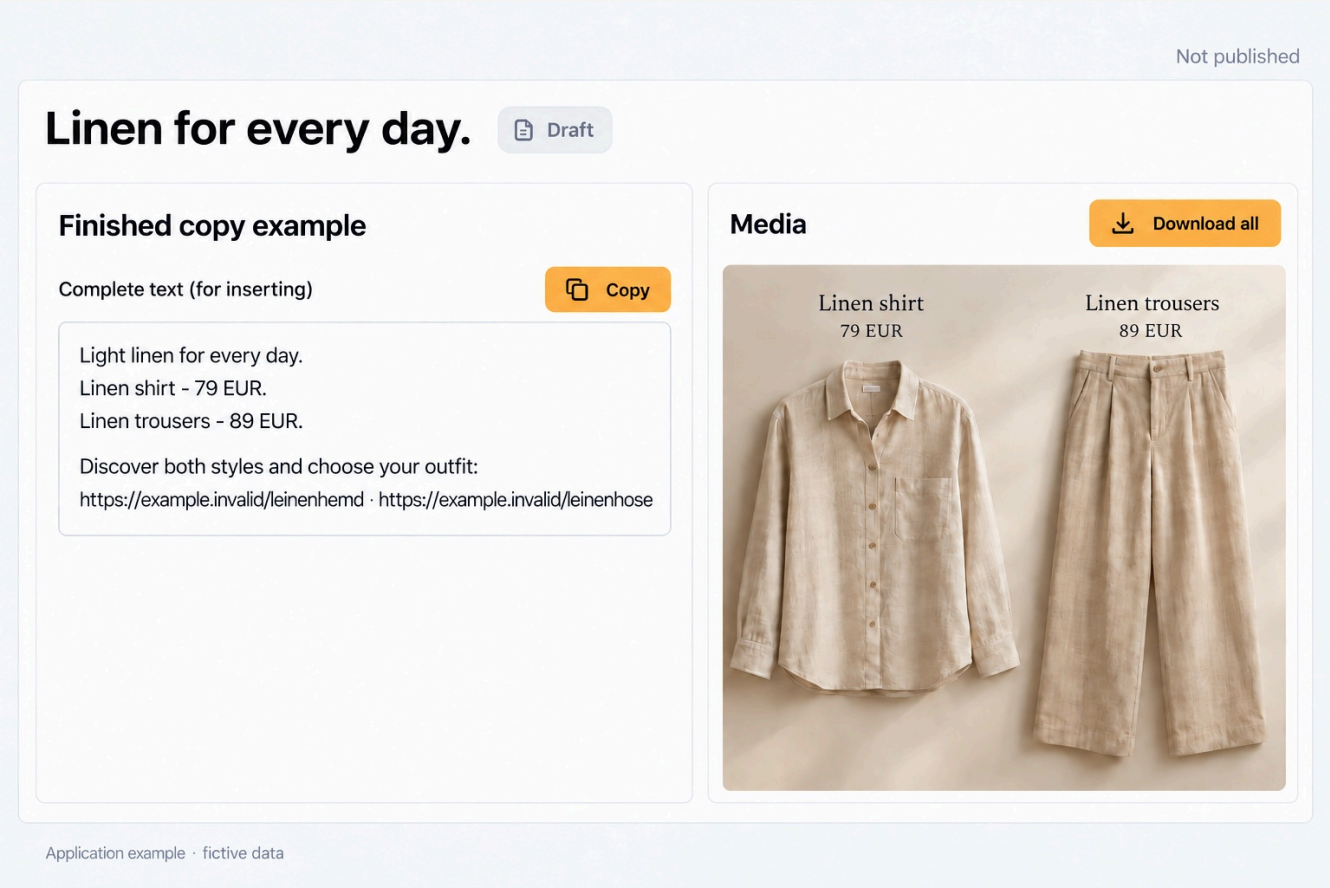
PRODUCT CATALOGUE

Content Studio for your everyday content work

In your Content Studio account, maintain brand facts, connect product data and prepare posts, videos or articles. Token credit and budget limits control usage. Review results and choose a publishing route.

Content Studio



Finished Facebook text with both source prices and a duo visual. Fictional, unpublished draft.

CONTENT STUDIO

Contents

Content Studio as an online service: use brand knowledge and product data for posts, videos and articles; control usage and publishing.

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CONTENT STUDIO

From shop data to usable content

Use Content Studio as an online service with your enabled access. Brand facts and product data underpin posts, videos or articles. Control preparation, usage and publishing in your account.

A concrete work result

A product photo and price become a designed material; a brand brief becomes a post or video; an article topic becomes content for your website.

RESULT

AmberNord operates and develops the platform. Use available functions and reuse finished content through offered exports.

CONTENT STUDIO

Content Studio work areas

All workflows share the same brand context. Start with one process you can test.

