



# The Engine that lets Advertising learn.

Ad campaigns that continuously improve  
themselves.





# Advertising: Trillion-dollar industry with a billion-dollar waste problem

**\$1 Trillion**

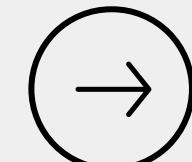
invested by brands every year

**\$80+ Billion**

burned on ineffective impressions.

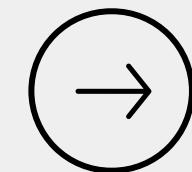
**1 hard truth**

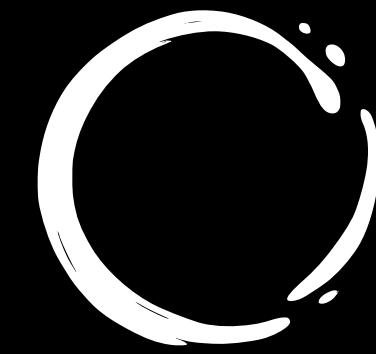
static assets die in dynamic feeds.



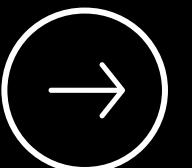


# A single ad does not fit all audiences



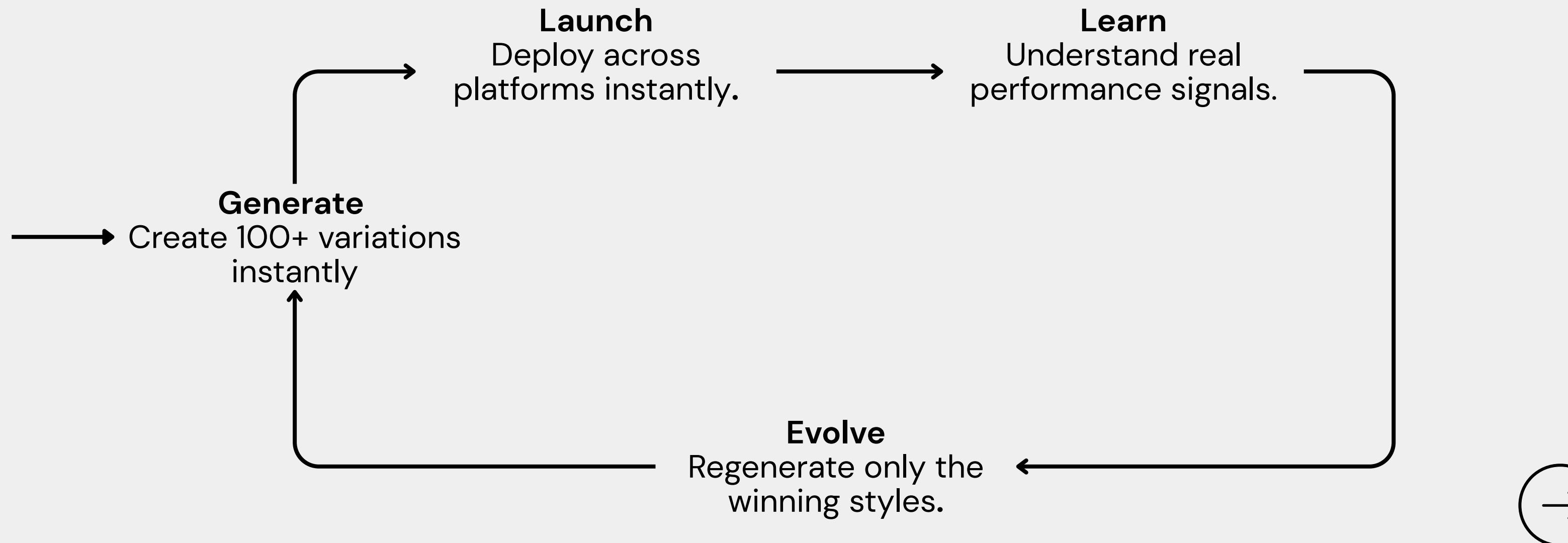


# liquid ads: a self-optimizing creative ads engine



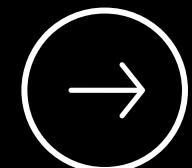


## Automating the entire creative lifecycle





# Demo - How it works





Assets

Target Groups

Campaigns

## Assets

Manage your image assets for campaign generation

+ Upload Asset



unnamed-5  
model



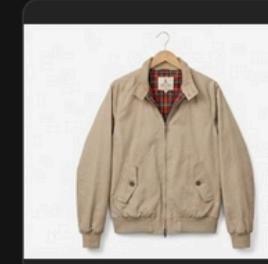
Jacke 1  
product



jacket\_1  
product



jacket\_2  
product



jacket\_3  
product



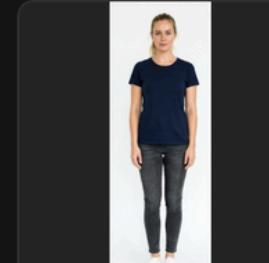
model\_1  
model



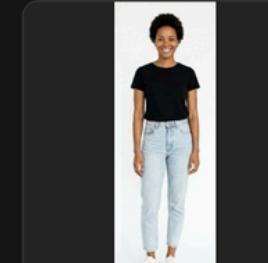
model\_2  
model



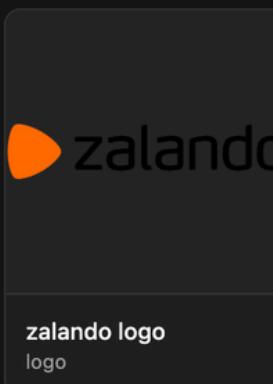
model\_3  
model



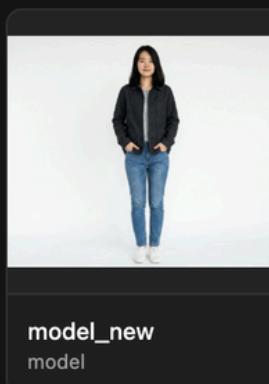
model\_7  
model



model\_9  
model



