

// CATALOG INTELLIGENCE PLATFORM

Your Catalog. With a Brain.

Most commerce teams invest in search, SEO, and AI — then wonder why results disappoint. The root cause is always upstream. **Your catalog is the operating system of your commerce business.** CatalogIQ is the only platform built to score, enrich, and govern it — continuously.

// THE PROBLEM

15–25% of revenue

Lost annually to poor product data quality — not from catastrophic failures, but from **accumulated friction**: errors, workarounds, and missed discovery. (MIT Sloan)

31% of search attempts

Fail completely — not because products are out of stock, but because **the catalog can't connect user intent to data**. AI makes this worse, not better. (Baymard Institute, 2024)

// CONTINUOUS CATALOG QUALITY



// 01 SCORE

Make Quality Visible

Continuous scoring across completeness, consistency, relevance, and AI-readiness. Not a snapshot — a living baseline that catches regressions before they compound.

// 02 ENRICH

Fix What Matters Most

AI-driven enrichment prioritized by business impact. Normalize attributes, enhance descriptions, optimize for search and discovery — at scale, without manual effort.

// 03 BUILD

Onboard New Data Clean

Ingest and normalize vendor feeds, CSVs, and manufacturer data into a consistent catalog schema. Validate quality at ingestion — before technical debt begins.

// 04 GOVERN

Maintain Standards Continuously

Automated validation, benchmarking against outcomes, and governance rules that keep quality from decaying. Systems don't stop. Neither does CatalogIQ.

// WHO IT'S FOR



B2B Distributors

Aggregating & normalizing data from hundreds of manufacturers. Score vendor feeds at ingestion. Prioritize remediation across millions of SKUs — without guessing.



Ecommerce Retailers

Improving search performance, conversion, and marketplace compliance. Turn catalog quality into a measurable growth lever — not a recurring cleanup project.



Marketplaces

Validating supplier data before it enters the system. Enforce quality standards at onboarding — stop catalog debt from compounding as supplier volume scales.



Manufacturers & Brands

Maintaining consistency as content is reused and syndicated across channels. Ensure data stays accurate and AI-ready everywhere it travels downstream.

470%

Increase in indexed pages
B2C Pet Retailer

7×

Organic clicks in 45 days
B2C Pet Retailer

1M+

SKUs analyzed
B2B Industrial Distributor

\$298B

Lost annually to poor data
MIT Sloan Management Review

Three Modules. One Continuous System.

 // 01

Catalog Scoring

VISIBILITY & MEASUREMENT

Before you can improve anything, you need to see it clearly. Scoring transforms vague concerns into specific, prioritizable problems — mapped to business impact.

- Score across 9 quality dimensions: completeness, consistency, accuracy, relevance, AI-readiness and more
- Identify which gaps cost the most revenue
- Continuous scoring — not a one-time audit
- Category- and SKU-level diagnostic maps
- Benchmark against your own history & outcomes

 // 02

Catalog Enrichment

AI-DRIVEN IMPROVEMENT

With visibility into what's broken, enrichment addresses the gaps — prioritized by impact, governed by standards, executed at scale without manual bottlenecks.

- Normalize attributes & inconsistent values across categories
- Enhance titles, descriptions & structured content for AI/SEO
- Generate missing metadata fields at scale
- Brand voice & tone framework for content consistency
- Impact-first prioritization — fix what matters, not everything

 // 03

CatalogBuilder

ONBOARDING & INGESTION

New products arrive continuously — from vendors, acquisitions, new categories. CatalogBuilder validates quality at ingestion, stopping debt before it enters the system.

- Ingest CSVs, syndicated feeds & heterogeneous schemas
- Normalize vendor data to internal standards automatically
- Validate quality thresholds before products reach customers
- Surface gaps for enrichment — not silent failures
- Build new catalogs and attribute schemas from scratch

// WHY CATALOGIQ WINS

Dimension	Traditional Approach	CatalogIQ Approach
Measurement	Fix first, measure later (if at all)	Score quality before attempting to fix
Prioritization	Enrich everything equally	Prioritize by revenue impact
Sustainability	One-time project → decay → repeat	Continuous system with compounding improvement
AI Readiness	Generic content tools, no category context	Purpose-built for AI-mediated discovery
Integration	Replaces existing systems	Intelligence layer alongside PIMs, search, marketplaces

// EARLY RESULTS

470%
More indexed product pages in 45 days
// B2C Pet Retailer - Your Pet Connection

1M+
SKUs scored & prioritized in single deployment
// B2B Industrial Distributor - Construction

\$0
Cost to find out where your catalog stands
// Free Catalog Quality Assessment Available

Start With a Free Catalog Quality Assessment

We'll score your catalog, identify your top revenue-at-risk categories, and walk through the findings in 20 minutes. No deck. No pitch. Just your data.

[Request Your Assessment](#)

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