Shared working memory

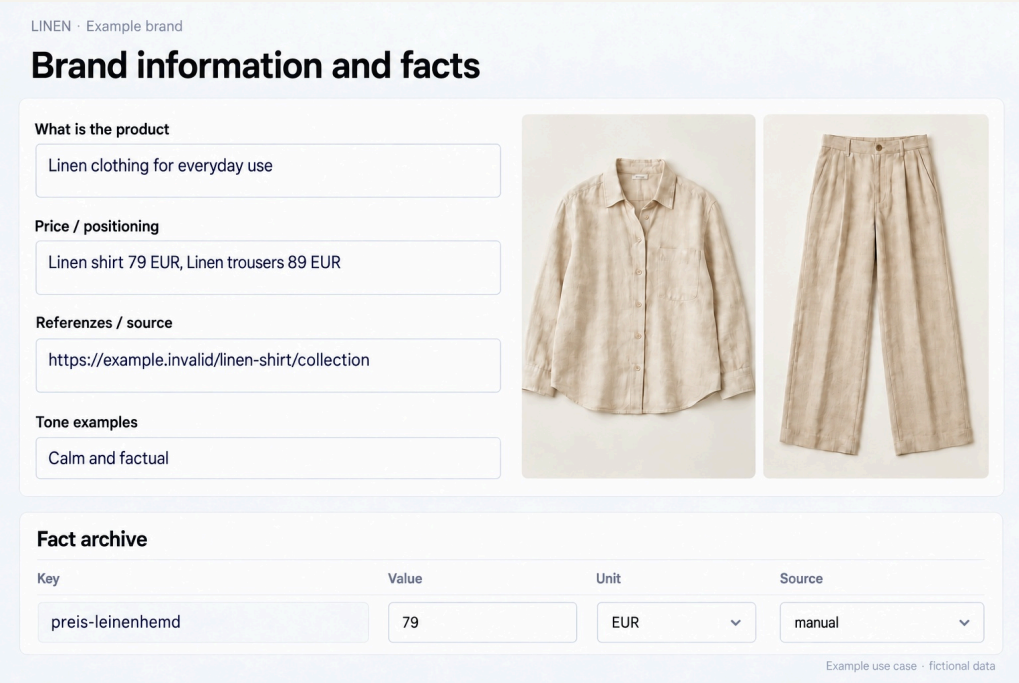
The brand profile, factual sources and material status stay with the task. Each assignment does not have to start with an empty prompt.

YOUR STARTING POINT	WORK IN THE STUDIO	WHAT YOU GET
Store XML or CSV	Select products, choose a composition, add copy	Product materials with source photos, prices and links
An idea, link or campaign brief	Develop copy, an image, slideshow or video	A channel-ready post and media
A topic and website context	Prepare an article, metadata, links and translation	An editable article, export or CMS publication

CONTENT STUDIO

Brand information and facts

Define audience, communication tone, language and visual direction. Add references the content should follow.



Brand information and a traceable price in the fact archive. Fictional inputs.

Stored facts

Information in the fact archive has a source. Manually maintained facts take priority over web research; numerical claims reuse the saved context.

A practical example

A linen clothing brand defines a restrained tone and an approved material description. Posts and articles use that foundation instead of creating different company stories.

RESULT

You maintain the truth about your brand; the studio uses it to prepare content.

WORKED EXAMPLE · FICTIONAL DATA

Three products, two matching results

Task: a Facebook post about an available linen outfit. These demonstration data and URLs are not a live store offer.

PRODUCT AND SKU	PRICE	AVAILABILITY
Linen shirt · LIN-01	79 EUR	In stock
Linen dress · LIN-02	129 EUR	Out of stock
Linen trousers · LIN-03	89 EUR	In stock

Filter

Category: Linen. Availability: In stock. Minimum: 60. Maximum: EUR 100. Result: linen shirt and trousers. The dress is outside the price range and sold out.

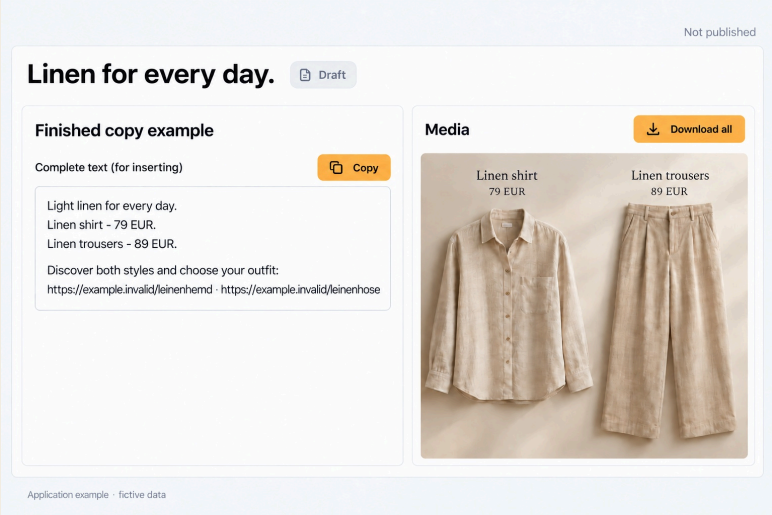
Composition

Duo mode, Duo Editorial: shirt left, trousers right. The light text area uses each product's title and price. Logo top right and custom message "Linen for every day". Sizes appear only if supplied by the feed.

WORKED EXAMPLE · FICTIONAL DATA

A Facebook draft you can check

Example text from selected data. One duo visual produces a draft with both products and source prices, without invented discounts.



Finished Facebook text with both source prices and a duo visual. Fictional, unpublished draft.

Finished copy example

Light linen for every day. Linen shirt - EUR 79. Linen trousers - EUR 89. Discover both styles and choose your outfit: https://example.invalid/leinenhemd · https://example.invalid/leinenhose

Settings

Platform: Facebook. Set name: Linen for every day. Review content after creating the draft. In publishing, the first slot can be set to 02.11.2026 at 10:00 Europe/Riga. Approval, scheduling and automatic sending have separate requirements.

