



AI Builds Smart Digital Ads

Media Agency Uses GenAI to Build **Groundbreaking** Ad Generator App

CLIENT INFO



Media Industry

\$2.7B Annual Revenue

14.2K Employees

Problem



Unmanageable **data volume** makes it difficult to determine key insights



Time-consuming process takes weeks to generate a few high-quality assets



Unable to generate **effective content** that is tailored to demographics & social trends



Solution + Result

01

Designed architecture, prototype & GenAI production app to generate product ads

02

Application prototype enabled client to see the 'art of the possible'

03

Seamless integration of Pulsar data, brand images & product info

Technical Use Case



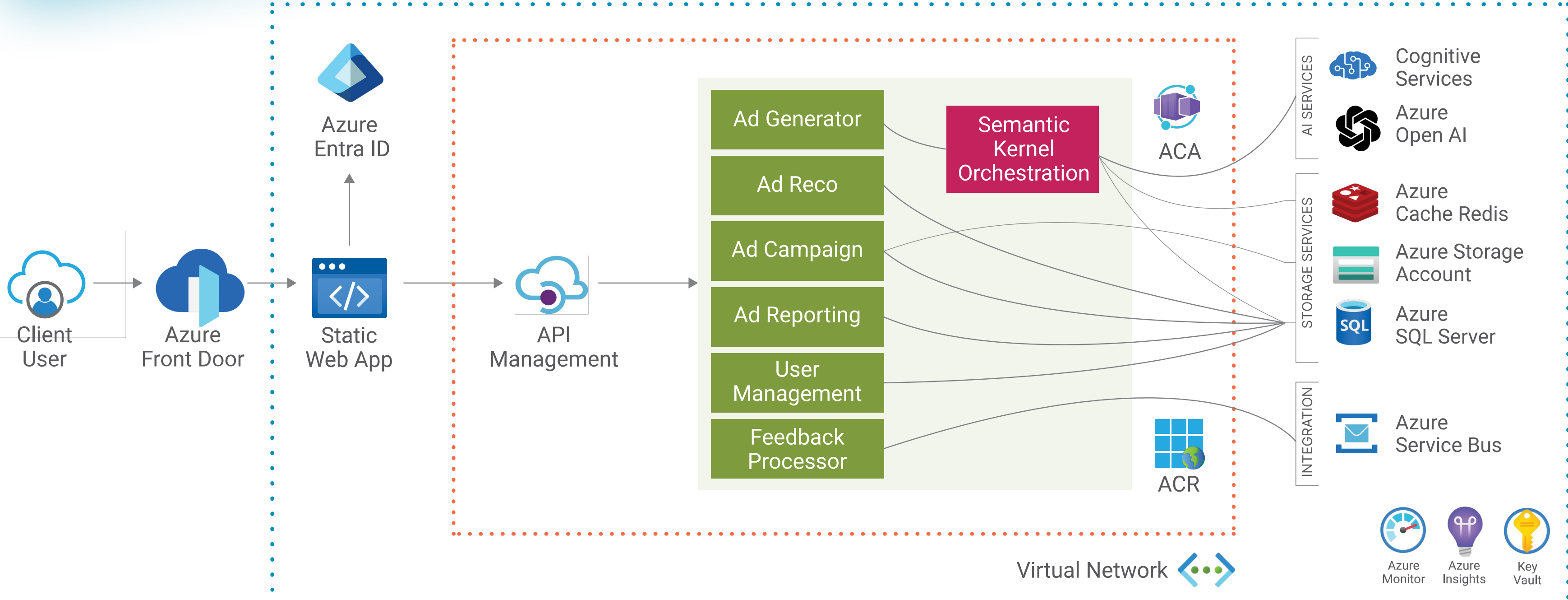
Data & AI Focus

AI / Machine Learning

Power BI

Azure Databricks

A peek behind the scenes
Here's a high-level architecture of an ad generator app.



