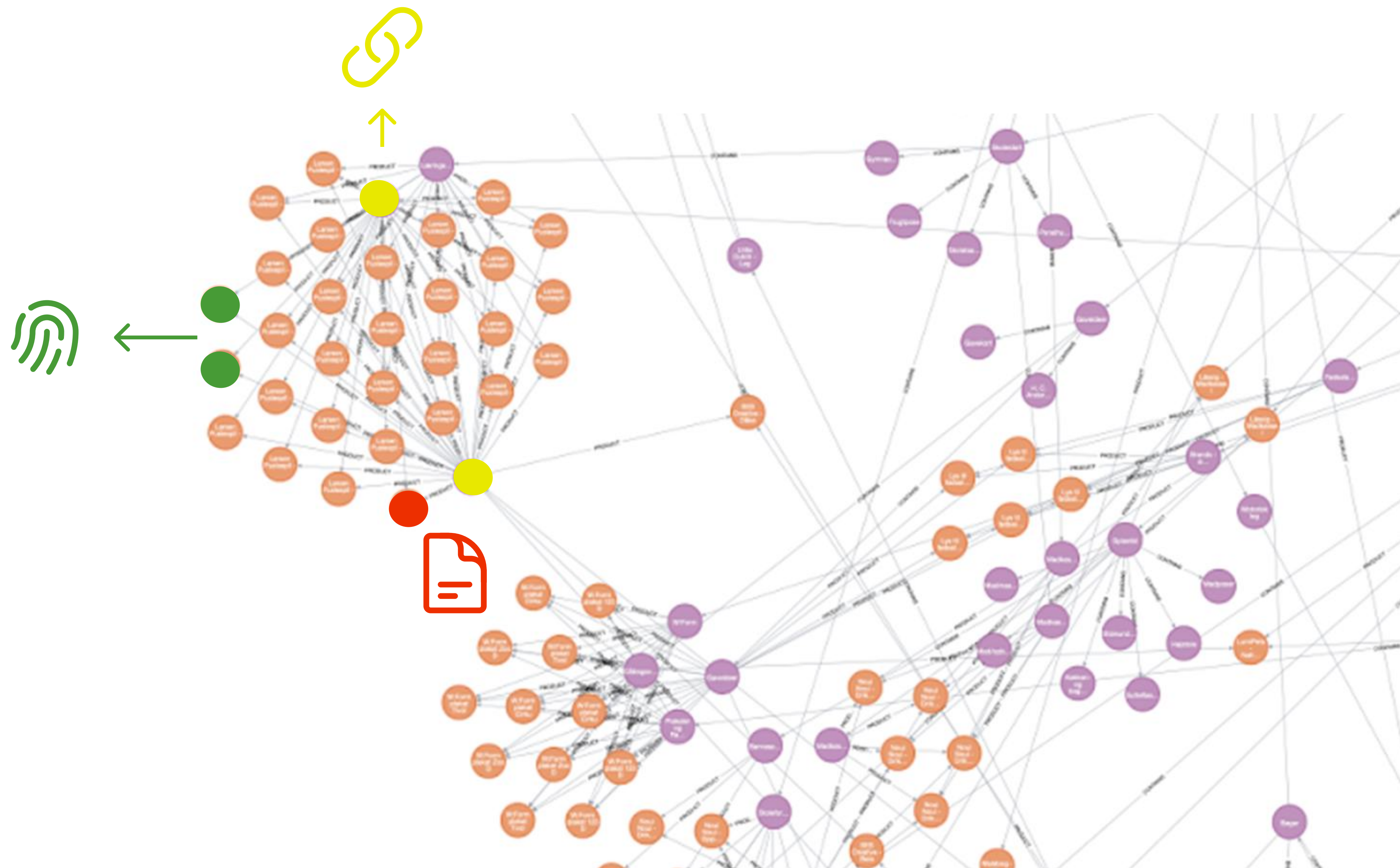
Data

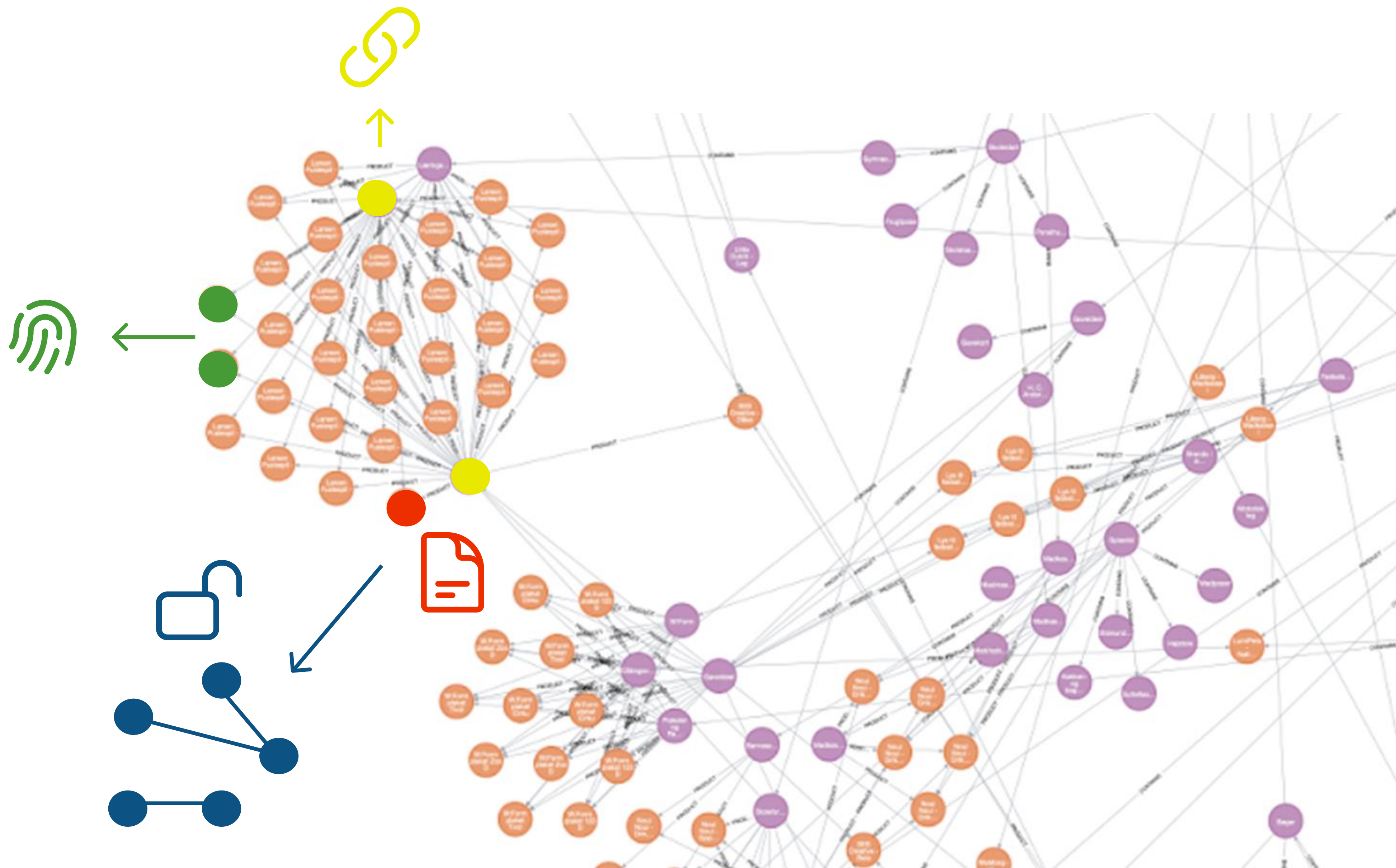


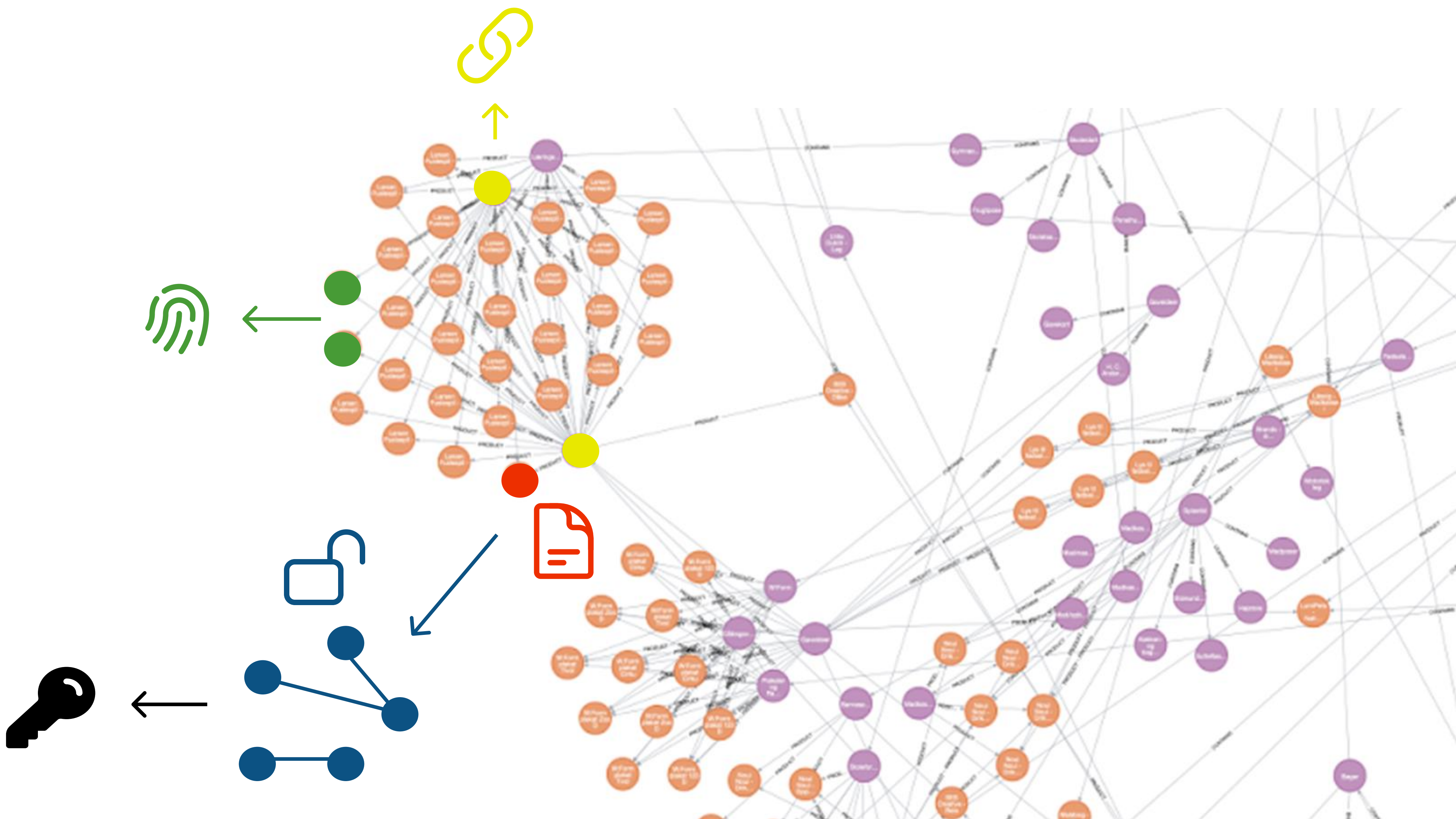


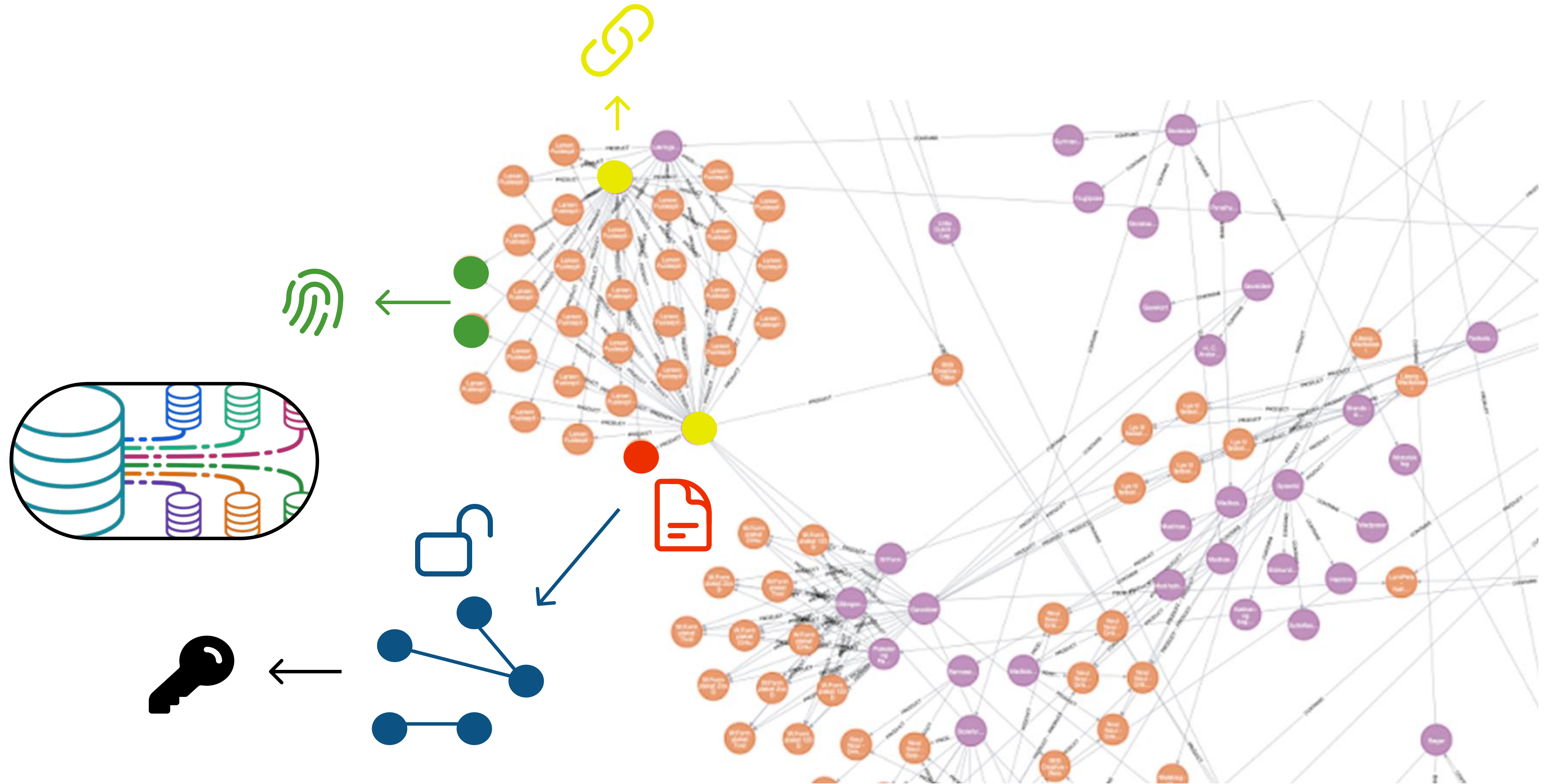