Checking the result

Sending and scheduling remain unconfirmed in this fictional workflow. After a real successful send, status and an available publication link show what was sent. This example was not sent to a social network.

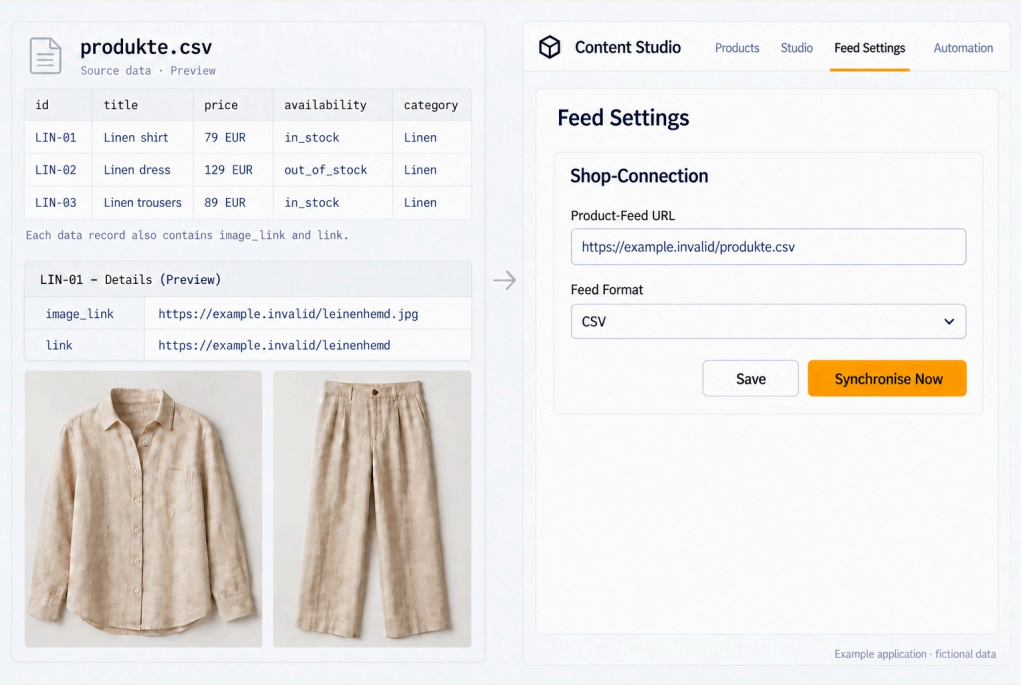
RESULT

From source to copy, you can see why these products were selected and where each price came from.

CONTENT STUDIO

Product data from XML and CSV

The studio reads Google Merchant-style RSS/Atom XML and CSV feeds. Stored products use source photos; catalog materials do not require a new AI-generated product image.



Three fictional CSV records and feed URL entry. No synchronisation performed.

SOURCE FIELD	WHAT IT ENABLES
Title, SKU, link	Find the product and connect the material to the offer
Price and sale price	Display prices and select genuine discounts
Availability, category	Build a targeted product selection
Stock quantity, sizes	Use these filters when the feed actually supplies them

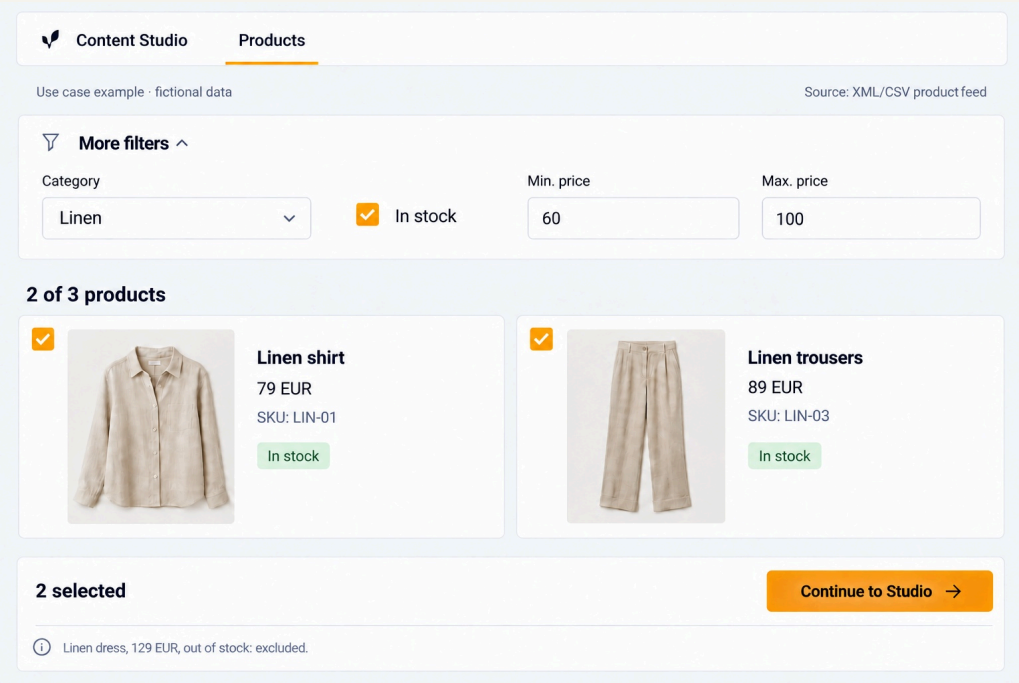
RESULT

The system does not invent missing sizes or stock. Available source fields determine which selections can be made.

