

Power Talk

Zero to Million How GenAI Agents are Changing Performance Marketing

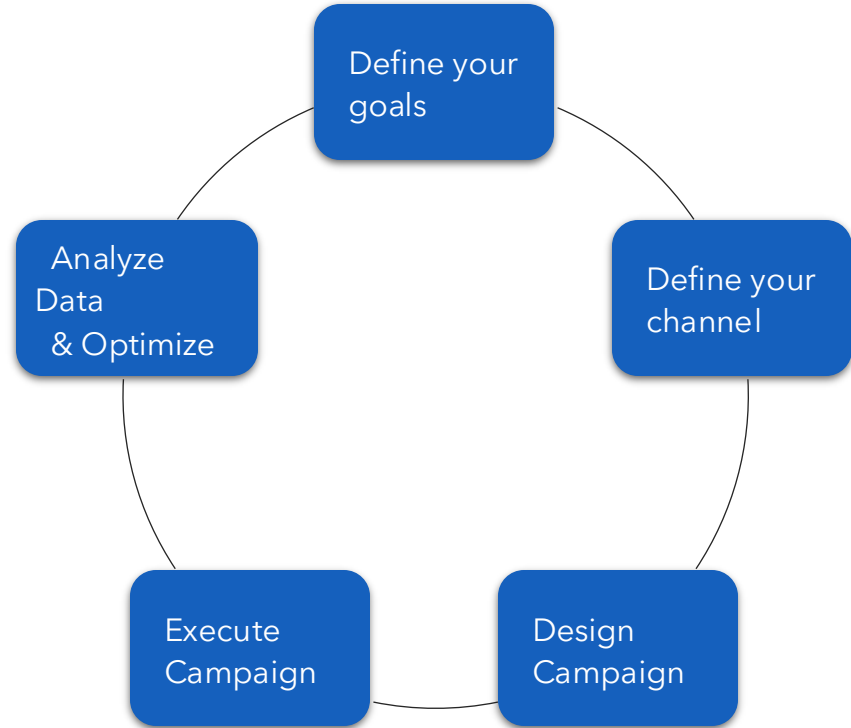
Speaker

Krishna Kumar Tiwari
Co-Founder & CTO Whilter AI



What is Performance Marketing?

Performance marketing is advertising with a **scoreboard**. Every click, every lead, every sale is tracked, optimized, and **accountable**



Measured → *Every click tracked*



Targeted → *Right person, right time*



Results-driven → *Pay only for outcomes*

Top Challenges in Performance Marketing



Relevance & Personalization

- No Personalization – same message for everyone
- Ad Fatigue – repetitive creatives reduce CTR by up to 50%



Data & Measurement

- Data overload → only **40% used effectively**
- Attribution confusion → **60% struggle with conversion drivers**
- Latency → ROI drop by **20%**



