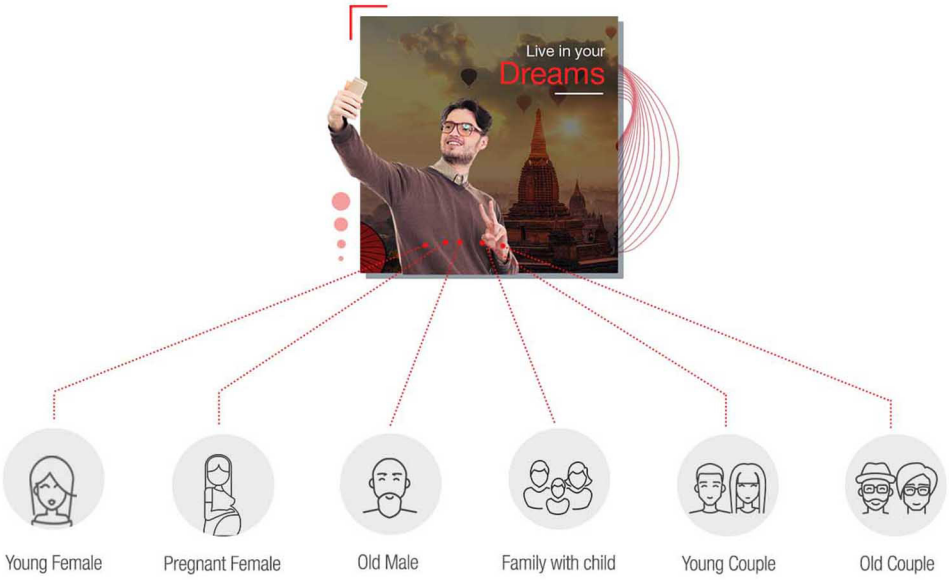
Hyperlocalized Creatives



The consumer is tired of seeing the same generic, ambiguous ad everywhere.

The key to advertising is making catchy content that compels the viewer to check out the service or the product simply because they remember the ad.

There are ways a business can choose to make an ad memorable - design it to specific interests, appeal to logic or emotion, or simply show them the ad enough times to make it stick inside.

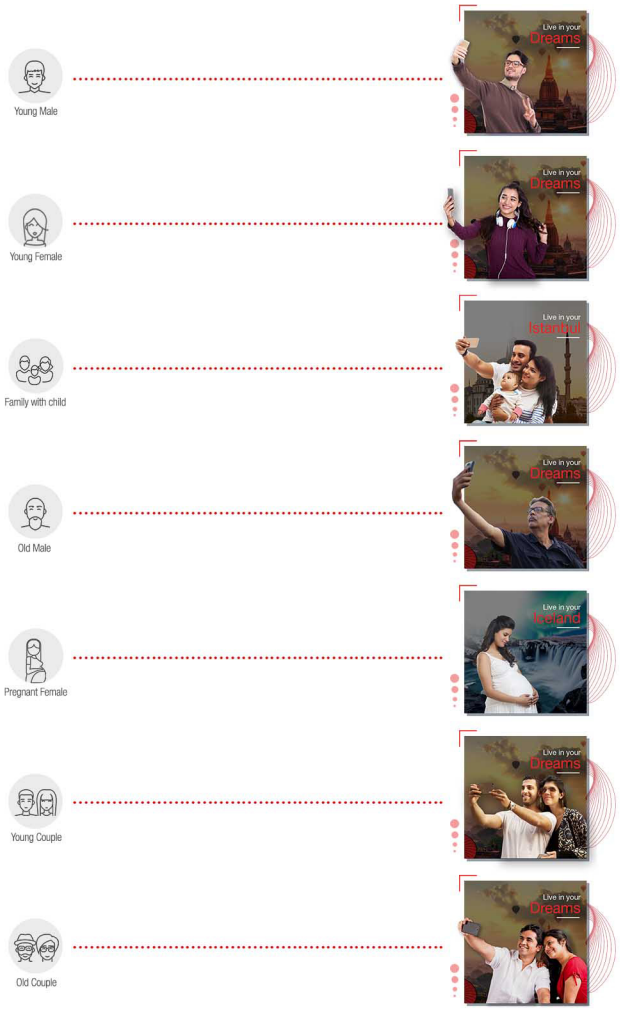
And this is where most businesses are choosing wrong today.

Traditional digital advertising and retargeting are not achieving their purpose anymore. Pop-ups interrupt the browsing experience at every turn, creepy remarketing stalks you with the same display ad everywhere you go.