zalando logo  
logo



model\_new  
model

JD

John Doe  
jd@liquid-ads.ai



Assets

Target Groups

Campaigns

## Target Groups

Manage target audience segments for your campaigns

+ New Target Group

### Berliner SpezIn

Likes more of a grungy look. Very alternative and modern.

City: Berlin Age: Any Economic Status: Any

### Edit Target Group

Define a target audience segment for your campaigns

#### Name

Munich - SpezIn

#### City

Munich ▾

#### Age Group

Select age group ▾

#### Economic Status

Select economic status ▾

#### Description

Typical munich audience. They like polished and very classic styles and composition.

Cancel

Save Changes

JD

John Doe  
jd@liquid-ads.ai



Assets

Target Groups

Campaigns

## Edit Campaign

Update campaign settings and start generation

Start Campaign

### Campaign Name

New Campaign RTSH 26

### Base Prompt

Create a creative campaign for zalando that is targeted at instagram users.

This prompt will be used as the starting point for generating campaign images

### Target Groups

Berliner SpezIn

Munich - SpezIn

Select one or more target groups for this campaign

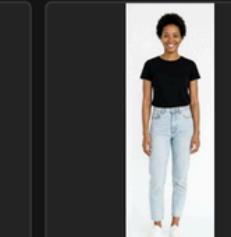
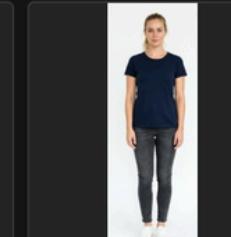
### Max Iterations

2

Number of optimization cycles to run (recommended: 2-3)

