

## AI Search in ESP+

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You can use the power of AI (artificial intelligence) to guide you through an unmatched search experience that provides product ideas suited for your clients in seconds!

When you use AI to enhance your search experience, based on the criteria you provided, each product will contain a tip about why the product is relevant to your search and/or how this product will be useful for your customer.

[See the power of AI in the ESP+ search!](#)

In addition utilizing AI in your search experience, ESP+ provides an AI option for the product summary in the presentation. When Editing a product within a presentation, click on the green "+" button in the upper right of the summary box. ESP+ will then generate a new description for the item. You can continue to click on the button generate new descriptions or use the undo button to revert to the previous one.

[See the power of AI in an ESP+ Presentation!](#)