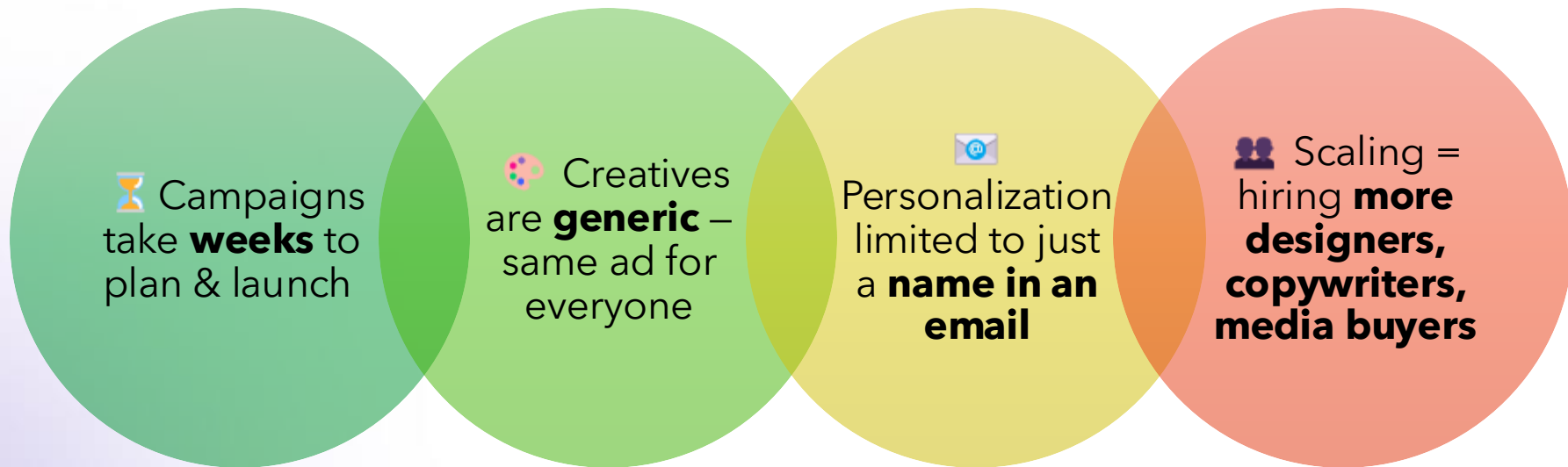
Cost & Compliance

- CPC up **15-20% YoY**
- Cookie deprecation → **80% drop in tracking accuracy**
- Cross-channel complexity → inconsistent messaging

Relevance & Personalization Layer Transformation




Pain = Zero



This is the zero — where most brands are today. Limited personalization, high manual effort, slow speed.

Why GenAI Alone Doesn't Scale

-  **Prompt = 1:1 Generation → Bottleneck**
-  **Templates don't adapt** to persona / context / moment

 High Throughput →
100K+ / day

 Platform Fit →
WhatsApp ≠ Instagram
≠ YouTube

 Feedback Loops →
ROAS / CTR optimization

Leap = 🧠 (GenAI) + ⚡ (The Agentic Shift)

GenAI is the Brain. Engineering is the Backbone. Agentics is the Nervous System. Agents are the Muscles that actually move.



CRM + LLMs

- Dynamic creative variations for each persona



Automation

- One brief → hundreds of tailored assets instantly



Real-time Optimization

- Creatives adapt to context (weather, location, behavior)

Outcome = Millions



Higher CTR & Conversions

- Every ad feels *"made for me."*



Faster Go-to-Market

- Days instead of weeks.



Cost Efficiency

- More output without proportional spend.







Omnichannel Presence

- Own every micro-moment across channels.

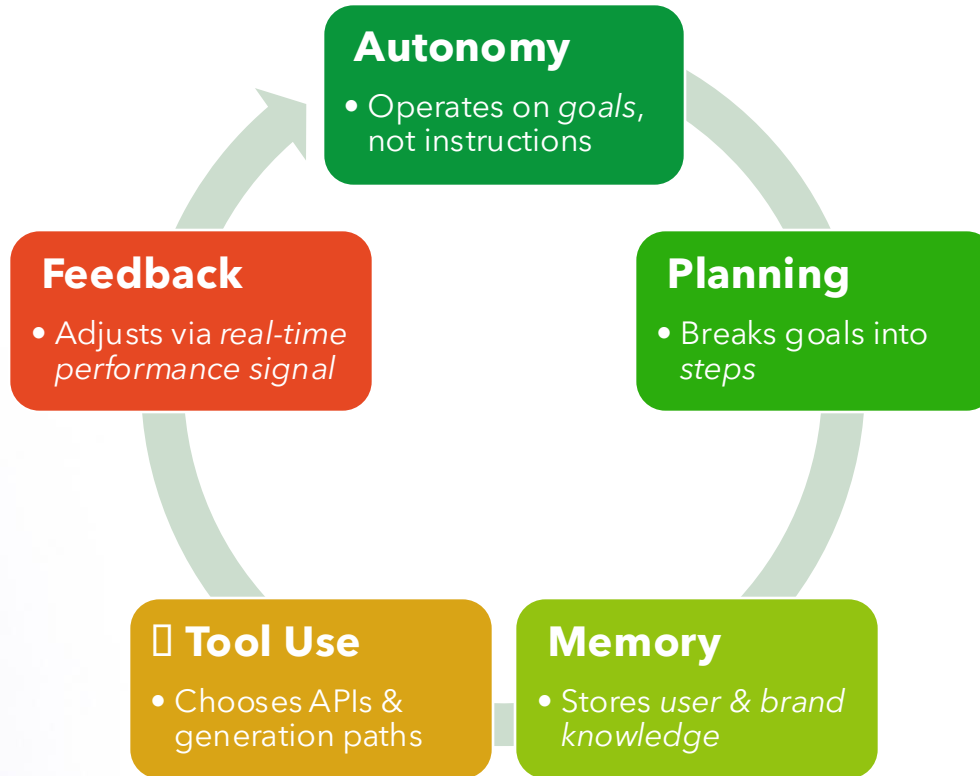
That's the million — millions of personalized, high-performing creatives, all generated and optimized in real time.

