

GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

Global CPG Company

A \$60B consumer products company partnered with Digital Wave Technology to create highly personalized micro-campaigns for their retail partners, while also enhancing ad creation speed and reducing costs.



The Solution

Digital Wave Technology introduced AI Advertising, a cutting-edge AI solution tailored for rapid, accurate, and high-quality ad generation. This enterprise solution provides personalized ads for retail partners across global regions, supporting multiple languages and automating the creation of lifestyle images and marketing copy. The solution integrated with the company's existing advertising ecosystem, enabling swift production of mobile and web ads and catering to specific brand, product, regional, seasonal, holiday, and event needs. By reducing dependency on agencies, the company could more efficiently manage its ad production process.

The Results

AI Advertising enabled the CPG company to achieve significant cost-efficiency, speed up ad creation, and improve the effectiveness of their campaigns. Within just 5 months, the global company experienced remarkable results with AI Advertising:

- **90% Cost Reduction:** Advertising costs were slashed from \$80,000 per ad to \$7,000.
- **88% Time Savings:** The ad creation process was shortened from 40 hours to just 5 hours.
- **8x Increase in Content Generation:** The company saw an eightfold increase in content production, driving additional revenue growth.
- **Enhanced Personalization:** Ads were finely tuned to match regional, seasonal, holiday, and event-specific requirements, enhancing relevance and engagement.
- **Reduced Dependency on Agencies:** The company could produce more ads independently, allowing for diverse marketing campaigns and tailored content.