

CASE STUDY • IN-HOUSE PRODUCT • SAAS

# AI Commerce

SaaS platform for automating Wildberries, Ozon, and 1C integration.  
Automates 70-80% of marketplace managers' operational workload.

ai-commerce.online

NestJS

React

TypeScript

PostgreSQL

Redis

OpenAI API

Chrome Extension

BullMQ

1C Integration

**70-80%**

Operational workload automated

**15-30 min**

Competitor price monitoring interval

**50 reviews  
10 min**

Instead of 1.5 hours of manual work

**5-10 min**

Onboarding via API

## Not analytics. **Autopilot.**

### MPSTATS / MarketGuru

Shows data:

*"A competitor lowered their price."*

### AI Commerce

Acts on data:

*"Already adjusted yours."*

## PROBLEM

## 70-80% of time is spent on **routine tasks**

### Manual pricing

A manager monitors competitor prices manually. By the time the 50th product is updated, competitors have already changed the first 10.

### Blind product listing SEO

No clarity on what's wrong: title? description? photos? keywords?  
The manager acts on intuition.

### 1.5 hours on reviews

50 reviews daily, each requiring a personalized response. Responses are repetitive, yet take hours.

### Out of sync with 1C

Stock and prices diverge: item sold out, but still listed on WB. Price updated in 1C, but Ozon shows the old one.

Product	B2B SaaS (in-house development)
Marketplaces	Wildberries, Ozon (Yandex Market — in development)
Components	Web platform, Chrome extension, API
Monetization	From 5,990 to 35,990 RUB/mo + 2 weeks free trial

# Product Listing SEO Audit

Score of 0-100 for each listing. Specific recommendations: which keywords to add, what to fix in the title, description, and attributes. AI generates improved copy.

The screenshot displays the 'AI-контент' (AI Content) section of the AI Commerce AI-менеджер. The interface includes a sidebar with navigation options like Дашборд, Товары, AI-контент, Цены, Реклама, Отзывы, Аналитика, Дропшипинг, Интеграции, and Настройки. The main content area shows a summary of AI content performance:

- Требуто улучшения: 1
- Оптимизированы: 4
- Средняя оценка: 72
- Не проанализированы: 0

Below the summary is a table of product listings with their SEO scores and actions:

ТОВАР	КАТЕГОРИЯ	SEO	ДЕЙСТВИЯ
Выбрать все с оценкой < 50 (1)			
Подушка декоративная велюр 45x45 см	Дом и сад	39	⚙️ ✖️ 🗑️
Джинсы прямые классические мужские синие	Одежда	58	⚙️ ✖️ 🗑️
Powerbank 20000 mAh USB-C PD 22.5W быстрая зарядка	Электроника	65	⚙️ ✖️ 🗑️
Зарядное устройство USB-C 65W GaN быстрая зарядка	Электроника	65	⚙️ ✖️ 🗑️
Контейнер для хранения с крышкой 5 литров прозрач...	Дом и сад	66	⚙️ ✖️ 🗑️
Бутылка для воды спортивная 750 мл тритан	Спорт	69	⚙️ ✖️ 🗑️

# Smart Pricing

Competitor monitoring every 15-30 minutes. Automatic adjustments based on your rules. Margin protection — price will never drop below your minimum.

The screenshot displays the 'Цены' (Prices) section of the AI Commerce AI-менеджер. The interface includes a sidebar with navigation options like Дашборд, Товары, AI-контент, Цены, Реклама, Отзывы, Аналитика, Дропшипинг, Интеграции, and Настройки. The main content area shows the 'Правила ценообразования' (Pricing Rules) configuration:

[+ Добавить правило](#)

СТРАТЕГИЯ	КАТЕГОРИЯ	ЦЕЛЕВАЯ МАРЖА	МИН. ЦЕНА	МАКС. ЦЕНА	АКТИВНО	
Фикс. маржа	Электроника	30%	300.00	5000.00	✓	🗑️
За лидером	Одежда	0%	500.00	6000.00	✓	🗑️
Ручное	Все	0%	--	--	✓	🗑️
Ручное	Все	0%	--	--	✓	🗑️

# Ad Campaign Management

Real-time ad spend ratio control. Automatic bid adjustments. Budget recommendations. No wasted spend.

НАЗВАНИЕ	ТИП	СТАТУС	ДН. БЮДЖЕТ	ОБЩ. БЮДЖЕТ
Поиск Электроника	search	active	5 000 ₺	70 000 ₺
Промо Одежда	promo	active	3 000 ₺	42 000 ₺
Баннер Новинки	banner	paused	2 000 ₺	28 000 ₺

# Analytics & AI Reports

Revenue, orders, average order value, rankings — all in one dashboard. AI reports with insights: what's growing, what's declining, where the issues are.

