

Marketing Genius

A hyper-personalized ad
creation solution for
Businesses

Why Hyper-personalization?

87%

Believe that personalized ads means unique content based on their previous purchases or shopping behavior and delivered when they are looking to buy a product.

44%

Consumers said they would be willing to provide brands with information such as their name, address, email id or product preferences in order to receive more relevant ads.

2x

Consumers are almost twice as likely to click on an ad for an unknown product or brand if its personalized

Problem Statement



01.

Traditional marketing campaigns struggle with personalization at scale, resulting in low engagement and wasted ad spend.

02.

Businesses lack real-time adaptability in their marketing efforts, failing to respond quickly to changing customer preferences and market dynamics.

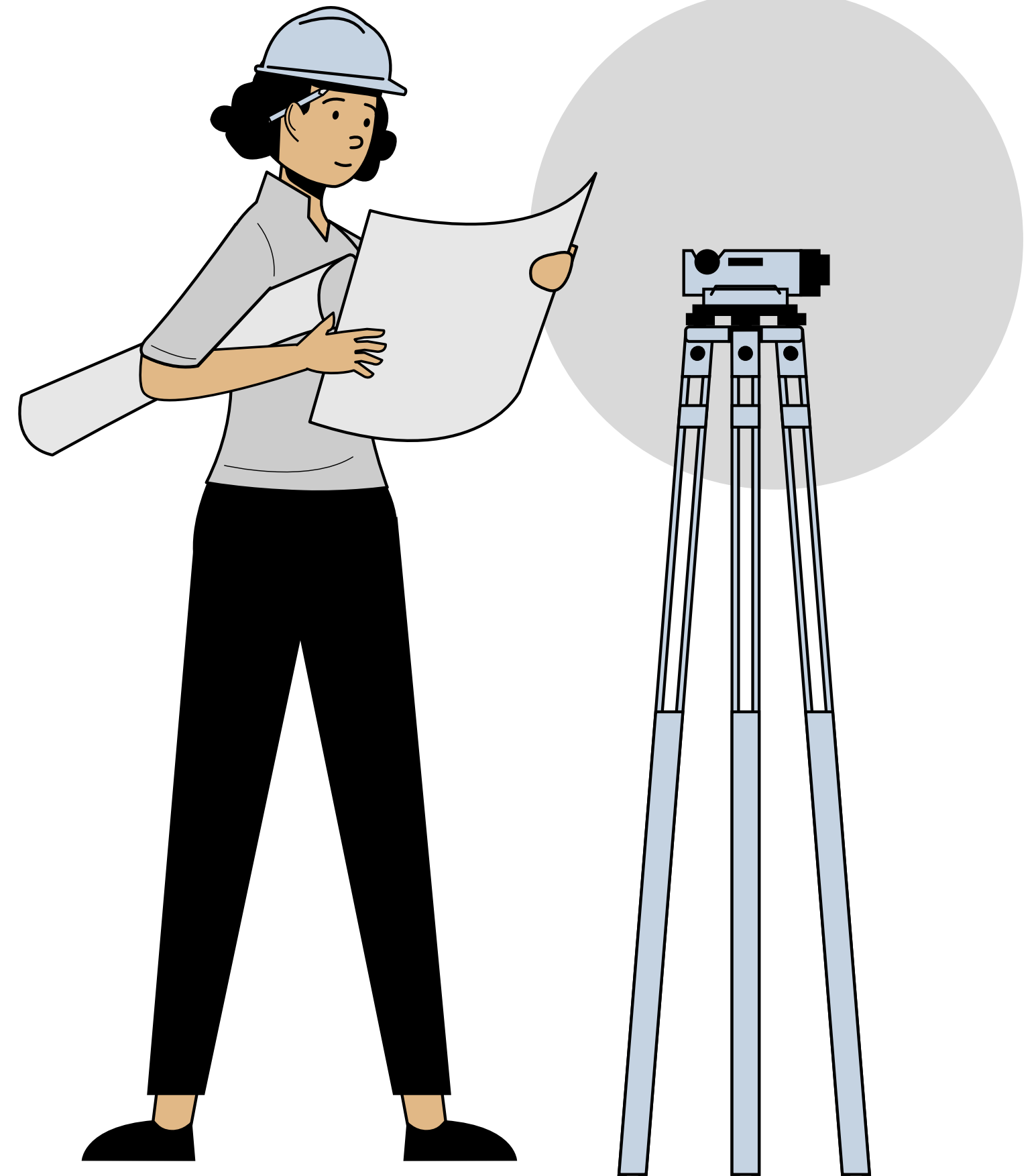
03.

Marketers face challenges in efficiently creating and delivering tailored content that resonates with diverse audience segments, leading to suboptimal ROI.