CONTENT STUDIO

Product selection with filters

Search by title, brand or SKU. Combine filters to turn a campaign idea into a specific product selection.



Linen, in stock, EUR 60-100: linen shirt and trousers selected. Fictional product data.

Everyday selection

- Availability and sale price.
- Price range and categories.
- Products recently first seen in the feed.
- Maximum stock when quantity is known.
- Products with a video you attached.

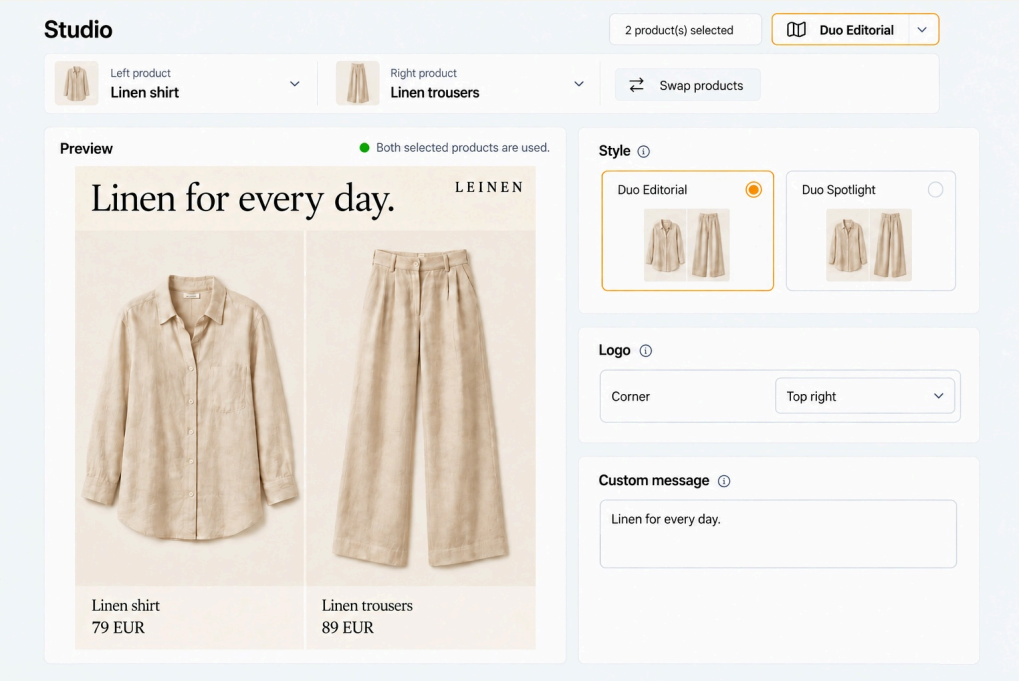
An important distinction

“Recently added to the feed” does not promise a new collection. “Last sizes” requires real stock or variant data.

CONTENT STUDIO

Product composition with a visible preview

Single, Duo or Batch: the mode determines which products appear in a visual. In Duo, select both products deliberately and use Duo Spotlight or Duo Editorial.



Duo Editorial uses both product photos and source prices. Logo and message are separate settings. Fictional example.

Design in the selected mode

- Check style and visible product data in the preview.
- Place logo and custom message.
- Single and Batch: style price, creative text and sizes separately.
- In Duo, both products retain their title, price and available sizes; styling applies to the shared text block.

What to check in the preview

Does the long title fit? Is the price correct? Is the hierarchy clear with two products? This is where you decide which version to use.

CONTENT STUDIO

Images, series and video formats

A product promotion, collection story and explanatory video need different results.

You choose the source

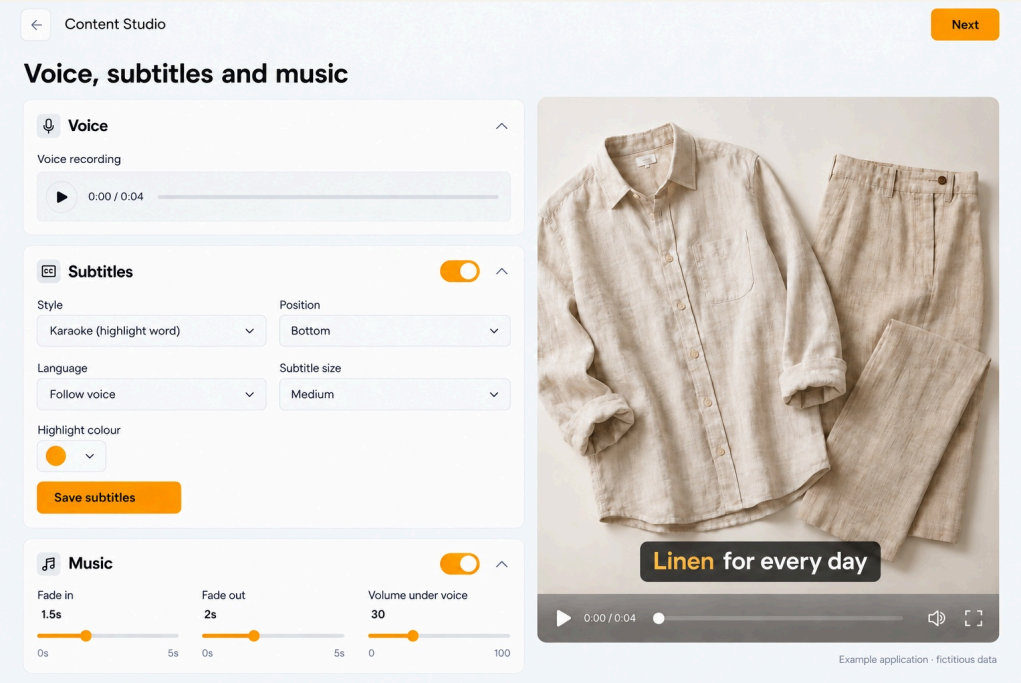
Use gallery, product feed, generated material or a mix. Choose video or avatar when suited to the task. Required services and scope determine AI usage.