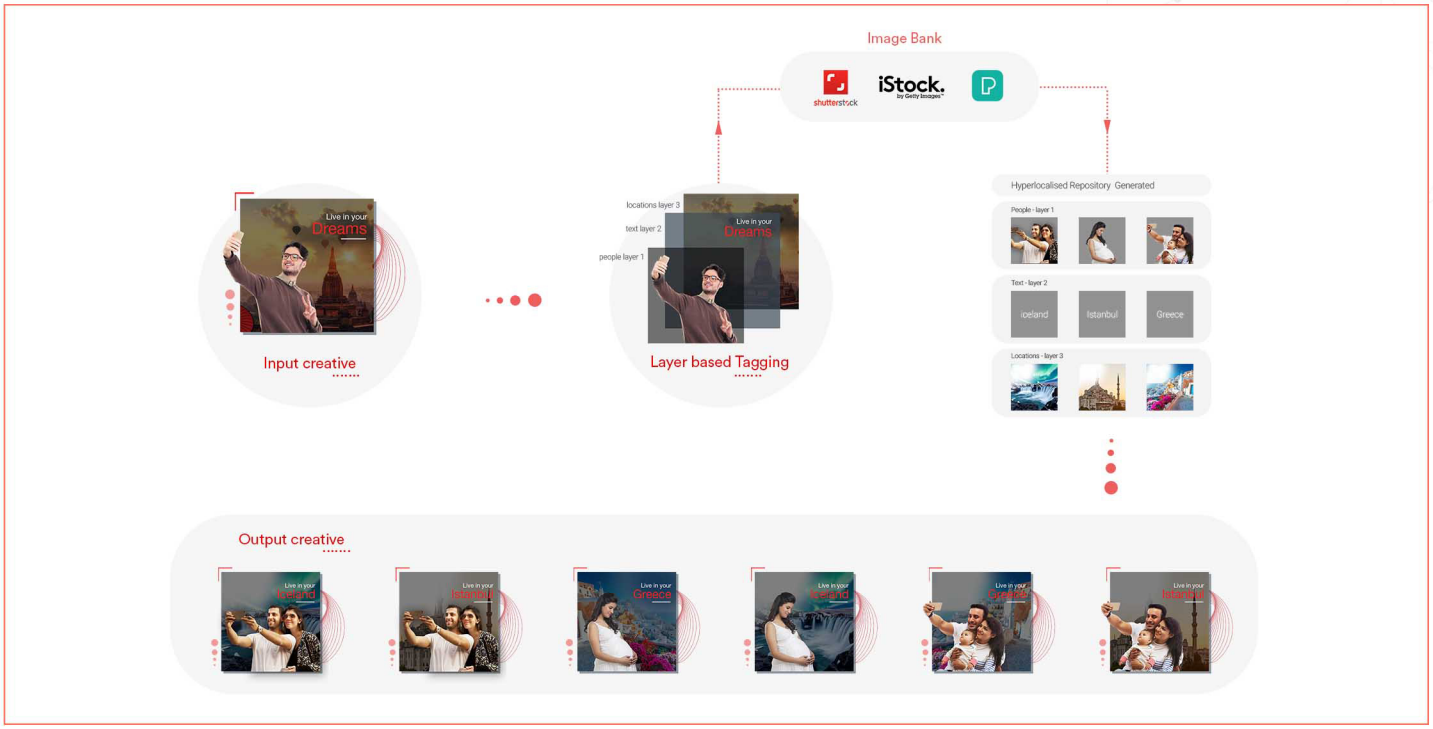
But the problem is not with the ads - the problem is bad ads.

After all, 77% of today's viewers agree with the statement "I wish there were a way to ad-filter instead of ad-block completely."

It is extremely crucial to move on from generic marketing campaigns and use today's advanced technology to create ads that are memorable, optimized and relevant to every single consumer who sees them.



Hyperlocalized Creatives



And that is where we come in

We work on combining the creativity of modern graphic design with the efficiency of advanced artificial intelligence.

Our focus is on creating video ads and banners that connect with viewers and this empathetic connection drives them to follow through on the ad. We use specific interests for every consumer - age, gender, family composition, hobbies and other characterization factors to target them on the basis of hyperlocalized micro-target groups.

How does this work?

The creative AI of our model is designed to generate a large number of Hyperlocalized Creatives specific to every consumer, using the initial base creatives and multiple layers of targeted visual content.

Using the base creatives uploaded by the client and data from Multivariate Creative Testing, the AI identifies all the possible dynamic elements for each layer and generates a repository of similar samples from a vast image bank comprising content from industry leaders, grouping all images by relevant metatags. This visual mapper is arranged into distinct layers according to the various user-specific characterization factors and the anatomy of the original base creative.

The mapper is then customized according to the requirements for each campaign and used to generate 100,000+ distinctive, hyperlocalized creatives aimed at generating maximum user attraction and responses.

The hyperlocalized creatives are thus generated with the specific purpose of achieving the greatest engagement with the viewer by showing them content that is relevant to them and removing the incessant annoyance caused by repetitive ads, enabling a business to create a rapport with the consumer based on trust and reliability.