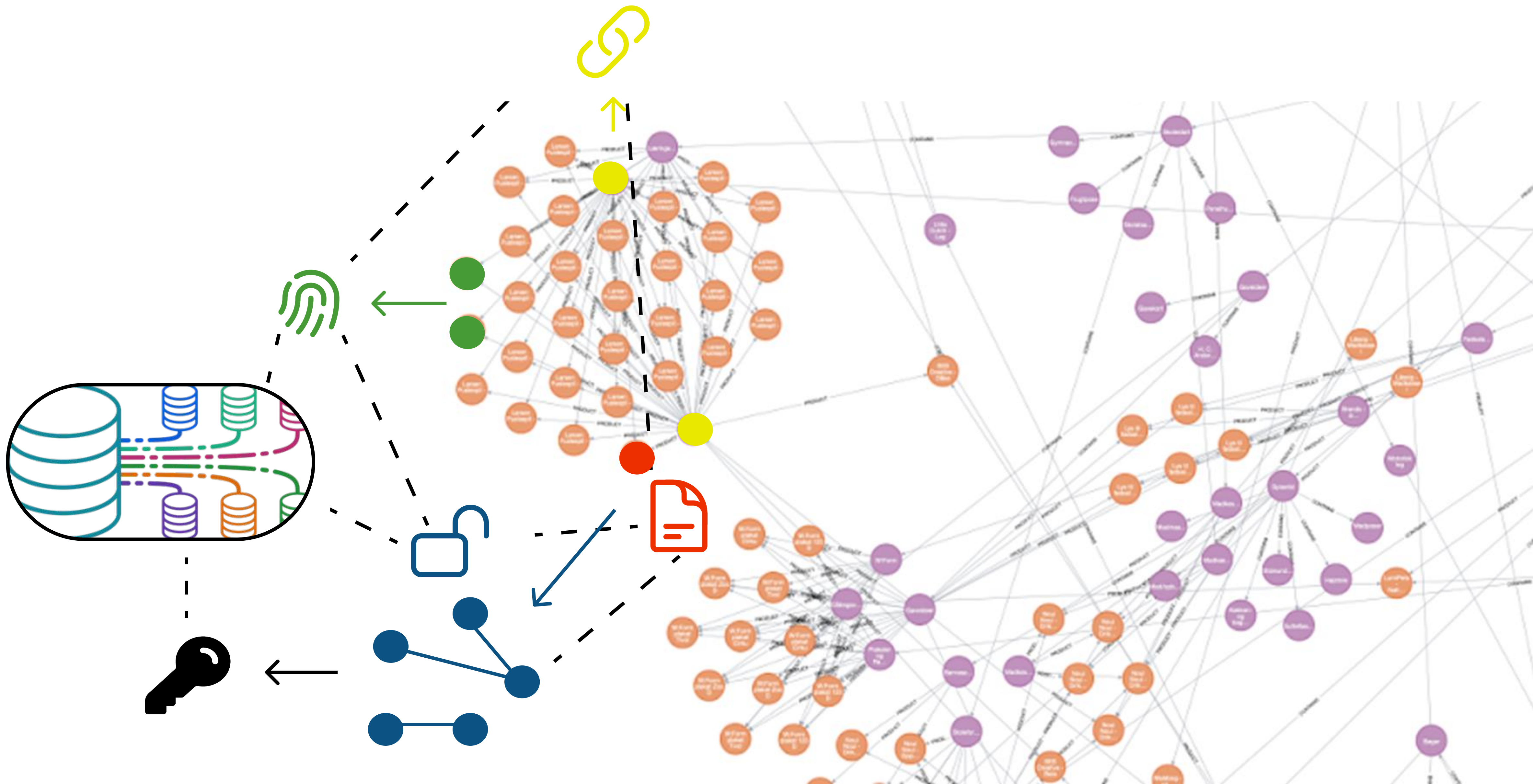










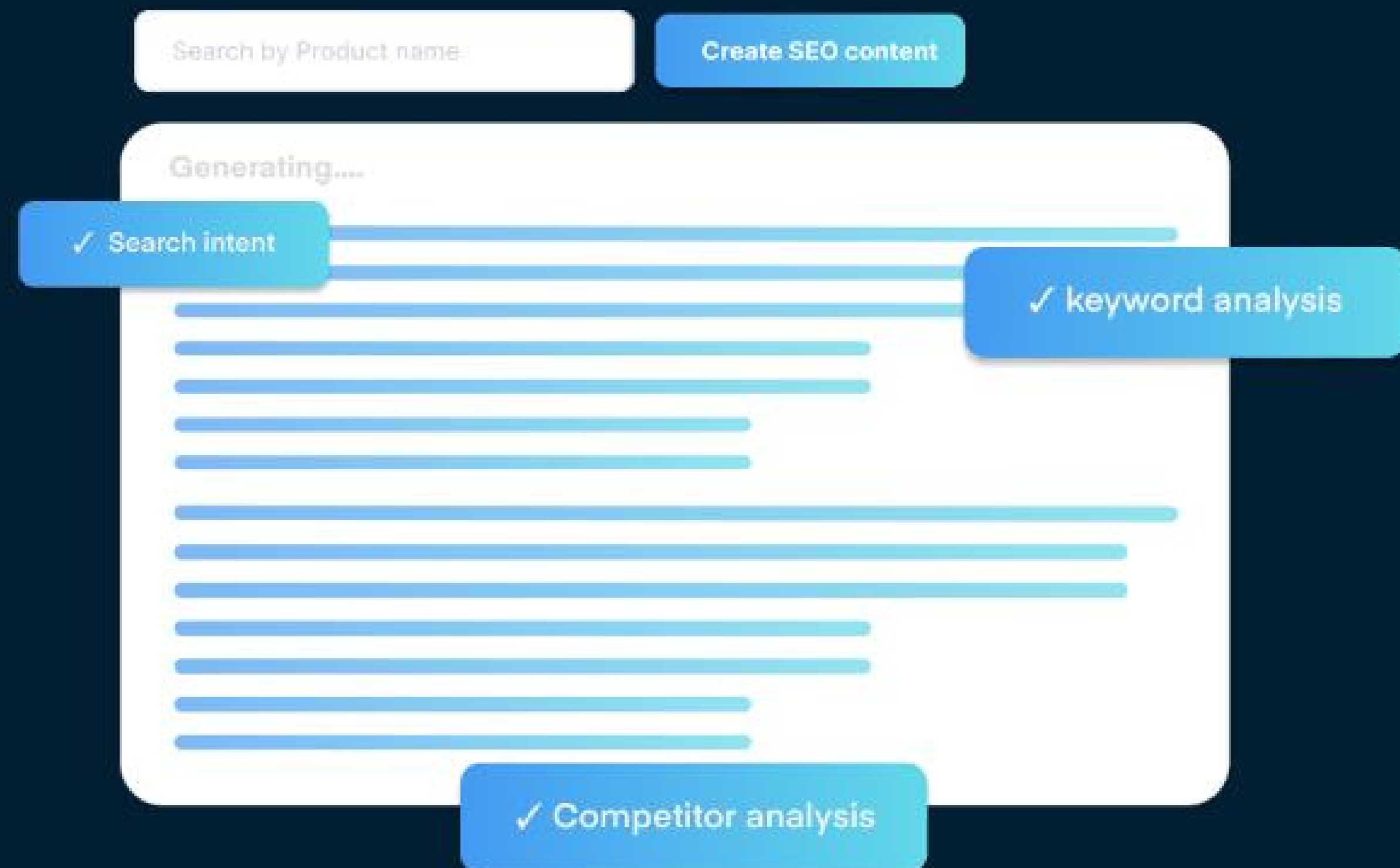


Category Descriptions written like an SEO Expert would

"What Cernel has built is essentially my exact process for writing high-performing category content – from competitive analysis to keyword research to search intent – but automated. It's like having an SEO expert work 24/7 on your category pages."