AI Complexity Level

1 Beginner

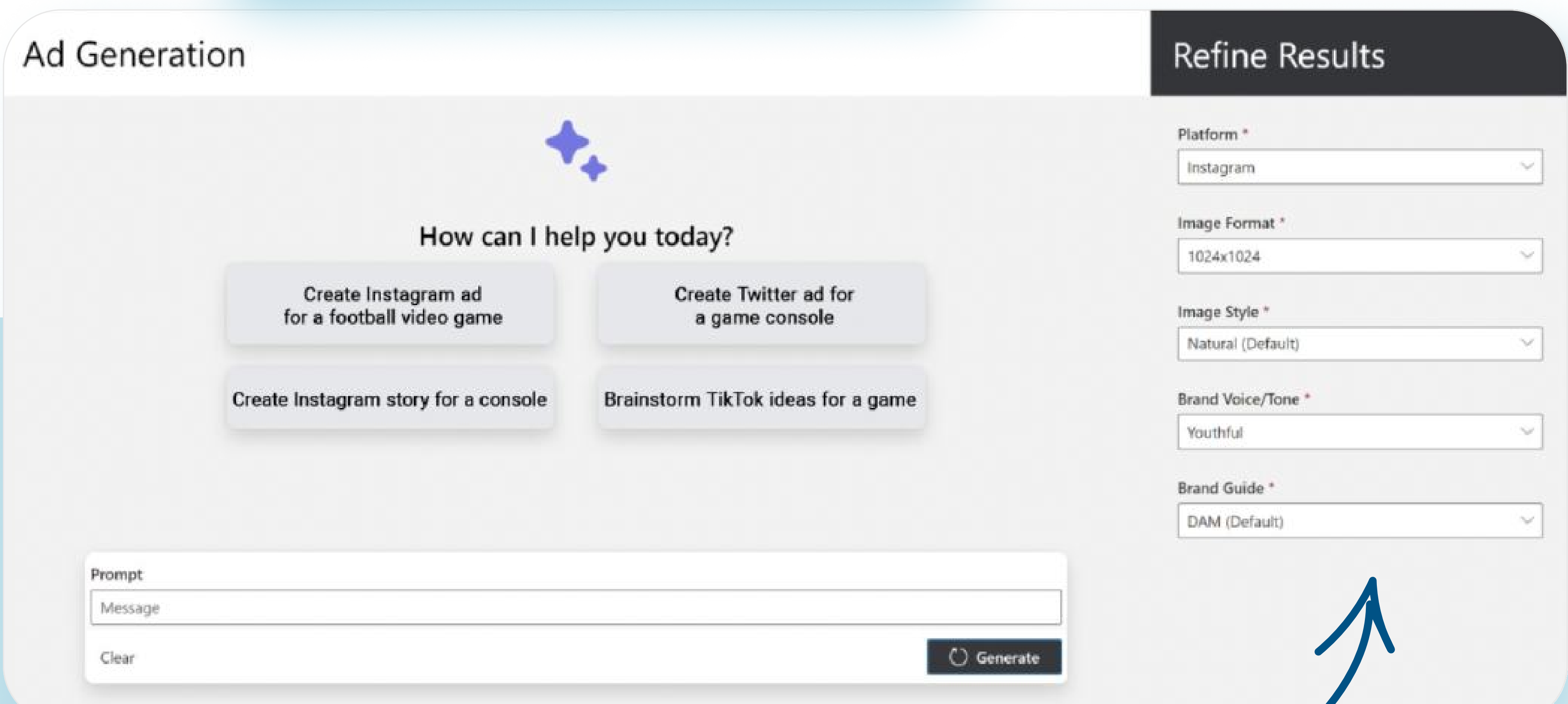
2

3

4 Expert

Work smarter, not harder!