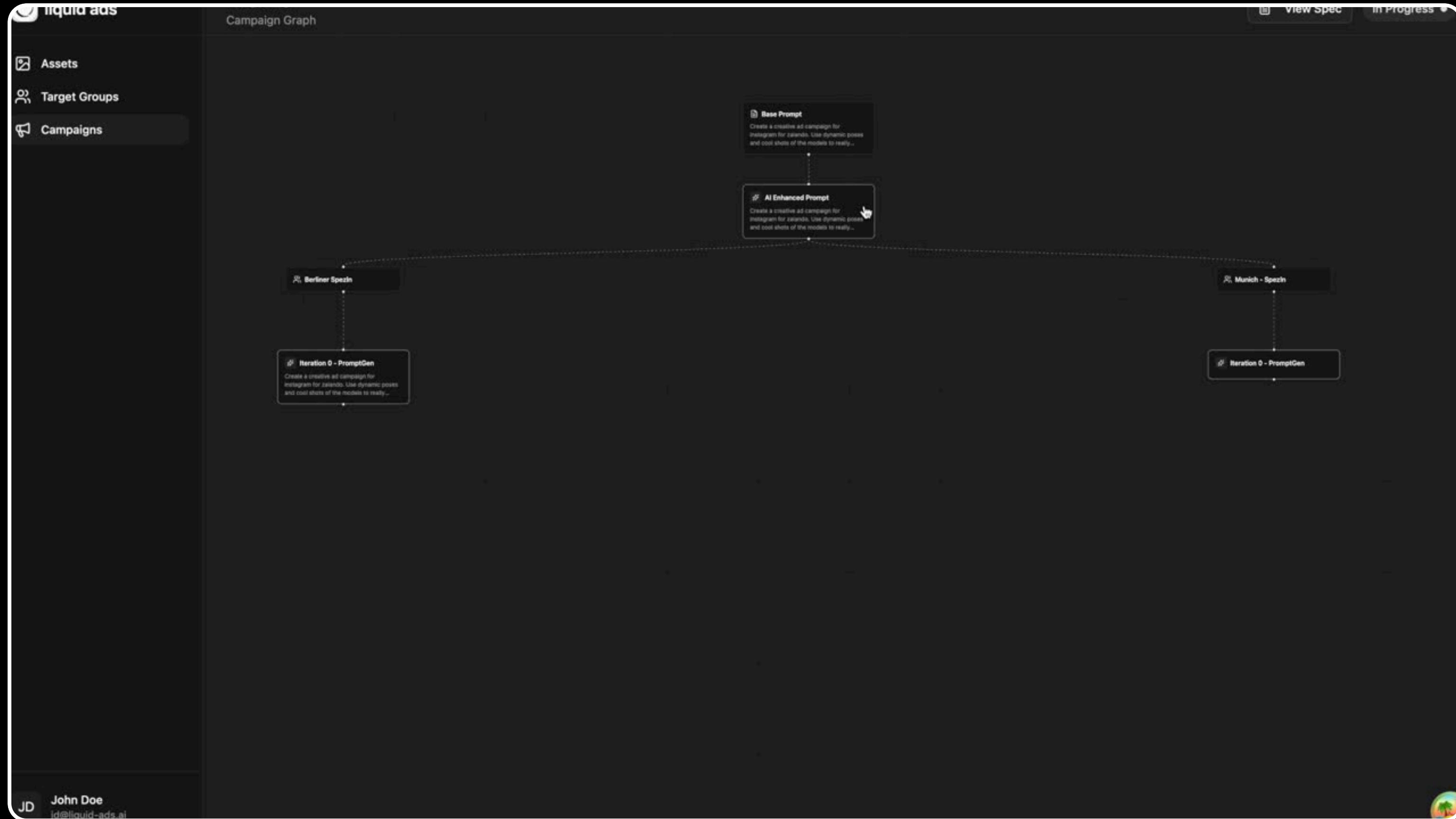
### Assets

Select Assets



JD

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## The team behind liquid ads



**TUM** fairoo

**Paul**  
M.Sc. Software  
Engineering



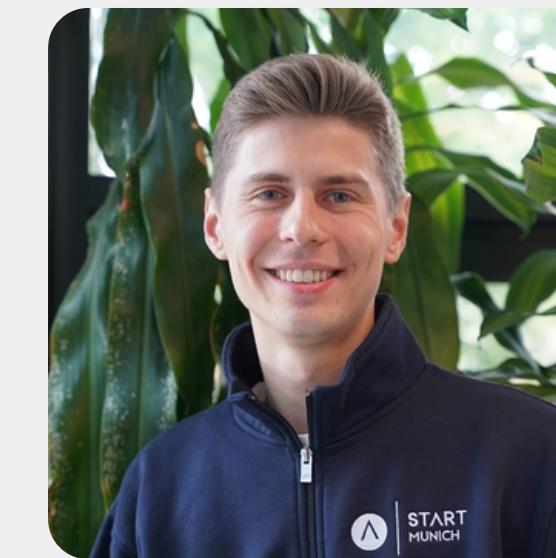
**TUM** CERN

**Lukas**  
M.Sc. Particle Physics



**TUM** NoMaze

**Defne Aytuna**  
B.Sc. Molecular  
Biotechnology



**TUM** explaino

**Niklas**  
M.Sc. Computer  
Science & Finance



# The future of advertising creates itself.

liquid ads is building a world where creative AI learns, adapts, and improves on its own delivering the right message, at the right time, for every audience.