Adify

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What is the Problem?

Business owners are facing difficulty in running effective advertising campaigns and often spend a lot of resources without achieving the desired result. In addition, creating innovative content is a big challenge and takes several days to produce.

What is your Solution?

Leveraging the power of generative AI, we can provide you with a highly effective and cost-efficient advertising campaign in a short time. By using a simple questionnaire, the solution can support in planning and management of your campaign and accelerate the creation of the content needed.

How will this application make Money?

- The market size in KSA is 11 Billion Riyals. (*Chamber of commerce*)

- 3K – 15K SAR is average advertising campaign

- Our target for the first phase is 0.025% of the market, and to be a reasonable choice in the Ad industry.

- Initial Business Model, Adify allows us to take a lower percentage of the campaign in the 1st phase.

What is the Future?

Short Term

- Enhance the UX of the solution

- Improving the integration with social media platforms

- Analyze and report on campaign performance metrics

- Assess the feasibility of Streamlit's capabilities for future growth

Long Term:

- Advanced analytics on campaign performance and impact

- Video-based content rollout

- Infuse tailored cultures preference into the campaigns.

- Research and develop different techniques, to understand client's more to provide customized campaings.

Thank You

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