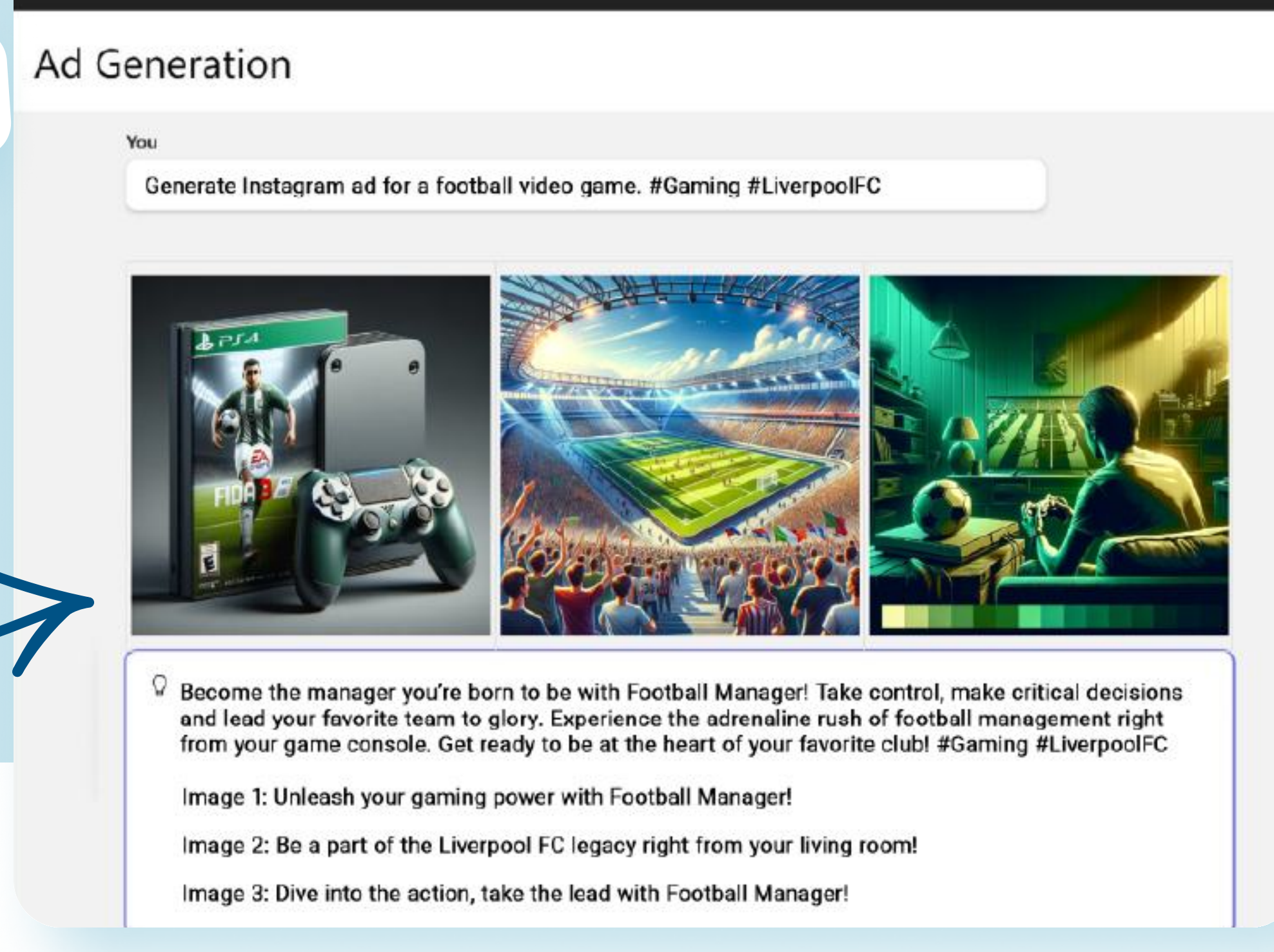
Select a brand, get ad gen prompts & explore social trends.



Refine results to select tone, image style & brand guidelines.

Let AI do the heavy lifting!

AI technology will output suggested images and copy.



AMERICAS PARTNER OF THE YEAR

Data & AI

2024

Ready to redefine and recalibrate your enterprise growth trajectory by embracing AI technology?

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