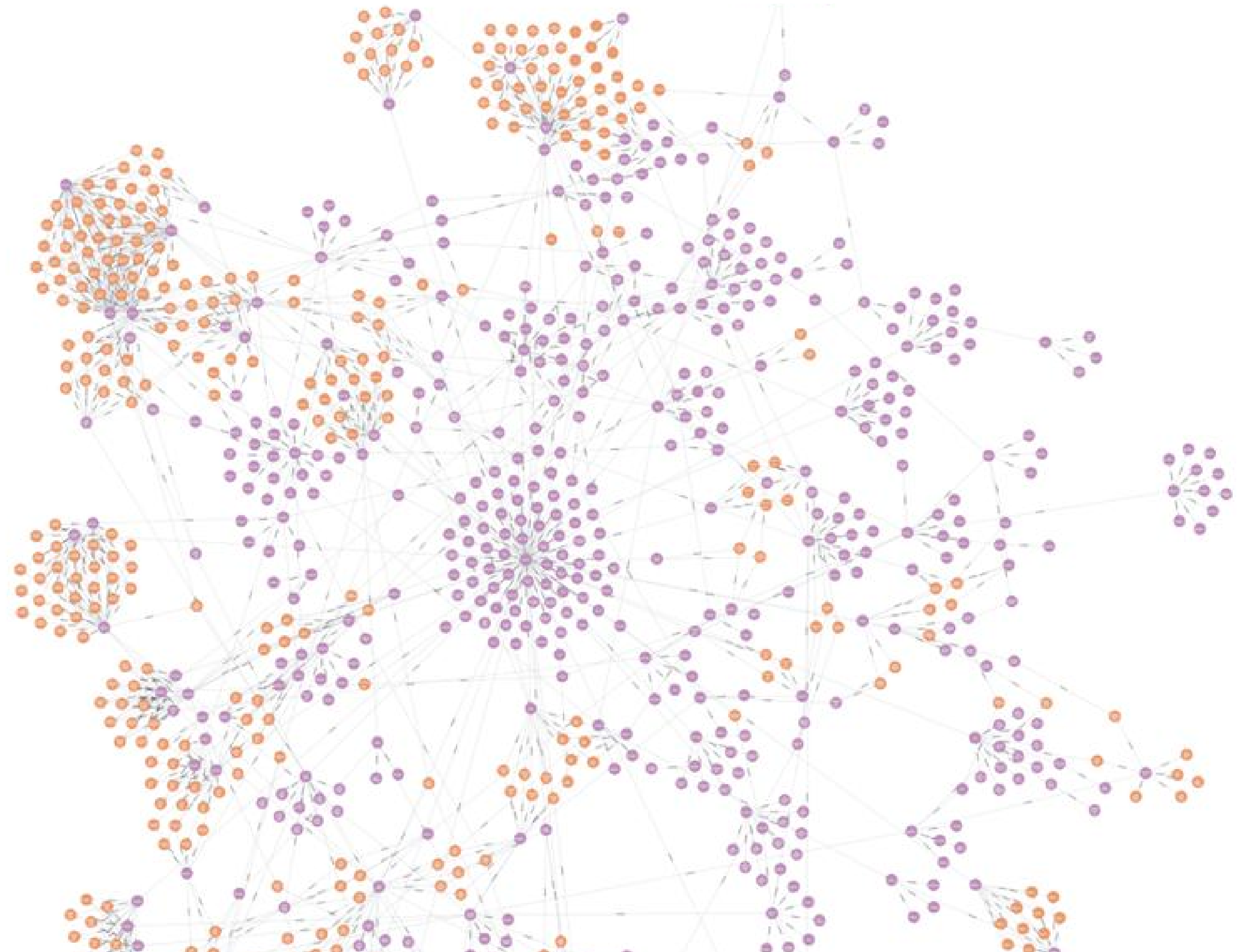


Matti Ljungberg, SEO Consultant with 10+ years experience



Data

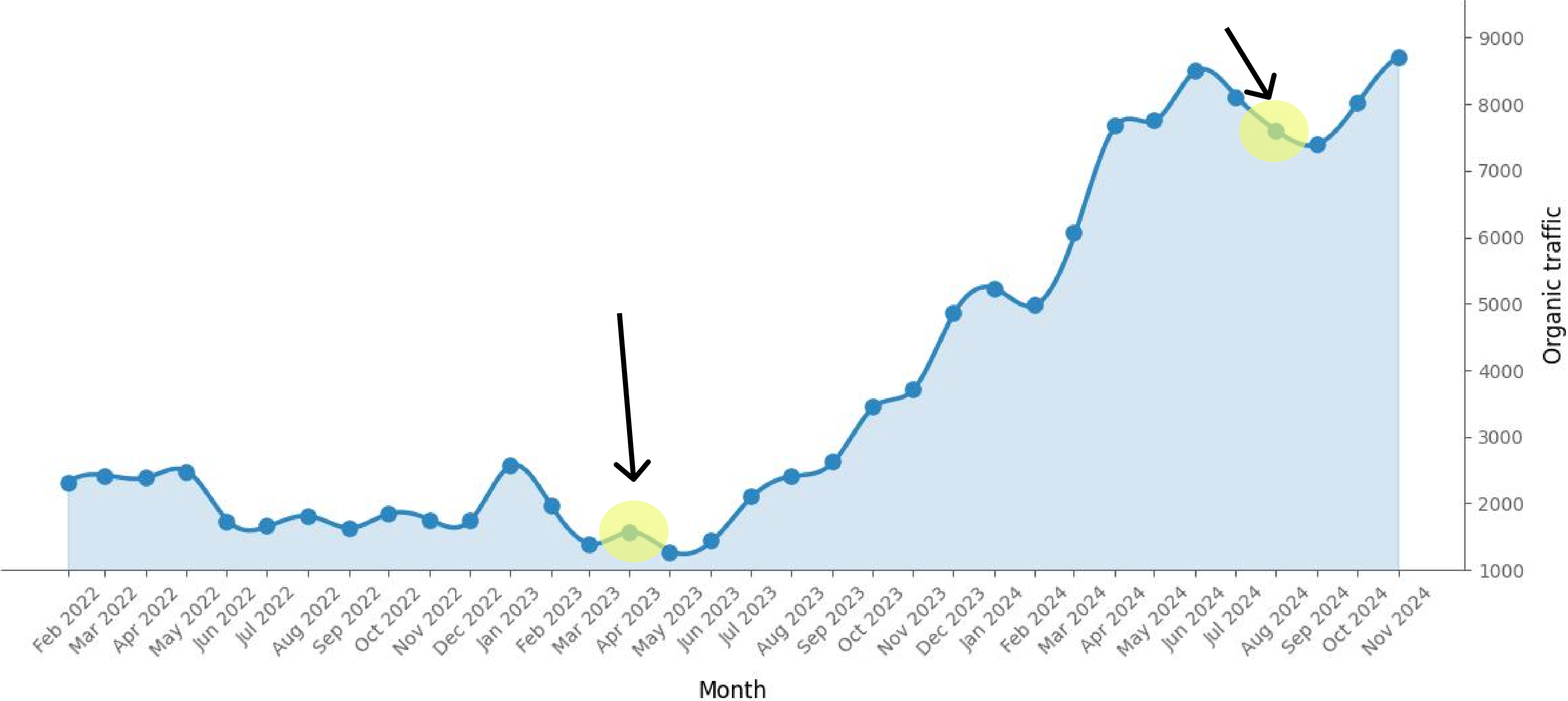
- Graph database
- Google Analytics
- Google Search Console
- Semrush
- Google Ads
- Webscraping
- Natural Language Processing
- Google vertex



