QuantumBasel

Center of Competence
for Quantum and Artificial Intelligence

GenAI   RAG

Optimizing Advertising Campaigns with AI-Generated Audiences

2024 | Use Case | Model Optimization Solution

The target audience for this use case are marketing professionals and brand managers who are involved in creating and optimizing advertising campaigns. They are looking for innovative ways to measure the effectiveness of their marketing materials and tailor their campaigns to specific target audiences. Advertising agencies can also benefit from much more efficient user testing loops for their client projects.

THE CHALLENGE

The problem to be solved is the challenge of accurately evaluating and optimizing advertising campaigns to resonate with different target audiences. Traditional campaign evaluation methods can be time-consuming, subjective, and may not provide actionable insights on how to improve the campaign's appeal to different demographics.

PROJECT GOAL

The goal of this project is to provide a sophisticated AI-based tool that allows users to upload images of their advertising campaigns, select or create target personas, and receive an AI-generated rating and feedback on the effectiveness of the campaign. The tool aims to streamline the evaluation process, provide accurate insights, and suggest actionable improvements to increase the campaign's appeal to the defined personas. In addition, the tool should be able to connect to the internet to keep up with the latest trends.

5–10
working days required to recruit test participants

40%
more successful campaigns when tested by users

90%
of advertisers expect to use GenAI "often" the next year

SOLUTION APPROACH

The solution is an AI-based tool with the following features:

- Image Upload: Users can upload an image of their ad through a Retrieval-Augmented-Generation (RAG).
- Persona Selection/Creation: Users can select from predefined personas or create custom personas that represent their target audience.
- Campaign Evaluation: The AI analyzes the campaign and provides a score based on how well it resonates with the selected personas.
- Follow-Up Questions and Inputs: The AI can ask follow-up questions to refine the analysis and provide suggestions on how to make the campaign more appealing to the target personas.

„With AI-driven personas, we can test campaigns at lightning speed. The ability to quickly adapt and optimize our strategies based on precise data could transform our marketing efforts and results.“

Chief Marketing Officer
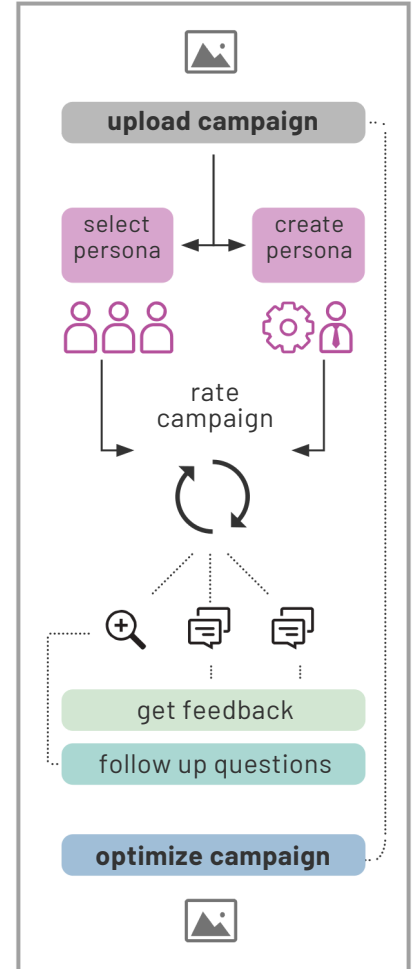
NEXT STEPS

- Improve AI accuracy with refined algorithms and enhanced data integration.
- Enhance the user interface for improved usability and navigation. Incorporate user feedback to drive iterative improvements.
- Extend functionality with advanced customization and seamless platform integration.
- Optimize performance to efficiently handle large data sets. Maintain updates for the latest features and bug fixes.
- Provide extensive user support and training resources. Market new features to attract and retain users.
- Connect the tool to the internet to stay ahead of the latest trends in marketing practice.

10x
increased insight through multiple accessible personas

2x
faster steps in the usability testing process

DETAIL INFORMATION

The commercial can be uploaded to the tool, followed by the selection of relevant personas. The tool then provides an assessment of how well the campaign resonates with the selected personas and makes recommendations for potential improvements.