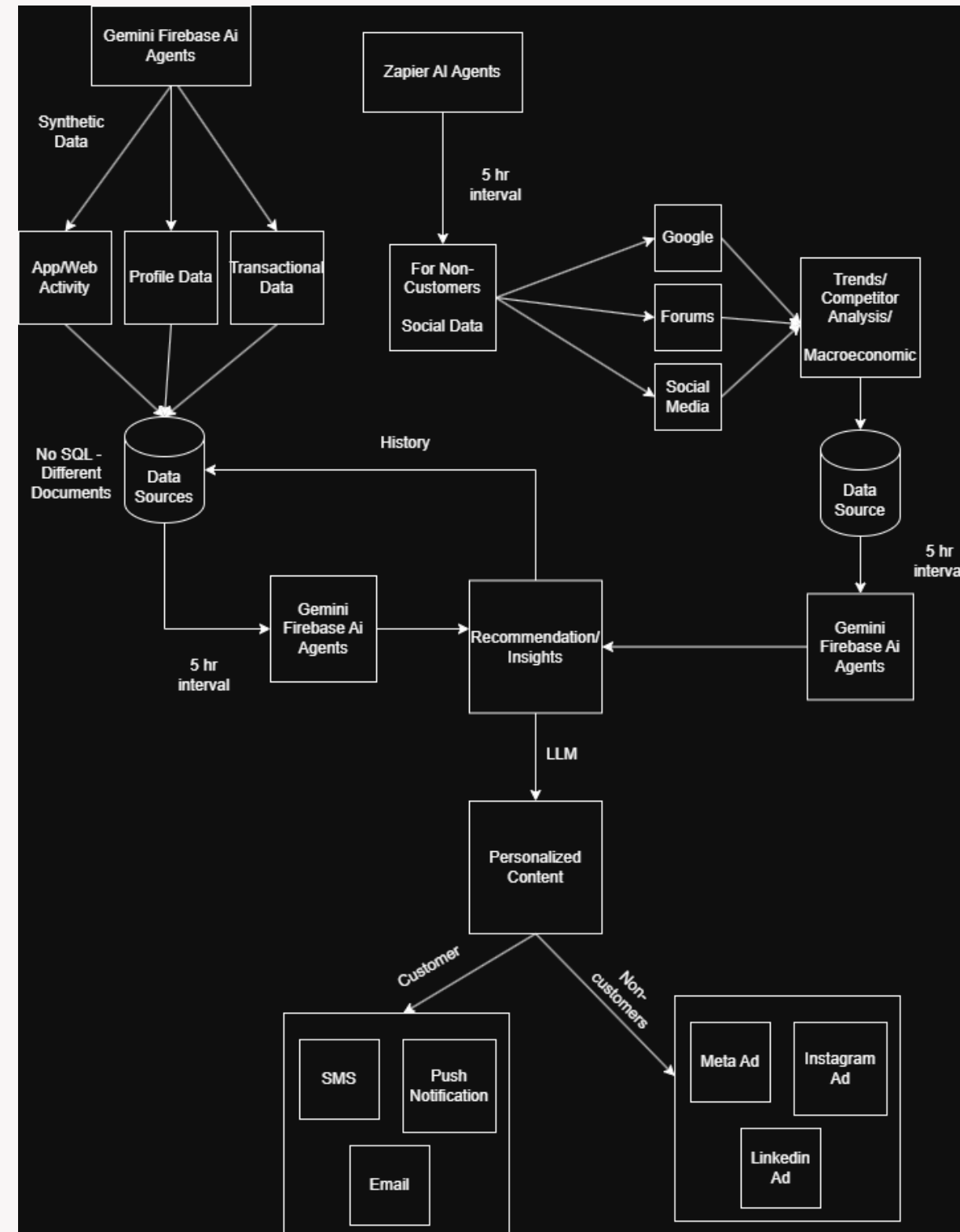
Our Solution

An AI powered platform that allows businesses to -

- 1) Personalize product recommendation for each and every customer according to their financial behaviour
- 2) Analyze public opinion about their brand.
- 3) Analyze emerging social trends about their financial products
- 4) generate multimedia ads for various platform
- 5) Leverage Agentic AI to increase efficiency of their marketing campaigns
- 6) Get unbiased ads and recommendations for their marketing campaigns



Behind The Scenes



Demo

Social Media Analysis

Credit Card

Enterprise-grade business intelligence platform

Insights Recommendations Opportunity

The conversations highlight several key trends: (1) Increased interest in credit card rewards, particularly for travel optimization. (2) Emphasis on using credit cards for building credit scores, especially among first-time users and students. (3) Significant engagement with debt management services and credit counseling for high-interest debt reduction. (4) Focus on user experience, particularly related to customer service and ease of application

Generate Meta Ad

Generate Instagram Ad

Generate LinkedIn Ad

Home Loan

Consumer-facing mobile application

Insights Recommendations Opportunity

Several key trends are emerging from social media conversations about home loans: the persistent interest in low down payment options (FHA loans), the exploration of alternative financing like HELOCs and construction loans, the perceived value of mortgage brokers in securing better rates, and the importance of clear communication and support from loan officers. First-time homebuyers are actively seeking advice and sharing their experiences, both positive and negative

Generate Meta Ad

Generate Instagram Ad

Generate LinkedIn Ad

Mortgage

SaaS solution for small businesses

Insights	Recommendations	Conclusions
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