Platform DEMO

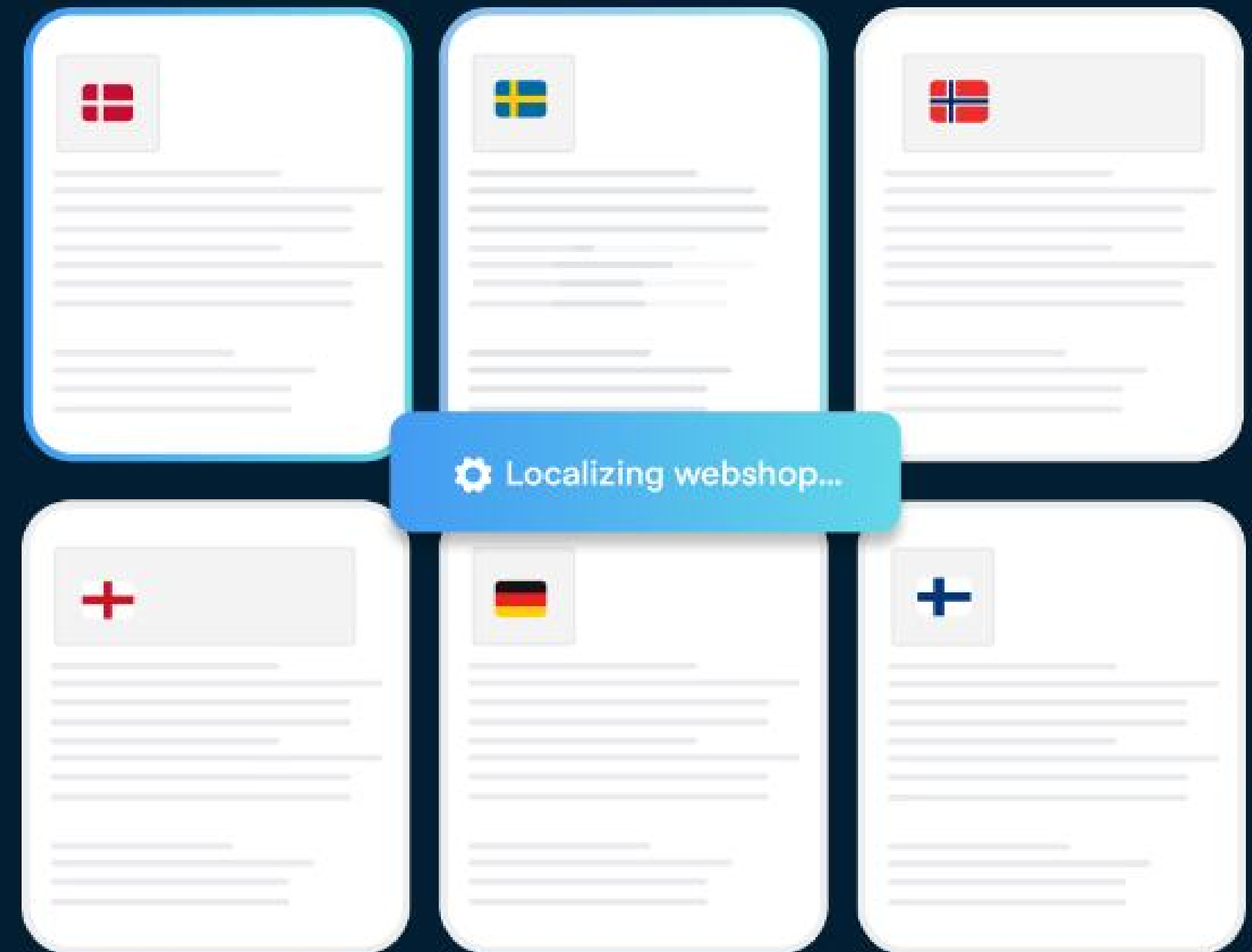


Energidepotet.dk



Expand globally rank locally

Local markets need local content. Our AI analyzes regional search patterns, competitor positioning, and buying behaviors to create market-specific product content – not translations.



