TYGART MEDIA FIELD SHEET · CLAUDE SERIES

Claude for Ecommerce Owners — a Tygart Media field sheet

Four operational lanes, 100+ SKU copy & ad variants, WISMO/return libraries, and Pro vs. Batch API economics.

Verified 2026-11-13 against Anthropic official docs · Guide: tygartmedia.com/claude-for-ecommerce-business-owners-guide/ · Official Anthropic: claude.com/solutions/commerce

DIRECT ANSWER · VERIFIED 2026-11-13

Claude for ecommerce spans store operations and high-volume SKU copywriting: product descriptions, ad hooks, bulk SEO metadata, GTIN catalog cleanup, WISMO/return reply libraries, back-office SOPs, and **AI shopping agent readiness** (claude.com/solutions/commerce). Start on **Pro ($20/mo; $17 annual)** or **Team ($20/$25)**; automate 100+ SKUs via **Batch API** (**50% off**: Haiku 5.5 $0.05/$0.25, Sonnet 5.5 $1/$5).

1. Store Operations, Copywriting & Catalog Execution

- **SKU Copy & Structured Prompts:** Feed product name, specs, target buyer, primary keyword, tone, and length into a Brand Voice Project; audit GTIN/size hygiene row by row.
- **Ad Variants & Bulk SEO Metadata:** Generate 10 testable Meta/IG hooks and CTAs from top 3 benefits, and batch-draft category/product title tags & meta descriptions.
- **WISMO & Return/Dispute Libraries:** Build 20–30 policy-grounded templates (WISMO, wrong/damaged items, and diplomatic out-of-policy return/chargeback replies).
- **Back-Office Ops & AI Shopping Agents:** Summarize sales/margin CSVs in plain English and keep structured feeds/return policies machine-readable for shopping agents.

2. Guardrails & First-Week Rollout

- **Never Blind-Publish:** Claude reflects your source catalog; bad inventory or outdated return terms in creates confident errors out.
- **Week 1 Rule:** Pick one recurring bottleneck, feed 3–5 approved examples, review everything for 7 days, then scale via 50%-off Batch API.

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

Use Case Tier	Verified Plan / Rate	Best Ecommerce Workload	Context / Notes
Owner / Solo Drafting	Free $0 (5 Projects) · **Pro $20/mo** ($17 annual)	Brand voice Projects, ad variants, SOPs, policy replies, CSV recaps	1M context on current models (Pro adds 5× Free)
Store Ops Team	**Team Standard $20** annual / **$25** mo (2–150 seats)	Shared brand/SKU Projects, CS template library, merchandisers, SSO	Premium $100/$125 (5× Standard usage); no default training
Bulk Metadata / GTIN API	**Haiku 5.5** $0.10 / $0.50 MTok (<=100K)	Attribute audits, tag normalization & metadata across thousands of SKUs	Batch API cuts rates 50% (**$0.05/$0.25**); 1M context
Rich SKU Descriptions	**Sonnet 5.5** $2 / $10 MTok	High-nuance copy & schema generation; Cache hits $0.10/MTok	Batch API **$1/$5**; Fable 5.2 ($8/$40) for complex agent routing

Verified 2026-11-13 against claude.com/pricing & platform.claude.com (consolidated store operations & SKU copy field sheet).

Next Steps & Implementation Checklist

- ■ Pick one recurring lane (100+ SKU descriptions, ad/SEO metadata batch, or WISMO templates) to pilot first.
- ■ Upload 3–5 top-performing product pages + return/shipping policies into a Claude Project.
- ■ Audit catalog schema/GTIN completeness so AI shopping agents read your product specs accurately.
- ■ Price automated catalog runs at tygartmedia.com/claude-ai-pricing/ using 50%-off Batch API math.

CANONICAL LINKS & PRICING HUB

Full Interactive Guide: https://tygartmedia.com/claude-for-ecommerce-business-owners-guide/ | **Pricing Hub:** tygartmedia.com/claude-ai-pricing/ | **Anthropic Official:** https://claude.com/solutions/commerce