FORMAT	WHEN TO USE IT	WHAT IS PREPARED
Single image	One product or one idea	Copy and a designed image
Image series	Details or a sequential story	Several ordered images
Slideshow	A photo story as video	MP4 with image transitions and audio
Clip-based video	A message across several scenes	Connected clips and editing
Continuous video	One generated scene	One scene; model configurations up to 15 or 30 seconds
Avatar	A message with a virtual presenter	Copy, voice and a talking character

CONTENT STUDIO

Voice, subtitles and music

When preparing video, review what people hear and what they can understand with sound off, as well as the image.



Karaoke subtitles at the bottom, with separate voice and music settings. Illustrative preview.

Voice and script

Choose a voice and language; check the pronunciation of company terms. Audio quality also depends on the connected voice service.

Music

Set style, volume, fade-in and fade-out. Before publishing, check the voice balance and media usage rights.

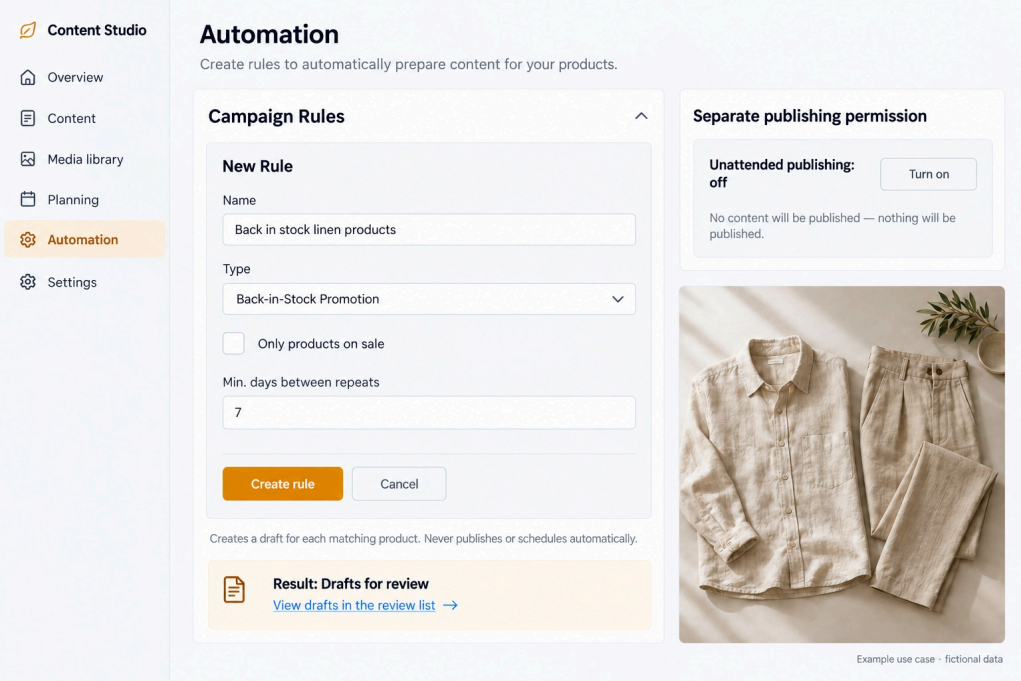
Subtitles and headline

Line display or word highlighting; subtitle position, colour and size. Show the headline throughout, at the start, at the end, or not at all.

CONTENT STUDIO

Product rules and draft preparation

Product campaign rules use verifiable feed changes and conditions. They prepare work; they do not grant unlimited publishing rights on their own.



A product rule prepares drafts. Separate permission for unattended sending remains off. Illustrative example.

01 **Event**

New product, discount, return to stock or low stock - when the source provides the necessary data.

02 **Conditions**

Keywords in the title, price, availability and a minimum interval between repeat treatments of the same product.

03 **Result**

A relevant product selection and campaign drafts to review and move towards publishing.