**Еженедельный отчет**

Показатель	Текущая неделя	Изменение
Общая выручка	0 ₺	-100%
Всего заказов	0	-100%
Средний чек	0 ₺	-100%

**AI-комментарий**

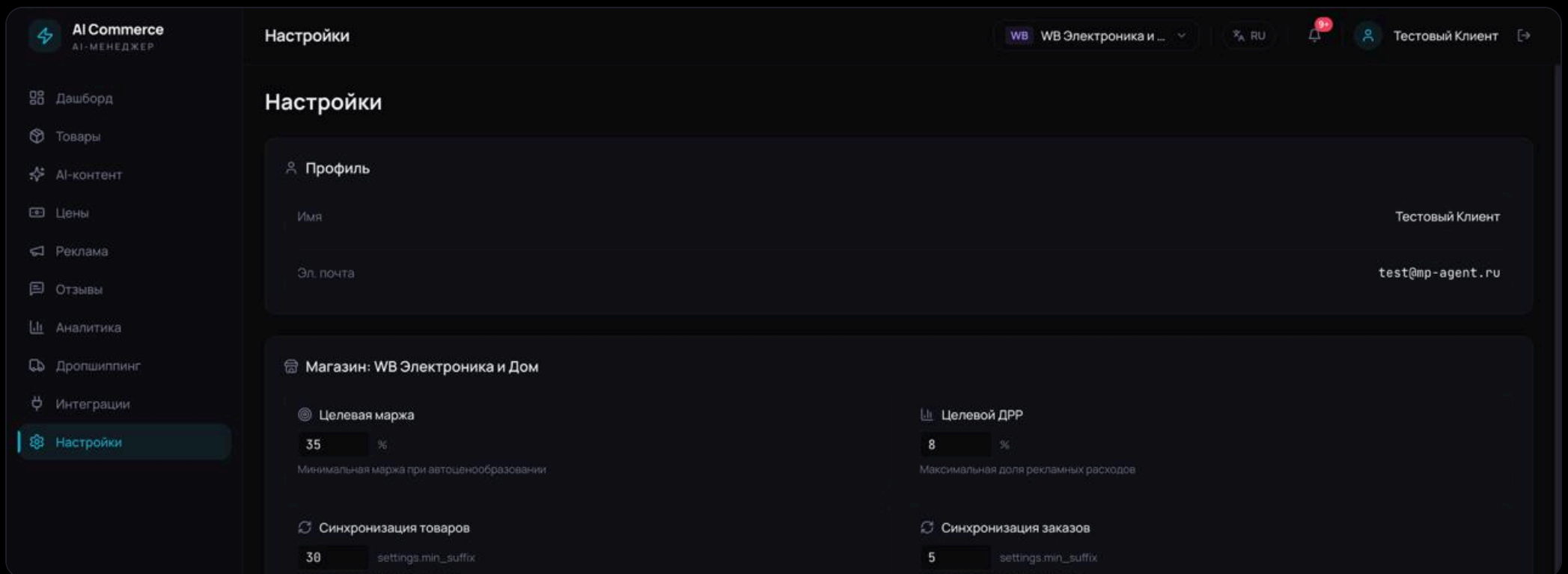
На текущей неделе магазин "WB Электроника и Дом" не зафиксировал ни выручки, ни заказов, что значительно ухудшает показатели по сравнению с предыдущей неделей (выручка 9230 рублей, 3 заказа). Основные товары, такие как беспроводные наушники TWS и футболки, не получили продаж, что требует анализа причин отсутствия спроса. Рекомендуется провести акцию на падающие товары, а также увеличить рекламные усилия для привлечения трафика на страницу магазина. Обратите внимание на оптимизацию карточек товаров и их описание для повышения конверсии.

**Падающие товары**

Беспроводные наушники TWS Bluetooth 5.3 с шумоподавлением	2 490 ₺	0 ₺	-100%
Футболка базовая хлопок 100% унисекс	1 980 ₺	0 ₺	-100%

## Synchronization & 1C

Stock and prices sync automatically across marketplaces and 1C. Item sold out on WB — updated on Ozon within 15 minutes.

