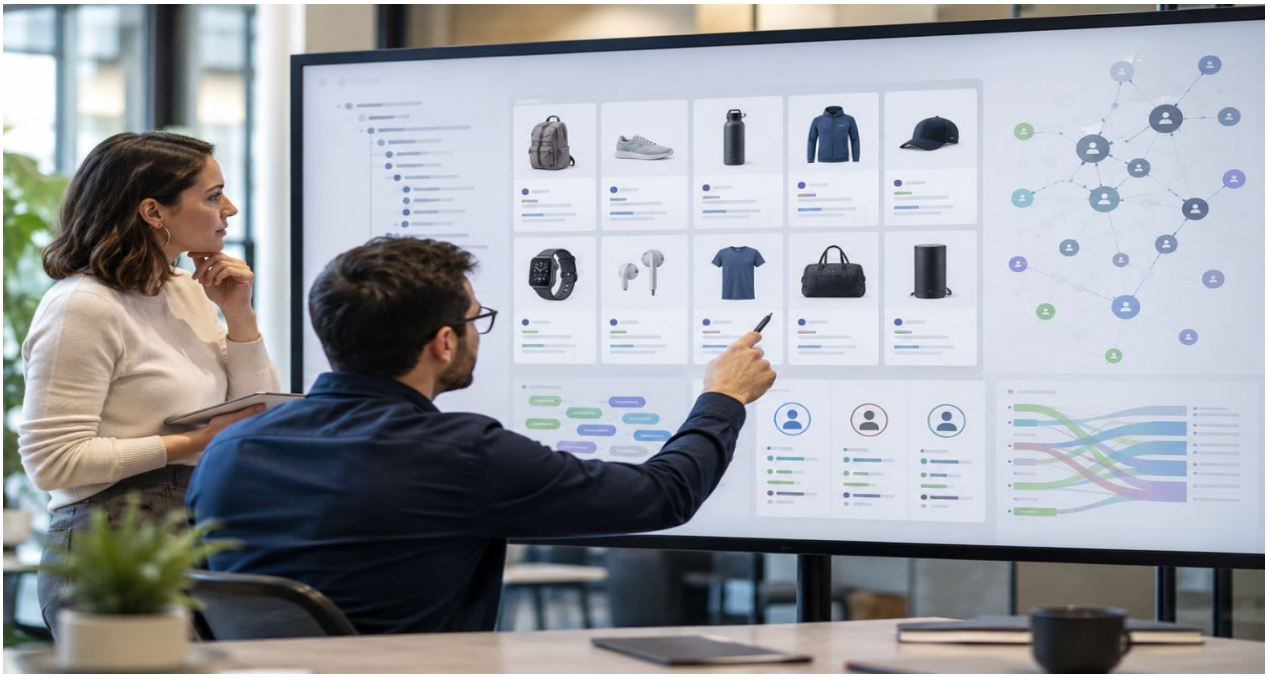


Content Maxima Publishes Data on Buyer Profiling for Shopping Feed Optimization

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NEW YORK, NY - June 26, 2026 -

Content Maxima, a content intelligence platform, has released new buyer profiling and linguistic data aimed at helping e-commerce teams refine shopping feed optimization strategies. The data is intended to support customer retention managers seeking to align product feeds with the language patterns search algorithms and shopping platforms use to evaluate listings.

The release draws on two of Content Maxima's modules: Personas, which surfaces buyer profile data describing how different customer segments search for and describe products, and Matrix, which analyzes language patterns, keyword relationships, and entity structures across more than 60 language models. Together, the modules are designed to give retailers a view of the terminology and structures that shopping algorithms rely on when evaluating product feeds, information businesses can then apply to their own feed management decisions.

According to the company, integrating trigger words and industry-specific terminology into product titles,

descriptions, and categorization can help feeds better match the entity structures that platforms such as Google Shopping use to surface relevant listings. Content Maxima positions this data as a resource for retailers refining their own approaches to feed optimization, rather than a packaged solution or set of prescribed changes. Retailers managing large product catalogs face a particular challenge in this area, since feed attributes are often written for internal consistency rather than for how shopping algorithms or customers actually search.

Central to the findings is the role of buyer profiling, which the company says helps identify the language patterns used by different customer segments when researching and purchasing products. By examining how language varies across these segments, Content Maxima's data is intended to give retailers a clearer picture of the terminology that resonates with specific buyer types, supporting feed updates that reflect how real customers describe and search for products throughout the purchasing process. This includes differences in how segments refer to product features, use cases, and comparison terms when evaluating similar listings.

The findings also address NLP-driven optimization, an approach that combines entity-based structuring with linguistic modeling to align product feed attributes with algorithmic expectations. Content Maxima said this method examines how product titles, categories, and descriptions are interpreted by shopping algorithms, providing retailers with information they can apply to their own feed structuring decisions ahead of seasonal demand shifts.

The company noted that retailers across a range of product categories have used similar data to inform updates to product attributes as part of broader feed management efforts, particularly when preparing for periods of heightened shopping activity.

"This data gives retailers a clearer view of the language that shapes how shopping algorithms interpret product feeds," said Edward Baker, co-founder of Content Maxima. "Retention managers can use these insights to inform their own feed optimization strategies as they prepare for seasonal shifts in demand."

The company noted that feed optimization decisions, including which terms to prioritize and how to restructure product attributes, remain the responsibility of individual retailers. Content Maxima's role is limited to surfacing the underlying buyer profiling and language data drawn from its Personas and Matrix modules; the platform does not generate or recommend specific feed changes on a business's behalf, nor does it submit or manage feed updates directly.

Content Maxima develops content intelligence tools that combine data science with content strategy support. The platform's modules, including Matrix, Personas, Pathways, Perspectives, Signatures, and Socials, are

designed to surface buyer profile insights, keyword relationships, and entity structures that businesses can apply to their own content and marketing strategies. To learn feed management, visit https://contentmaxima.com.

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Content Maxima

Content Maxima is an AI-powered suite of tools that analyze content gaps, identify target audiences, and guide users through creating high-performing, SEO-friendly content that aligns with how algorithms and AI systems understand information.

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