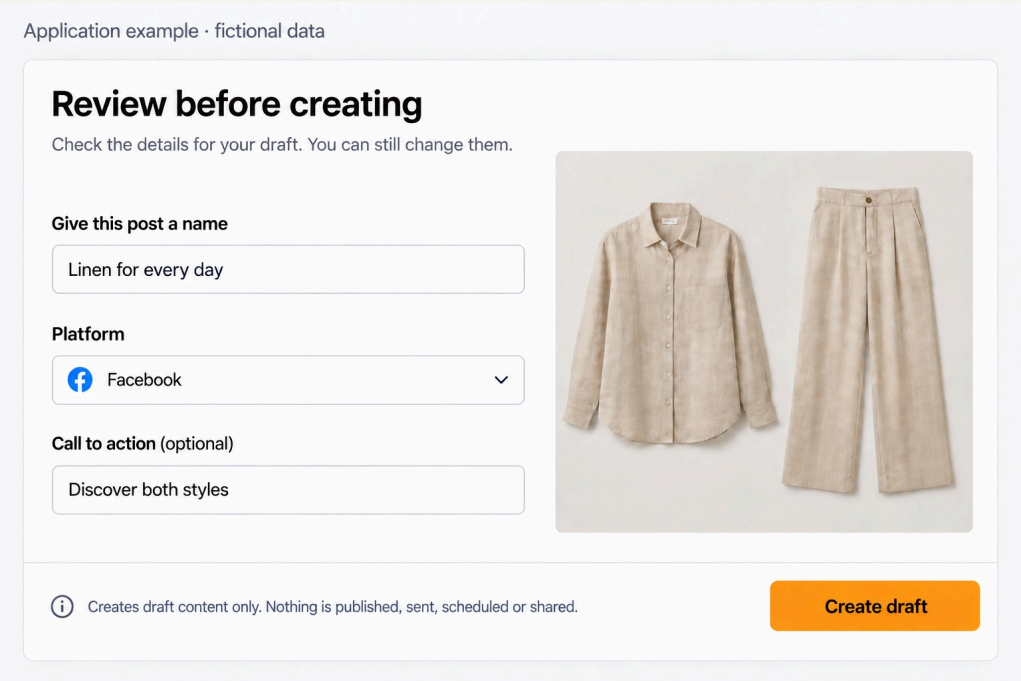
RESULT

Example: a product back in stock becomes a campaign candidate. Without reliable stock data, the relevant low-stock rule cannot be meaningfully enabled.

CONTENT STUDIO

Review before publishing

The system evaluates content and its factual basis. See whether work can proceed, needs revision or should be stopped.



Check Facebook and set name before creation. The action creates only a draft. Illustrative example.

Before generation

An empty message, unsuitable speech length or an unfunded budget can stop work before media generation.

After preparation

Brand, language, platform fit and claims are evaluated. Product-linked claims are checked against stored data.

If something changes

Edited copy is no longer the same approved content version. Automatic sending checks this match too.

RESULT

Automated evaluation does not replace accurate facts, prices and media rights.

CONTENT STUDIO

Manual handover and automatic sending

A draft first needs content review. Approval marks it Ready to publish. Automatic sending additionally requires account mode, separate activation and individual post checks.

One content item, channel-appropriate output

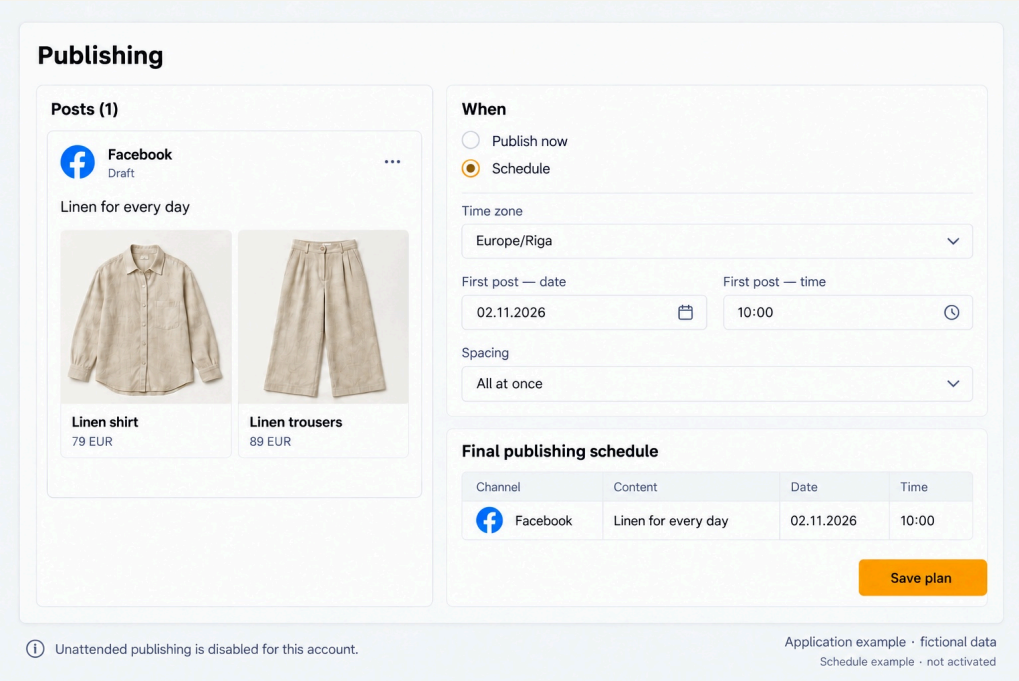
Instagram, Facebook, LinkedIn, X, TikTok and YouTube variants differ in copy, links, format and length. Preparing a variant does not prove every profile is already connected for automatic sending.

CONTROLLED WORK	AUTOMATIC WORK
Review text and media, then choose manual handover or button-triggered sending.	Automatic account mode and unattended publishing are enabled separately.
Use copy, media download, ZIP or sharing.	Eligible finished work is sent at the chosen time. Review mode follows your approval; automatic mode applies defined quality and access checks.
Suitable for initial campaigns or sensitive content.	Connect required profiles and permissions and check settings and results.

CONTENT STUDIO

A publication date for the selected set

Set the start date, time and time zone. Space a batch's distinct posts at hourly, daily or weekly intervals.



One post on 02.11.2026 at 10:00 Europe/Riga. Schedule example, not activated.

Clear plan states

Planned, Scheduled, Paused, Completed or Cancelled. Pausing stops further sending; cancelling removes the planned execution. Approving a draft alone does not activate a schedule.

What you see after sending

Work status, attempt result and the available publication link let you check execution. Pausing or cancelling does not delete a post that is already published.