Translation vs. Market Localization

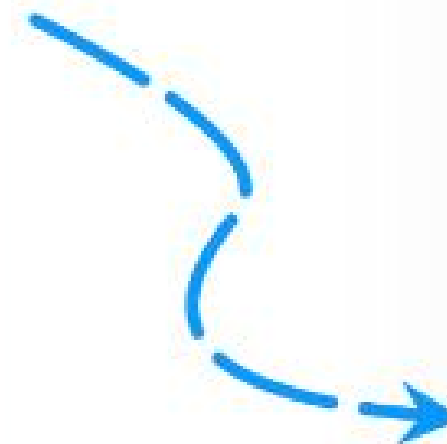
Launch your website for local market success with AI-powered localization that captures search intent and drives organic traffic in every market.

Why Traditional Translation Falls Short

- ❗ No local search intent and keyword opportunities
- ❗ No market-specific competitor strategies
- ❗ Ranks poorly in local search results
- ❗ Static content that quickly becomes outdated

Results

A word-for-word translation that fails to capture local market opportunities and struggles to generate organic traffic.



Cernel's Automated Process

- ⚡ Local search behavior and trends
- ⚡ Market-specific keyword optimization
- ⚡ Cultural context adaptation
- ⚡ Competitor content gap analysis for each market

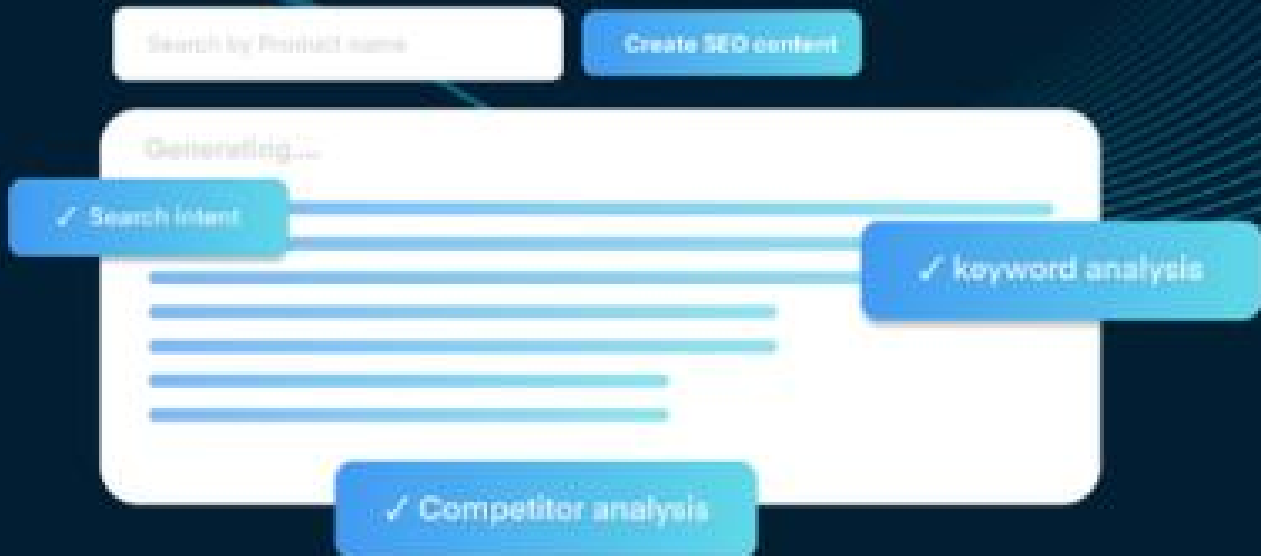
Results

A market-optimized presence that captures local search intent and drives organic growth from day one.

Why market localization has a high Return On Investment

Quick Impact

Most shops either lack native content or rely on basic translation. Moving from no local content to a fully localized webshop unlocks organic traffic from local customers who can finally discover and understand your products in their own language.



Infrastructure

You already have a tech stack that works. You have learned from the first store. These learnings automatically means better infrastructure and less technical mistakes in the new country.



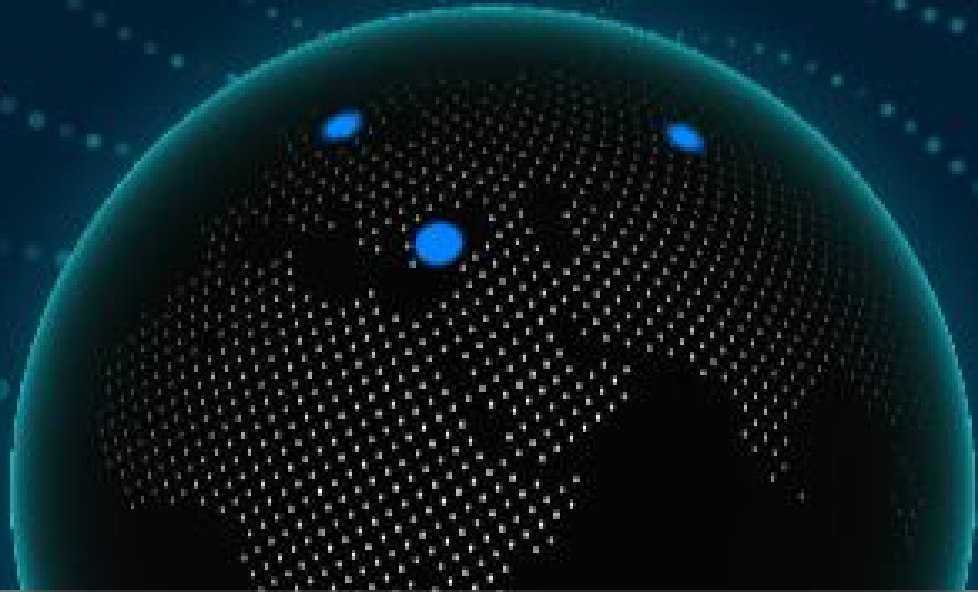
Product catalog

You already have a large-scale product catalog and good product data. This makes it easier to target your new costumers.



Domain ranking

Your established domain authority gives you a powerful advantage. Instead of starting from zero with new local domains, your localized content inherits some of your main site's SEO strength - helping you compete faster in new markets.