The New Reality

An **AI-powered, agentic system** can:

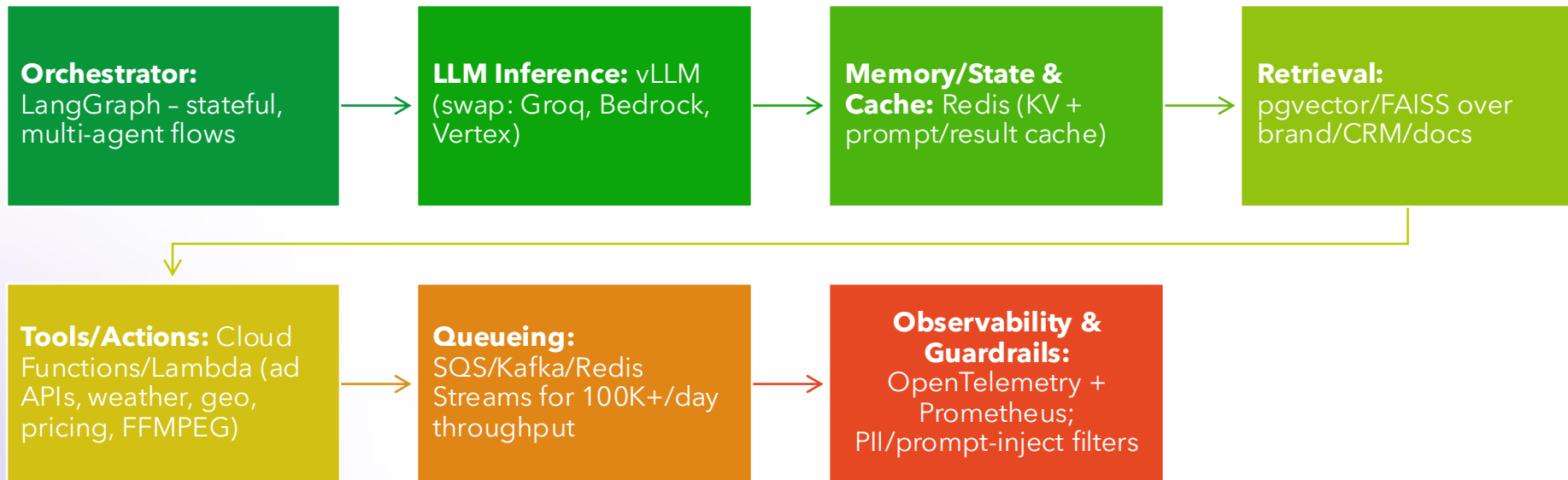
-  Create **millions of unique creatives**
-  Be **persona-aware** & context-driven
-  Adapt to each **channel in real time**
-  Scale **without scaling human teams**

What Makes a System Agentic?



Agentic systems don't just generate — they sense, plan, act, and learn.

LangGraph + vLLM + Redis + Cloud Functions + Retrieval



Agentic systems don't just generate — they sense, plan, act, and learn.

The Power Trio Behind Modern Marketing AI

GenAI = The Brain

Generates ideas,
content, and
intelligence.



Engineering =
The Backbone

Provides infra,
scale, and
reliability.

