

# AI Builds Smart Digital Ads

Media Industry

\$2.7B Annual Revenue

14.2K Employees Nationwide

Data & AI Focus

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

Generative AI Azure OpenAI Cognitive Services

### 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

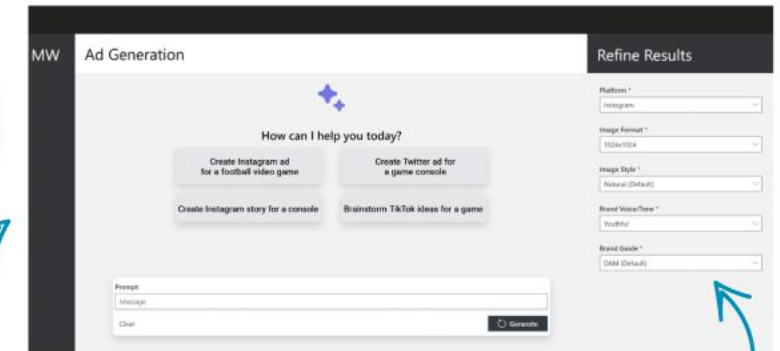
### SOLUTION + RESULT

- Designed architecture, prototype & GenAI production app to generate product ads
- Application prototype enabled client to see the 'art of the possible'
- Seamless integration of Pulsar data, brand images & product info

### AI COMPLEXITY LEVEL

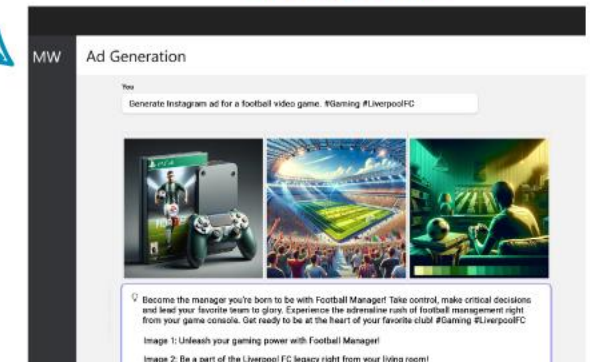


*Work smarter, not harder!*  
Select a brand, get ad gen prompts & explore social trends.



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

*Let AI do the heavy lifting!*  
AI technology will output suggested images and copy.



*A peek behind the scenes!*

Here's a high-level architecture of an ad generator app.