CROWD DEMO



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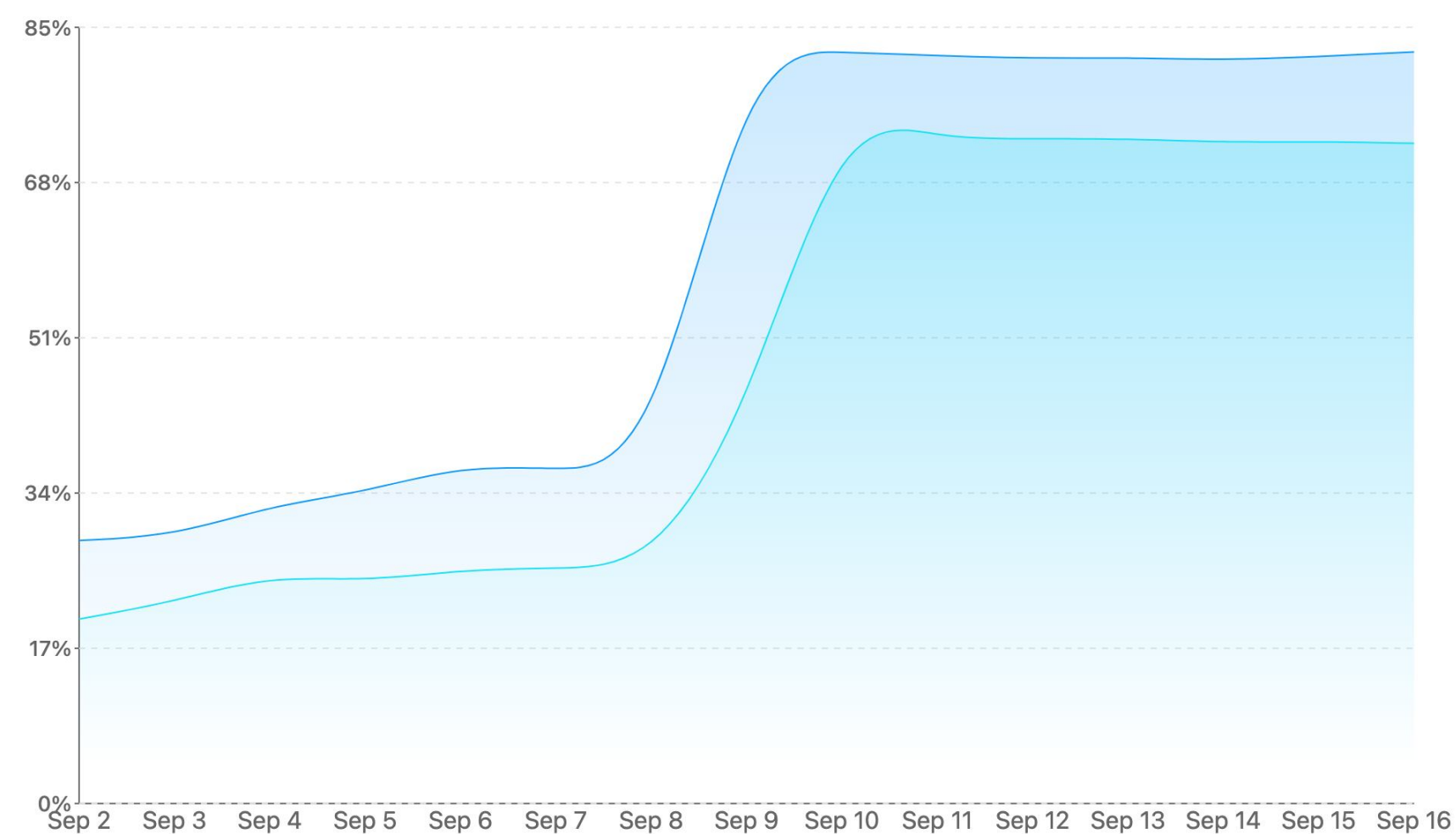
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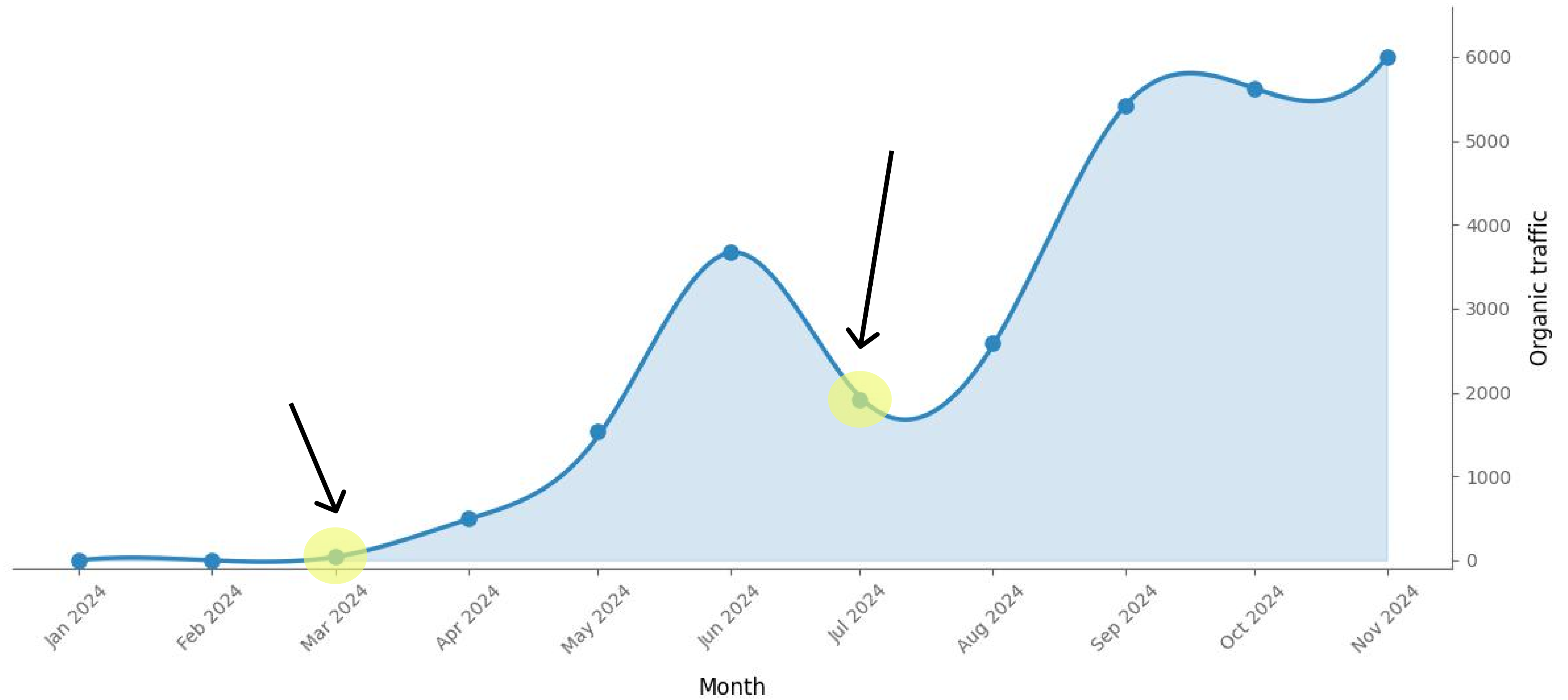
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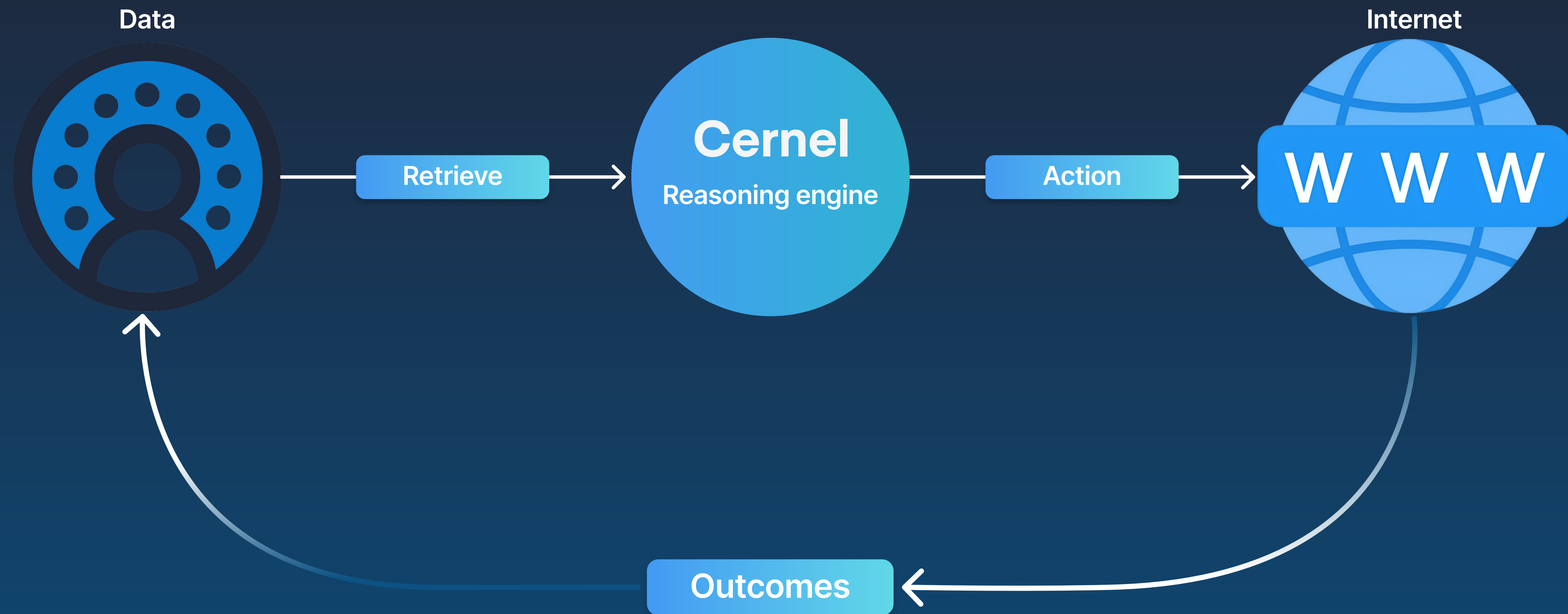
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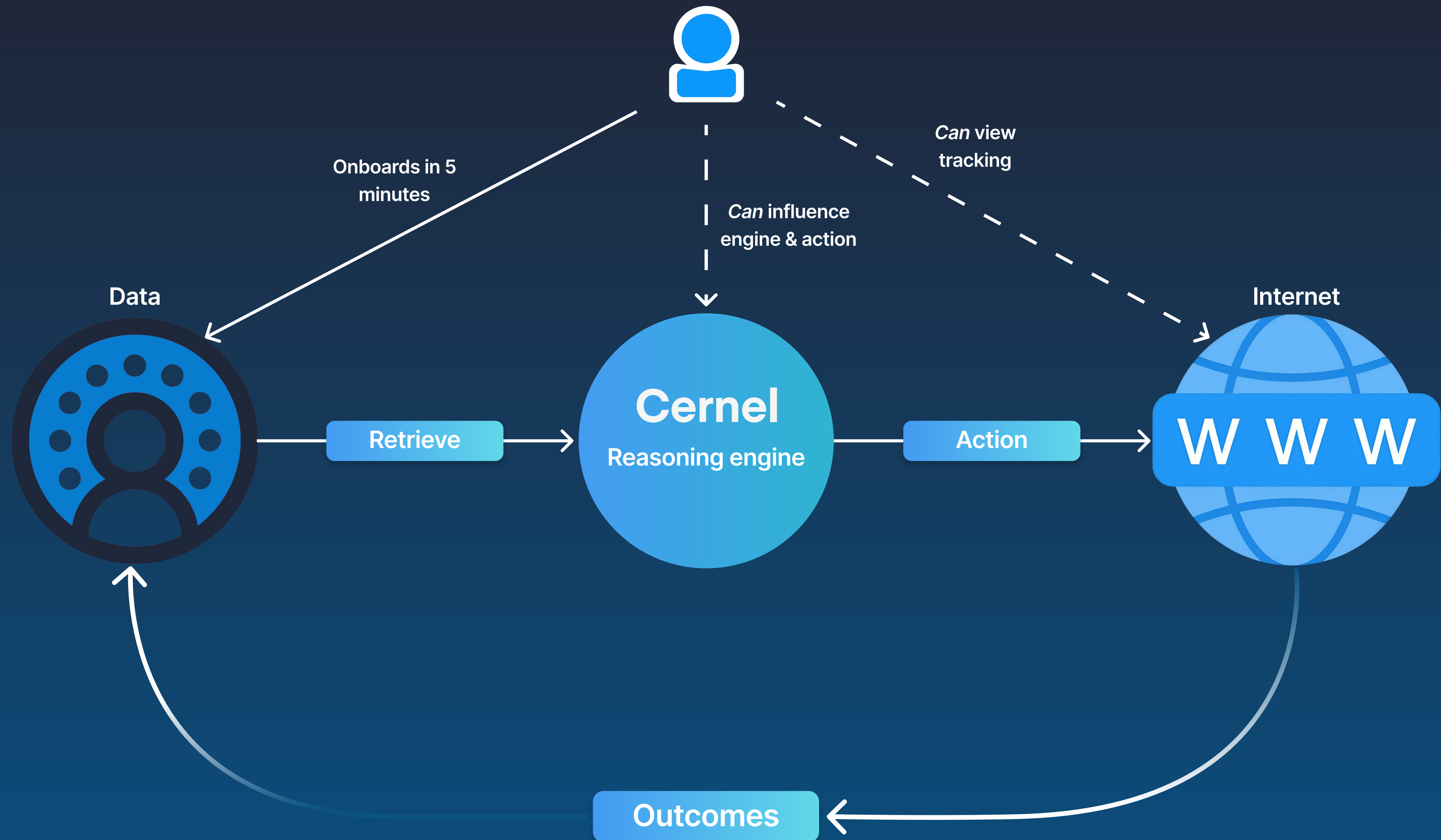
Viamaja.se



Continuous learning with Cernel



Continuous learning with Cernel



Want to know more? Lets connect!



- Website: Cernel.ai
- LinkedIn: Andreas Busch
- Mail: amb@cernel.ai
- Free Software code:

One month on pro version (Value: 4500,-) with code: [AIDAY2MONTH](#)



Andreas Busch

Founder & CEO @ Cernel | Writing
about our start-up journey 🚀