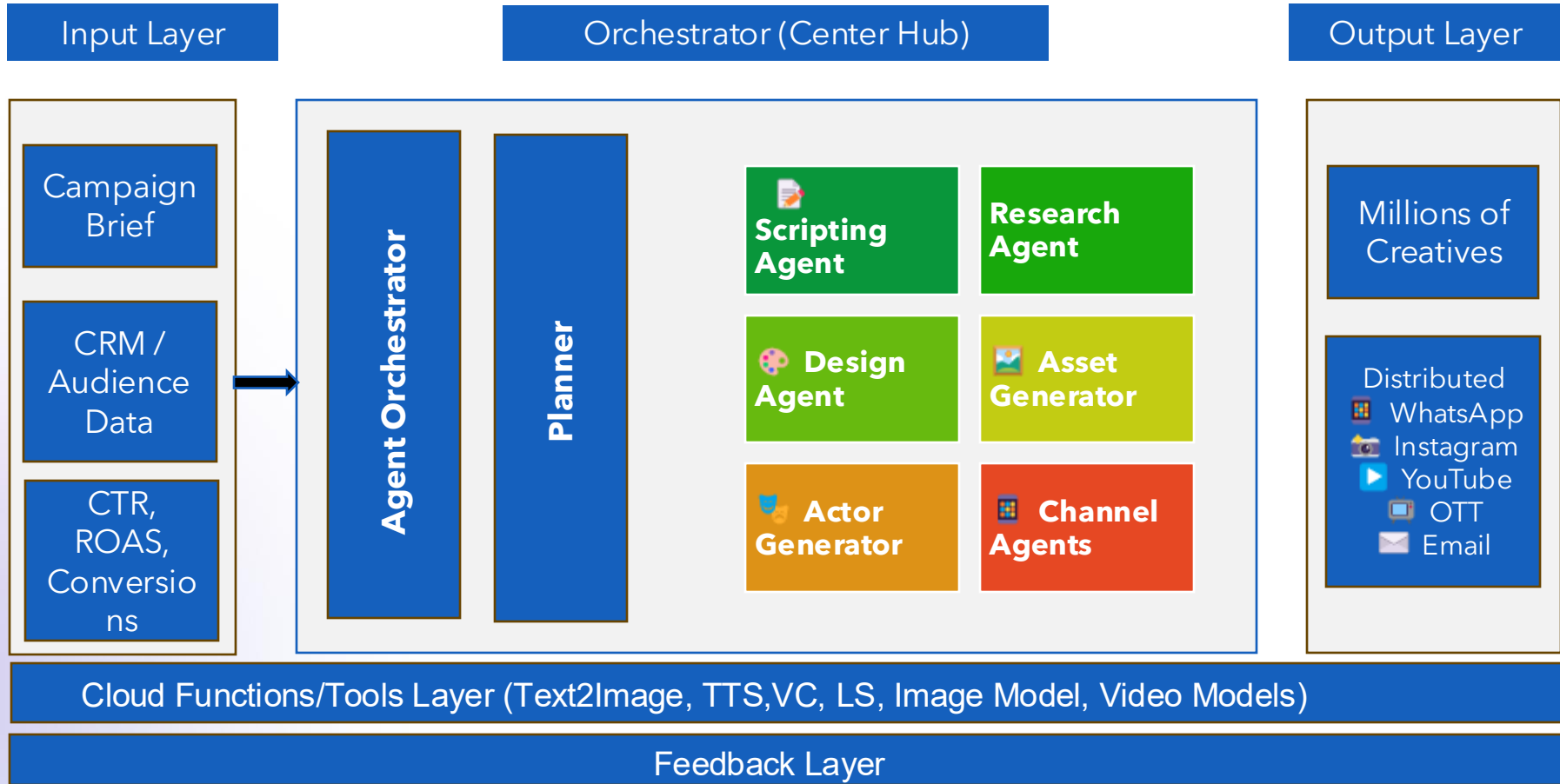


Agentics = The
Nervous System

Orchestrates
decisions & actions
in real time.

Together, they power modern, scalable, adaptive marketing.

