TYGART MEDIA FIELD SHEET · CLAUDE SERIES

Claude for E-Commerce Copywriting — a Tygart Media field sheet

High-volume product descriptions, support template libraries, ad hooks, and Batch API workflows.

Verified 2026-11-13 against Anthropic official docs · Guide: tygartmedia.com/claude-ecommerce-use-cases/ · Official Anthropic: claude.com/solutions/commerce

DIRECT ANSWER · VERIFIED 2026-11-13

Claude eliminates the per-SKU copy bottleneck across product descriptions, WISMO/return reply libraries, 10-hook ad variants, and category SEO metadata (claude.com/solutions/commerce). Solo sellers use **Pro ($20/mo or $17 annual)**; teams use **Team Standard ($20 annual / $25 monthly)**; bulk 100+ SKU pipelines use **Batch API (50% off Sonnet 5.5 & Haiku 5.5)**.

1. Four High-ROI Copywriting Workflows

- **Product Descriptions at Scale:** Feed spec sheets into a Project loaded with 3–5 flagship examples and tone rules (technical/luxury/direct).
- **CS Template Library:** Build approved templates in one session covering WISMO, returns, damaged shipments, and refund follow-ups.
- **10-Angle Ad Testing:** Generate structured hooks (pain, benefit, social proof, urgency) for paid social in minutes for human selection.
- **SEO Title/Meta Batches:** Process CSV batches of collection and SKU pages targeting unique primary keywords.

2. Non-Negotiable Operational Limits

- **Human Merchandising Stays Yours:** Pricing, inventory accuracy, margin rules, and platform compliance require owner sign-off.
- **Connector Gap:** Standard chat does not read live Shopify/WooCommerce stock without API/MCP integration.

Verified Claude Plan & Pricing Snapshot (Verified 2026-11-13)

Workflow	Recommended Plan	Verified Cost (2026-11-13)	Why It Fits
Solo Merchant Copy	Pro	$20/mo ($17 annual, $200/yr)	Projects hold voice + SKU examples; 5× Free usage; 1M context
Multi-Seat Merchandising	Team Standard / Premium	$20 annual / $25 mo Standard · $100/$125 Premium	Shared Projects for writers, CS & buyers; no default model training
Bulk Catalog Descriptions	API + Batch + Caching	Sonnet 5.5 Batch $1/$5 · Haiku 5.5 Batch $0.05/$0.25	Async 50% Batch discount + cached brand prompt hits at $0.10/$0.01
Heavy Session Power Users	Max / Ultra	Max $100/mo · Ultra $200/mo	Max includes $100 API credits; Ultra removes 5-hr verified cap + $200 credits

Verified 2026-11-13. Store owners handling catalog feeds & shopping agents should pair this with tygartmedia.com/claude-for-ecommerce-business-owners-guide/.

Next Steps & Implementation Checklist

- ■ Build one brand-voice Project with tone rules, banned AI cliches, and 5 gold-standard SKU descriptions.
- ■ Include target keyword + 100–200 word range in your repeatable spec-to-description prompt.
- ■ Test asynchronous Batch API runs on Haiku 5.5 or Sonnet 5.5 for catalogs above 100 SKUs.

CANONICAL LINKS & PRICING HUB

Full Interactive Guide: https://tygartmedia.com/claude-ecommerce-use-cases/ | **Pricing Hub:** tygartmedia.com/claude-ai-pricing/ | **Anthropic Official:** https://claude.com/solutions/commerce