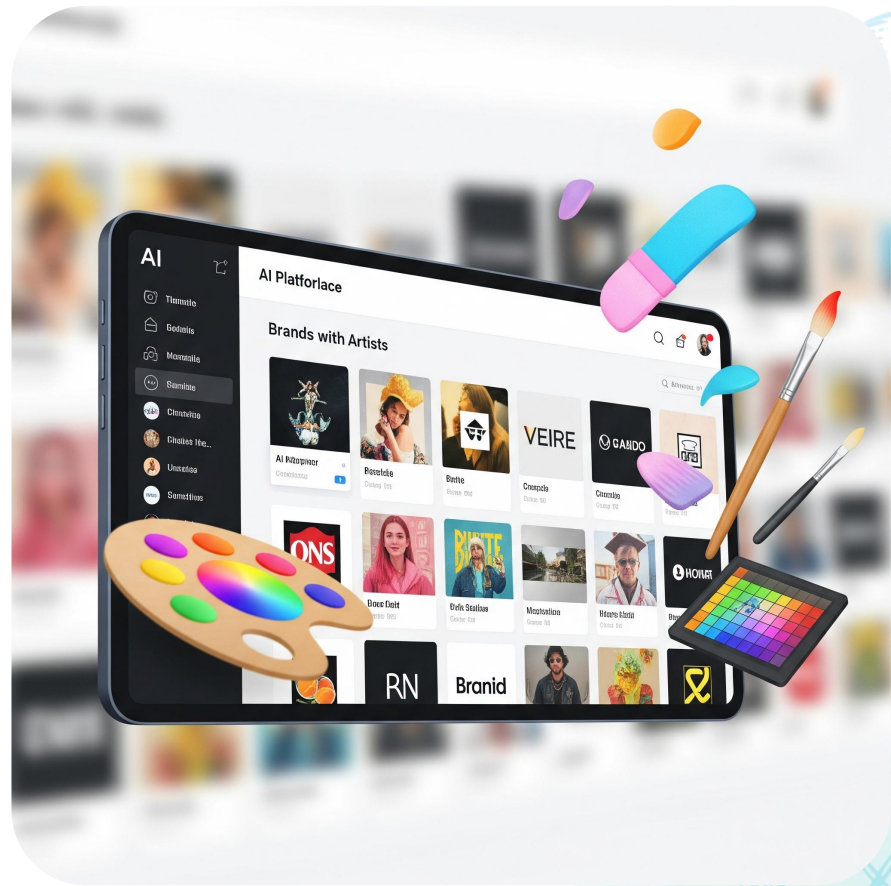# Artelligence: AI-Powered Creative Marketplace

BAX 423 001-002 SQ 2025: Big Data Analytics

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Needing Creative Connection

Artelligence simplifies brand–creator matching

- Brands ↔ Ideal Creative Partners
- Creators ↔ Relevant Opportunities
- Distribution → Streamlined, not Fragmented

Artelligence: Creative Marketplace Revolution

Artelligence solves matching problems.

- AI ↔ Ideal Partner Discovery
- Marketplace ↔ Creation & Distribution
- Data ↔ Instagram + Synthetic Sources
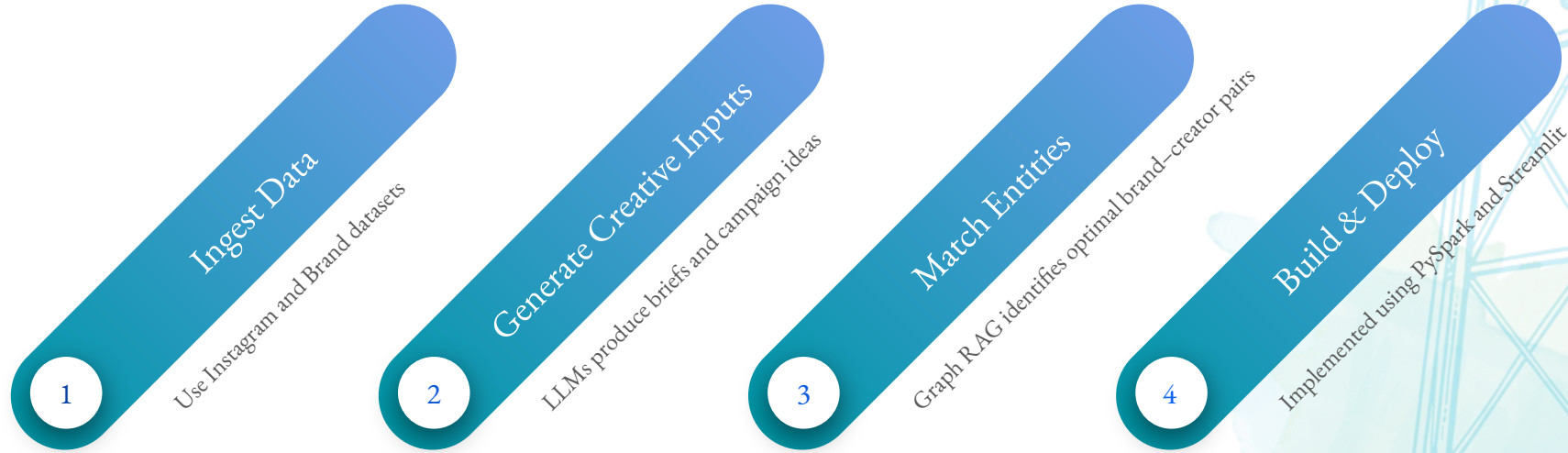- Results → Proven Match Success

Artelligence: Learnings Ahead

Key Aspects:

- Understand AI-powered creative matching
- Finding ideal creative partners
- Streamlining content distribution
- Observe AI-driven matching

Artelligence: The AI Method

1 — Ingest Data
Use Instagram and Brand datasets

2 — Generate Creative Inputs
LLMs produce briefs and campaign ideas

3 — Match Entities
Graph RAG identifies optimal brand–creator pairs

4 — Build & Deploy
Implemented using PySpark and Streamlit

Brand

Influencers

UCDAVIS

AI Matching with Diverse Datasets

- Instagram Datasets were extracted from Marketing website
- Brand Datasets Created from Claude (Real Brand, AI-generated attributes)

Artelligence at Work

- Brands matched with ideal creators
- Creators discover relevant opportunities
- Creative content distribution streamlined
- Brands tap into diverse talent pools