

Introducing GenAI usecase

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Company	Social Native

Intro

This is an example from my time as a **Product Manager at Social Native**, where I spearheaded the development of an **AI-powered content suggestion and validation system** for creators.

Project Overview: AI-Generated Suggestions for Creators

Social Native operates as a crucial link between brands and social media influencers, facilitating marketing campaigns. A significant challenge we faced was the labor-intensive, manual review of content submitted by influencers. This process became increasingly inefficient as influencers shifted from static images to a higher volume of short-form videos.

Our primary goal was to revolutionize this workflow by reducing the need for a large human workforce dedicated to content review, thereby accelerating campaign fulfillment and standardizing content quality across the platform.

Tackling Key Challenges

The shift in content creation habits, with influencers producing more short-form videos, directly impacted our operational efficiency. Our key challenges were:

- **Reducing Manual Review Workload:** The increasing volume of video content made manual review unsustainable and costly.
- **Accelerating Campaign Fulfillment:** The slow approval process directly impacted how quickly brands could launch and complete their campaigns.
- **Standardizing Campaign Quality:** Ensuring consistent content quality across all campaigns was vital for brand satisfaction and platform reputation.

My Role and Responsibilities

Over a one-year timeline, my responsibilities included strategizing the next features of our platform and overseeing the entire development process. This involved a deep dive into problem identification, solution design, and meticulous execution.

Project Journey: From Concept to Launch

Research, Planning, & Conversations

Our journey began with extensive data collection. We gathered historical data on campaign acceptance criteria, analyzing both approved and rejected media to identify recurring patterns. This quantitative analysis was complemented by strategic conversations with C-suite executives, where I presented the projected ROI and the necessary infrastructure investment for an AI-driven solution. Gaining buy-in from both leadership and engineering teams on the ambitious timeline was paramount. We meticulously defined acceptance criteria and created comprehensive test cases to guide development.

Execution & Testing

We adopted an AGILE methodology, working in two-week sprints to prioritize action items effectively. Within two months, we had developed the first version of our AI validator. Due to initial resource constraints, we prioritized the Proof of Concept (POC) on image validation.

Rigorous testing followed, where we ran the new validator on historical campaigns to verify results. This iterative process involved extensive adjustments and improvements to the models, enhancing their ability to identify objects, brand names, and other crucial elements with greater accuracy.

Launch & Rollout

Our launch strategy involved a phased rollout, starting with a select group of beta brands. The AI validator ran in parallel with our manual approval team, with the manual reviewers gradually shifting their focus to validating the AI's results rather than performing initial approvals. This allowed for a smooth transition and continuous feedback loop. I presented a comprehensive report to stakeholders,

highlighting the significant improvements in performance, including a **five-fold increase in media validation speed** and impressive accuracy of automatic approvals.

Impact and Success

The new GenAI picture validator proved to be a resounding success, delivering tangible benefits across the board.

- **Enhanced Influencer Experience:** Influencers received prompt feedback on rejected media, often within an hour, allowing them to quickly revise and resubmit content. This significantly improved their workflow and satisfaction.
 - **Faster Campaign Completion:** Campaigns were completed **five times faster** due to the drastically reduced media validation time. This efficiency gain directly contributed to an increase in campaign requests from brands.
 - **Operational Efficiency:** Brands could validate pictures against their guidelines within an hour of submission, leading to quicker campaign launches. The workforce previously dedicated to manual media validation was reallocated to random verification of AI-approved media, leading to a significant reduction in direct review staff.
 - **Business Growth:** We observed a **10% increase in campaign requests** from brands participating in our beta program, a direct testament to the improved efficiency and quality of our platform.
 - **Scalability and Future Growth:** The success of the AI-powered image validator was so profound that we immediately began extending the same methodology to video approval, showcasing the repeatability and scalability of our solution.
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This project not only streamlined a critical operational bottleneck but also enhanced user experience for both brands and influencers, ultimately driving significant business growth for Social Native.