

DataGenie

→ (Agency Workflow Automation)

Transform Marketing Campaigns Through Hyper-Personalized Content Creation



The Agency Workflow Automation solution is designed to address the common challenges faced by marketing teams in terms of personalization of marketing content to run multiple campaigns. Traditional method which involves external content/creative agency often lead to high overhead costs, lengthy turnaround times, and lack of personalization. Our Generative AI powered solution provides the marketing user to generate content (image, email, SMS, WhatsApp, Push notification, etc.) through simple text prompts. Using the customer attributes and preferences, the solution allows generation of hyper-personalized content for every campaign.

The solution also allows easy integration with CRM to pull customer information from Marketing Automation tool for content consumption. Furthermore, the human-in-the-loop feature ensures quality and relevancy, making it a robust solution for customer-facing applications.

Key Features

Easy Content Generation / Customization Through Text Prompts

Hyper-Personalized Content Generation

Multi-Content Creation

Expected Benefits



Reduced
OPEX



Better
CSAT Score



Improved
Conversion
Rates



Reduced Cost
Per Conversion



Lower time
to launch new
campaigns



Improved
ROI

Technical Specifications

Supported Platform – Azure

LLM Model – Dall E3 and GPT-4

Deployment – Cloud-based