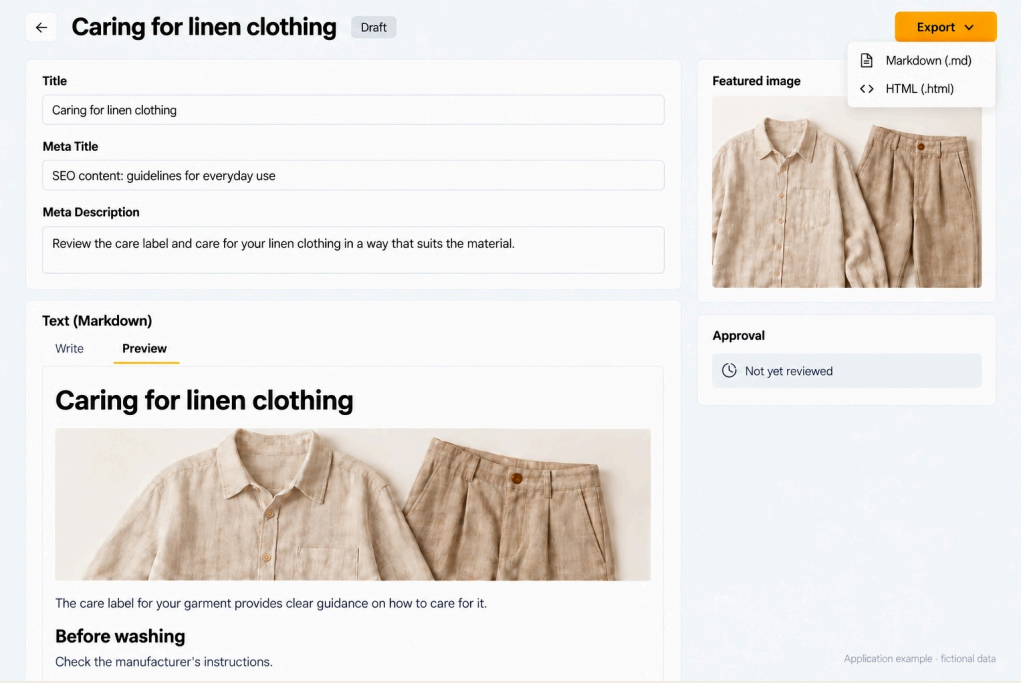
If sending fails

The result and error are recorded. A failed unattended attempt needs review before another attempt; infinite automatic retry is not promised.

CONTENT STUDIO

Turn a topic into a website article

SEO is part of Content Studio. Choose topic and language and configure a supported website connection. Paid production steps use available token credit.



Edit article text and metadata, then export as Markdown or HTML. Illustrative draft.

01 **Input**

Website, topic or keyword, brand facts and editorial brief.

02 **Preparation**

Outline, article sections, metadata and image; FAQ, internal links and structured data are available.

03 **Review**

Separate quality evaluation. If revision fails, the work does not receive ready-article status.

04 **Output**

HTML/Markdown export or publication through a configured CMS connection; translations can be prepared.

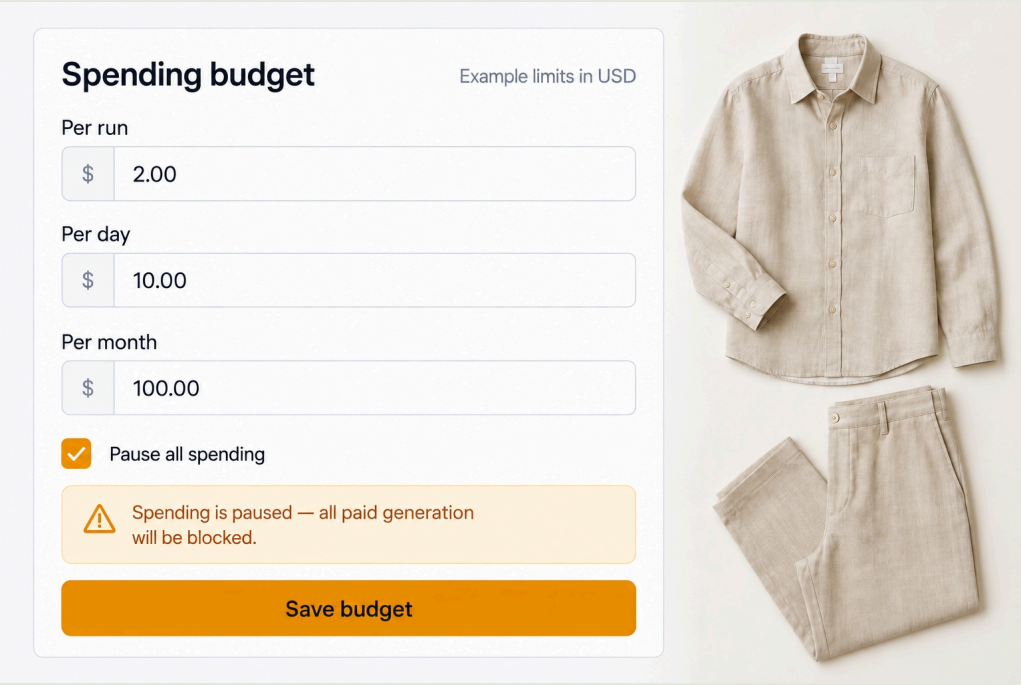
RESULT

Example: an article about caring for linen clothing uses the brand's approved instructions and links to related products. Search rankings are not guaranteed.

