CASE STUDY 01 · LEVINSOHN TEXTILES

Loom. *Weaving scattered information into best-in-class listings.*

Product data, approvals and retailer rules from many systems and many people, woven into SEO-optimized ecommerce listings.

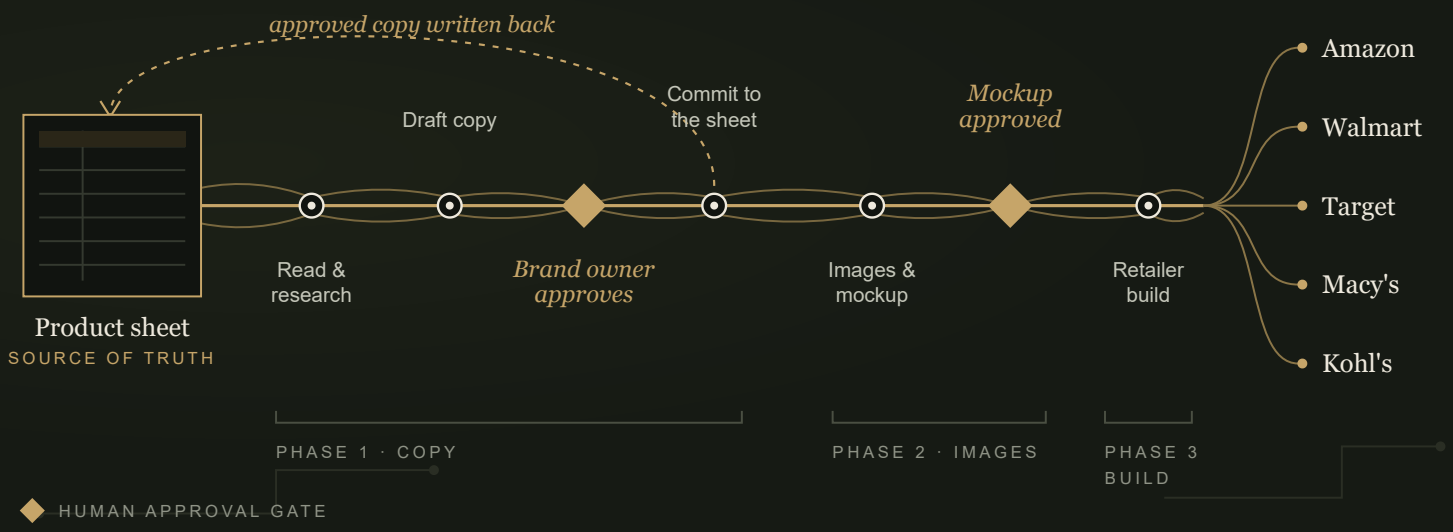
Product information lives in many places: spec sheets, vendor files, inboxes, approvals and each retailer's rules. Loom collects it from wherever it lives and consolidates it into one product sheet, the single source of truth.

Loom's AI reads that sheet, researches the category for best practices, competitor claims and what ranks, then assembles ready-to-upload listing builds for every platform you sell on.

Human judgment still matters. Your ecommerce director or another stakeholder signs off on each stage, and every change is written back to the sheet, so the source of truth stays current.

How Loom works

THREE PHASES · A PERSON AT EVERY GATE



THE RULES IT RUNS ON

Verified facts.

Models hallucinate less than they used to, but it still happens. Loom will not guess to fill a gap. If competitors consistently cover a fact that our product sheet missed, Loom asks the question.

Humans make mistakes too.

When a person edits Loom's copy, Loom questions any claim or benefit the product sheet does not support. You can override the source of truth, but Loom will tell you when you do. Other errors, like an edit that pushes a title past a platform's character limit, are flagged to the editor so listings are not rejected or suppressed.

WHAT IT CHANGED

The biggest return *was time.*

Before Loom, a team of five built each listing over the course of weeks. Now one person manages the accountability, and the listing is built in a few hours.

Visibility came with it. With approved work living on the product sheets, anyone can see what is approved, what is waiting and what changed.

BEFORE LOOM

5 people

Weeks per listing



WITH LOOM

1 person

A few hours per listing

3,652

Products mapped into one source of truth

Pulled from scattered sources, proving the system can build an accurate source of truth at scale.

Dozens

Listings live across multiple platforms

Built and approved at a pace that was not possible before.

White space

Facts competitors leave out

Research shows the product in its best light while finding the details rival listings miss. This gives us the opportunity to proudly claim unique benefits we may have otherwise missed.

WHERE THIS APPLIES

If you sell online, *Loom can do this for you.*

Loose threads of scattered information, woven into one clear story and told through high-performing ecommerce listings. What Loom does for Levinsohn, it can do for your brand.

WORK WITH GIL

Let's find *your Loom.*

I bring 40 years of business experience and hands-on experience building AI tools that people use every day. We start with a conversation about where your information gets stuck. A defined need becomes a project proposal. A broader question can begin with a focused assessment.

We agree on deliverables, fees and timing before any work begins.

Connect with Gil on LinkedIn ↗

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I created Loom at Levinsohn Textiles, and I present this case study with their permission.