Agentic Marketing Engine



The Orchestrator – How to Build One

Core Responsibilities

- Interpret campaign goals → convert to tasks
- Delegate tasks to Planner & Agents
- Manage state, memory, and retries
- Handle failures & feedback

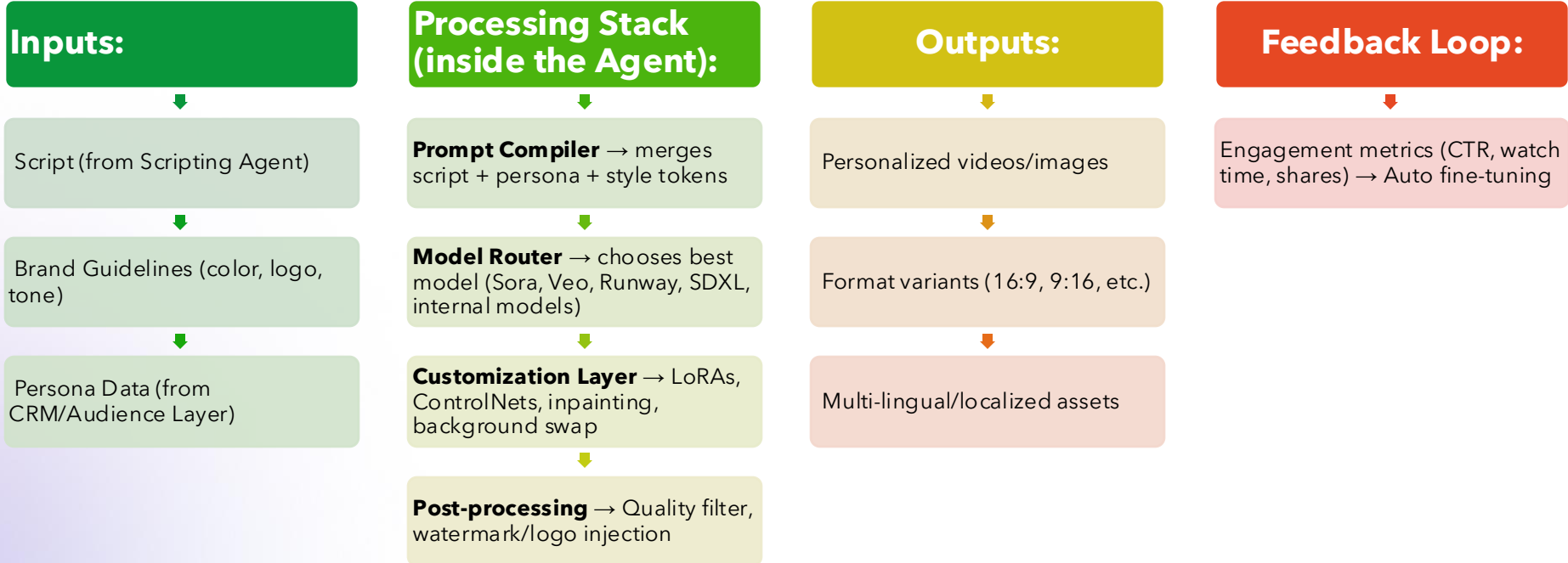
Tech Building Blocks

- **LangGraph / AutoGen / CrewAI** → Agent workflow framework
- **vLLM** → Efficient LLM inference (low latency, scalable)
- **Redis / Postgres** → State & memory storage
- **Cloud Functions / Kubernetes** → Event-driven task execution
- **API Integrations** → CRM, Ad Channels, Analytics

Execution Flow

- **Receive Input** (campaign brief, audience data)
- **Planner decomposes** → (script, design, assets, channel mapping)
- **Agents execute** tasks in parallel / sequence
- **Output** → creatives + distribution APIs
- **Feedback Loop** → performance metrics → retraining / prompts

Asset Generator Agent (Technical View)



Asset Generator Agent (Inside View)

Input | Campaign Spec

```
{
  "campaign_id": "SUMMER24-IND",
  "asset_type": "video",
  "format": "9:16",
  "duration_sec": 15,
  "persona": {
    "name": "GenZ_Urban_Shopper",
    "location": "Bengaluru",
    "age_range": "18-24",
    "interests": ["fashion", "streetwear", "music"]
  },
  "script": {
    "headline": "Summer Drop - 20% Off",
    "body": "Your vibe, your rules. Tap to shop the new collection.",
    "cta": "Shop Now"
  },
  "brand": {
    "name": "Whilter Wear",
    "logo_url": "https://cdn.whilter.ai/brand/logo.png",
    "primary_color": "#0A5FFF",
    "font_family": "Inter",
    "tone": "bold, energetic"
  }
}
```