CONTENT STUDIO

Use AI as needed and plan usage

A text draft, product visual and video require different amounts of AI work. Choose task and format, use token credit for paid steps and view estimates and recorded usage in your account.



Example USD limits with spending pause enabled. No payment or usage evidence.

Usually low cost for short texts

Short text and simple analysis are usually inexpensive with suitable models. Long inputs, extra languages and retries increase usage. Larger image, voice and video productions have their own costs.

A budget for your usage

Set per-run, daily or monthly limits and pause paid generation when needed. Test a small workflow, then adjust scope based on experience.

Independent service

Content Studio supports content production as a separate online service. Usage and credit are agreed independently of a website project. An admin AI assistant or shop chatbot belongs to the separately agreed website scope.

Monitor results

Analytics show recorded or integration-supplied views, interactions, clicks and visits. Available metrics depend on connected sources.

CONTENT STUDIO

Connections to your channels

Use existing product data and send finished content as files, to supported social profiles or to your website CMS. Choose the connections needed.

Supported CMS connections

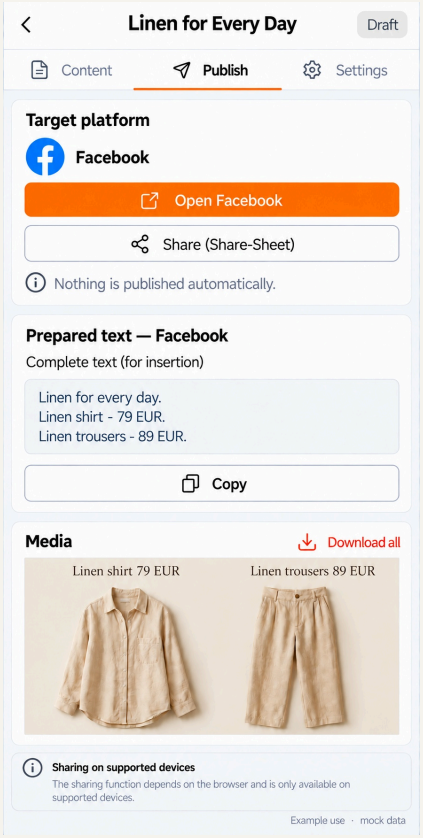
Connections are available for WordPress, Shopify, Ghost, Webflow and AmberNord, among others. Alternatively use file export or a configured custom connection. Content Studio is separate; a website package does not automatically include Studio usage.

ROUTE	WHAT IS NEEDED	WHAT YOU CONTROL
Product source	A publicly readable or authorised XML/CSV feed	Fields, images, and the meaning of price and availability
Social publishing	Connected profiles and service permissions	Connected profiles, permissions, channel variant and sending result
An article on a website	An appropriate CMS connection and access	Title, media, links and the result URL
Manual handover	Your publishing workflow	Copy, media and a usable export package

CONTENT STUDIO

Mobile access and exports

Review prepared materials on your phone and hand the result to the next work stage. Your materials are more than an on-screen preview.



Copy text, download media and share on supported devices. Illustrative mobile access.

Mobile work

Adapted navigation and sharing help you use ready copy and media on a phone. Sharing depends on the device and browser; this is not a promise of offline operation.

Exporting materials

Content, ideas, reminders and performance lists - CSV. Publication media - a ZIP package. Articles - HTML or Markdown.

Moving configuration

Account configuration can be exported and imported as JSON. It transfers settings and related configuration; it is not a backup of the entire system and all media.

> RESULT
>
> Offered exports contain your content or configuration data. Platform operations, source code and infrastructure remain with AmberNord.

CONTENT STUDIO

Your Content Studio access

Content Studio is an AmberNord online service. Configure your brand, required connections and production workflow in your enabled account.

Platform operated by AmberNord

AmberNord operates and develops Content Studio. You use it as a service. A separate Studio installation, platform infrastructure or source code is not transferred to the customer.

CONFIGURE IN YOUR ACCOUNT	WHAT YOU WORK WITH
Brand profile and facts	Your information and materials as the basis
Supported sources, channels, formats and content languages	Import products, create content and review results
Budget limits and publishing mode	Review and hand over content yourself or configure automatic sending with its requirements
Token credit and offered exports	Use paid production steps and reuse finished content

CONTENT STUDIO

Questions about usage

Does everything publish without me?

Only through an enabled automatic route with the necessary permissions and checks. You can also review content yourself and hand it over manually.

Is generated copy always correct?

No. Factual sources and quality checks help, but the business must maintain accurate data and evaluate media rights.

How does Content Studio fit with my website?

Use existing data sources and supported connections or export content. Content Studio remains separate. Admin AI help and a shop chatbot belong to the separately agreed website project.

Can I start with one task?

Yes. Start with text, a product campaign or an article topic in your enabled account. Select functions, check the estimate and assess the result using your own materials.

CONTENT STUDIO

Your first content with your materials

Use your enabled Content Studio account for a manageable task. Check the path from source data to usable results.

01 **Access and brand**
Sign in and add brand facts, goal and desired content language.

02 **Connections and budget**
Connect required supported sources and profiles; check token credit and budget limits.

03 **Result and sending**
Prepare and review content. Then choose manual handover or configured automatic sending.

Open Content Studio ↗

hello@ambernord.ch

digital.ambernord.eu

Illustrations explain functions using fictional data. They do not show a published customer campaign. Content Studio is an AmberNord online service with user access, token credit and offered exports.