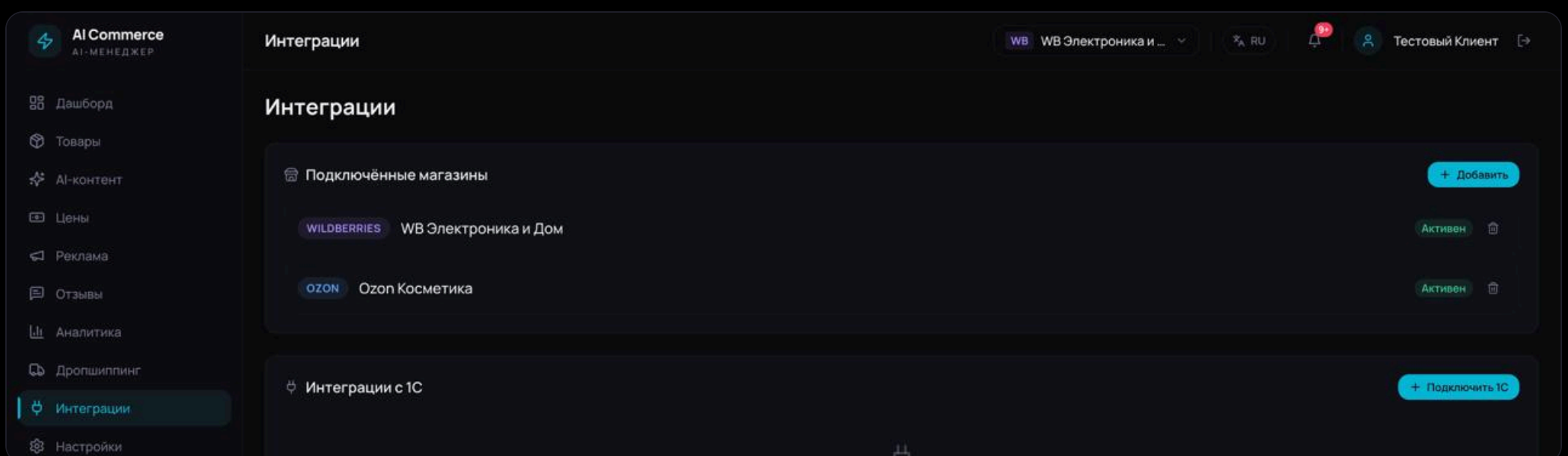


## AI-Powered Review Replies

AI analyzes sentiment and generates a response. You approve or edit. 50 reviews — 10 minutes instead of 1.5 hours.

**Result:** The manager focuses on strategic tasks — niche research, negotiations, assortment planning. AI handles the routine.

## Connected Platforms



FREE TOOL

# Chrome Extension

Free SEO audit for product listings right on the marketplace. Score of 0-100 across 9 categories. 3 free audits per day — a product-led growth tool to convert users into paid subscribers.

## 9 Categories

Title, description, photos, price, reviews, attributes, ranking, keywords, AI photo analysis

## 3 Platforms

Wildberries, Ozon, Yandex Market

## Free

3 audits per day, no registration or payment required

## Pricing Plans

### STARTER

**5,990 RUB**

1 store, all features

Popular

### GROWTH

**14,990 RUB**

Up to 3 stores

### PRO

**35,990 RUB**

Unlimited

## Architecture

COMPONENT	TECHNOLOGIES
Frontend	React, TypeScript — seller dashboard
Backend API	NestJS, TypeScript — business logic, schedulers, integrations
Chrome Extension	Manifest V3, content scripts — injection on WB/Ozon/YM
AI Engine	OpenAI API — SEO content generation, review replies, AI reports
Price Monitor	BullMQ — price monitoring every 15-30 min
DB / Cache	PostgreSQL + Redis

## SECURITY

# Data Protection

### AES-256-GCM Encryption

Marketplace API keys are encrypted. Even in case of a database leak, keys are useless without the master key.

### Minimal Permissions

Read-only API access for data and price/stock management. No access to the personal account.

### Revoke in 1 Click

Users can revoke their API key at any time — access is terminated instantly.

### AI Action Control

AI operates within defined rules. Manual confirmation for each price change can be enabled.

## MARKETPLACES

# Integration Status

PLATFORM	WHAT'S INTEGRATED	STATUS
Wildberries	Listings, prices, stock, orders, reviews, ads, rankings	Live
Ozon	Listings, prices, stock, orders, reviews, ads, FBO/FBS	Live
Yandex Market	Listings, prices, stock — basic integration	In Development
1C	Two-way stock and price synchronization	Live

## SUMMARY

# Business Results

**70-80%**

Routine work automated

**15-30 min**

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10 min**

AI-powered review replies

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Onboarding via API