Acceptance Spec

```
{
  "acceptance": {
    "hard_checks": {
      "logo": {"required": true, "position": "top_right", "min_confidence": 0.9},
      "palette": {"primary_hex": "#0A5FFF", "max_deltaE": 6.0},
      "font_whitelist": ["Inter"],
      "cta_text": {"contains": ["Shop Now"], "ocr_lang": "en"},
      "resolution": {"w": 1080, "h": 1920},
      "duration_sec": {"min": 14, "max": 16},
      "nsfw": false
    },
    "quality_scores": {
      "aesthetic_min": 0.65,
      "clip_moodboard_min": 0.30
    },
    "duplication": {"phash_distance_min": 12}
  }
}
```


Asset Generator Agent (Inside View)

Generation Policy

```
{
  "generation_policy": {
    "seed_strategy": "per-persona-fixed",
    "temperature_max": 0.6,
    "router": {
      "preferred": ["runway_gen3", "veo_3"],
      "fallback": ["sdxl_video"],
      "selection_policy": "quality_first"
    },
    "lora_ids": ["whilter_style_v5"],
    "negative_prompts": ["blurry", "low-res", "wrong colors"],
    "repair_policy": {
      "max_regenerations": 2,
      "auto_fix": ["logo_position", "cta_text"]
    }
  }
}
```

Validation Report

```
{
  "asset_id": "SUMMER24-IND-vid-000142",
  "checks": {
    "logo_present": {"pass": true, "confidence": 0.95},
    "logo_position": {"pass": true},
    "palette_deltaE": {"pass": true, "value": 4.1},
    "font_whitelist": {"pass": true},
    "cta_ocr": {"pass": true, "text": "Shop Now"},
    "resolution": {"pass": true, "w": 1080, "h": 1920},
    "duration_sec": {"pass": true, "value": 15.1},
    "nsfw": {"pass": true},
    "aesthetic": {"pass": true, "score": 0.72},
    "clip_moodboard": {"pass": true, "score": 0.33},
    "phash_distance": {"pass": true, "value": 16}
  },
  "overall": "PASS",
  "score": 0.84
}
```

Engineering Challenges & Scaling Strategy

Challenge	Possible Solution
Latency	vLLM / quantized models, GPU batching, Redis caching
Data Volume	Horizontal scaling (K8s pods), async queues (Kafka/SQS), sharded DBs
Cost Efficiency	Spot GPUs, autoscaling, model router (cheap vs. premium models)
Orchestration Complexity	LangGraph / workflow engines, event-driven pipelines with retries
Compliance & Safety	Guardrail microservices, HITL fallback, content moderation APIs
Attribution Integration	Event pipelines (Kafka → DB), feedback loops into fine-tuning & prompts

Case Studies | Policy Bazar X Whilter AI

Re-engage customers before policy lapse — across 7 languages and multiple insurance products

40M
creatives
delivered

40% CTR
uplift


10%
increase in
renewals

നിങ്ങളുടെ കാർ
ഇൻഷുറൻസ് പോളിസി
ഉടൻ കാലഹരണപ്പെടും

ജനറൽ ഇൻഷുറൻസ് നമ്പർ
XX XX XXXX

കാലഹരണപ്പെടുന്ന തീയതി
XX XX XXXX

താരതമ്യം ചെയ്ത് 85%* വരെ
ലാഭിക്കുക ഇപ്പോൾ പുതുക്കുക.



