



AdGreetz has partnerships with several companies, including the retailer Forever 21 | Photo source adgreetz.com

SOFTWARE AUTOMATES VIDEO ADS WITH AI

 ADVERTISING & MARKETING

AdChef is an SaaS platform that uses artificial intelligence to optimise content and placement of a brand's messaging

AdChef is a new software as a service (SaaS) platform that fully automates the production and distribution of hyper-personalised video ads. Created by personalised advertising technology developer AdGreetz, the platform uses artificial intelligence (AI) to optimise content and placement of a brand's messaging. The proprietary system can be integrated into 22 digital media platforms, including Instagram, Snapchat, points of sale, text messaging and email.

The company currently has a patent pending for the platform. It consists of three interlinked systems: Ad Chemist, Ad Multiplier and Ad Runner. Ad Chemist helps produce creative content and segment audiences. Ad Multiplier generates thousands of different versions for each ad. Ad Runner uploads them, and the AI optimises engagement and tracking. So far, in partnerships with more than 50 Fortune 100 companies, results include a Facebook click-through rate five times greater than average. The ads run in 26 different languages and in 20 different countries.

AdGreetz is part of the [Business Growth Programme](#) at London & Partners.

Selected for the [Createch 2019 Ones to Watch](#), produced by the [Creative Industries Council](#) with the support of [Digital Catapult](#), [London & Partners](#) and [Springwise](#).

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Takeaway:

Personalisation helps build deeper, more meaningful relationships between customers and brands. As individuals and groups connect with the world around them in evolving ways, big data becomes more important. Analysis that combines human experience with machine learning is most powerful, especially when serving tailored content. Springwise has spotted other recent attempts at this across various sectors, including [a German startup combining AI with human stylists](#) to personalise men's shopping and a US company using machine learning to help HR departments [write better job postings](#).