*Standard T&C Apply. PMS/Prod/26/Motor Insurance/Ad/No.2743/Mar/20

உங்க கார் காப்பீடு
அடுத்த 24 மணிநேரத்தில்
காலாவதியாகிவிடும்

பதிவு எண்
XX XX XXXX

காலாவதி தேதி
XX XX XXXX

புதுப்பித்தல் மற்றும் பிரீமியத்தில்
₹8000* வரை ஒப்பிட்டுச் சேமிக்கவும்



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आपकी कार का बीमा अगले
24 घंटों में समाप्त हो जाएगा

पंजीकरण संख्या :
XX XX XXXX

समाप्ति तिथि :
XX XX XXXX

तुलनात्मक रूप से नवीनीकरण करें और
प्रीमियम पर ₹8000* तक बचाएं



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कार विमा प्रीमियमची
तुलना करा आणि 85%*
पर्यंत बचत करा

नोंदणी क्रमांक
XX XX XXXX

कालबाधित तारीख
XX XX XXXX



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SAVE YOURSELF
FROM CHALLANS

Renew Your Policy TODAY!

Registration Number
XX XX XXXX

Expiry Date
XX XX XXXX



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રસ્તા પર અચાનક
બેકડાઉન નો ડર
વિતા ધોવીસોબજાર પર છોડી દો

પોલિસ નંબર:
XX XX XX XXXX

ફોન્ટેનર વીમા સાથે મેળવી
મફત રોડસાઇડ સહાય



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Case Studies | Aditya Birla Health Insurance

Hyper-Personalized Videos – Your Health, Your Story, Powered by AI!

44%
Conversions Upliftment

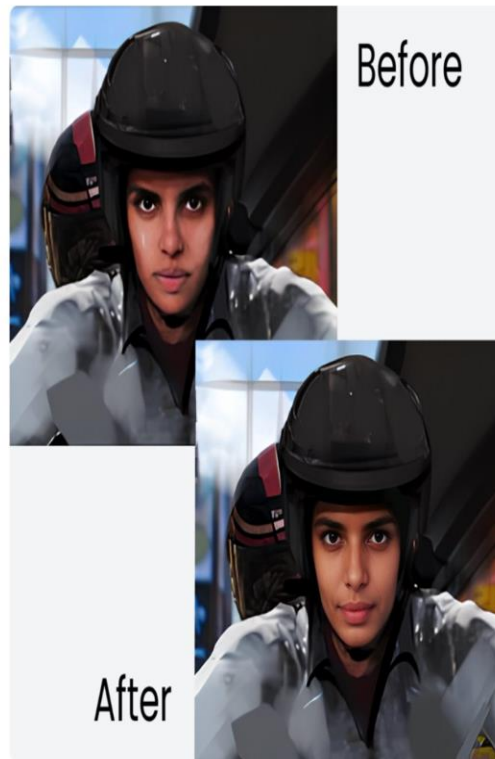
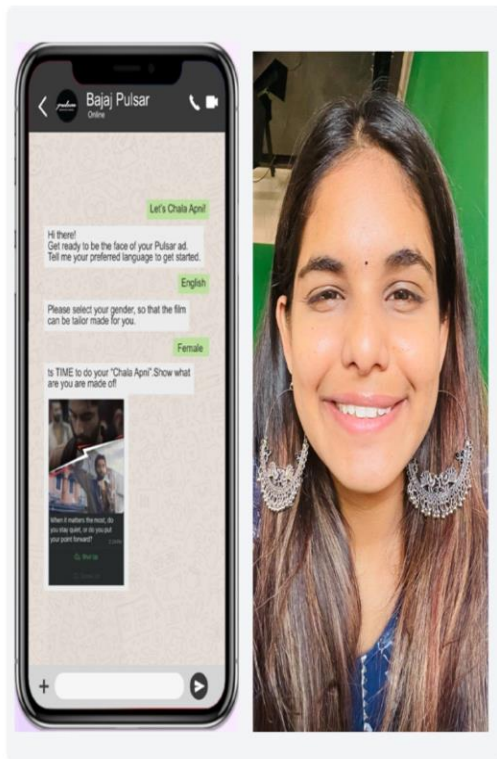
10X Lift in Same-Day
Registrations

Enhanced Customer
Engagement



Case Studies | Bajaj X Whilter AI

Enter "Chala Apni" – One Selfie, Infinite Stardom!



Final Takeaways



- Don't just build GenAI features — build **systems that act**
- Think in **orchestration layers**, not just prompts
- Build in **control, feedback, and adaptability**
- This is not marketing automation. This is **autonomous marketing engineering**

Thank You