

Marketers are facing growing demands for high-quality, diverse content that stays true to brand identity—all under tight deadlines.

Introducing **Qreator**, Quantiphi's GenAI-powered Content Creation Platform, built on AWS to transform your marketing content creation. Our solution enables marketing teams to produce high-quality marketing assets rapidly—from persuasive product descriptions to social media visuals—using simple natural language commands. Qreator ensures brand consistency and creative excellence, empowering marketers to amplify their channel impact.



Features of Qreator



Multi-format
Content Creation

Generate text and image-based assets for diverse campaigns with minimal inputs



Brand Consistency
Enforcement

Maintain brand guidelines and ensure visual and tone consistency across all content



Multi-Channel
Optimization

Adapt content for various formats and platforms to maximize audience engagement

Benefits of Qreator



Boost
Productivity

Focus on strategy while Qreator handles the content



Maximize ROI

Reduce reliance on external agencies



Scale with
Ease

Generate content for numerous campaigns



Personalization

Deliver hyper-relevant content to your audience



Perfect Your
Message

Effortlessly create variations for A/B testing

Customer Success Story

Transforming E-commerce Content Strategy for a Global Retailer



Challenges

- Inefficient Go-To-Market (GTM) processes, particularly in product packaging and marketing strategies development
- Over-reliance on manual processes and individual personnel leads to bottlenecks and delays



Solution

- Developed and deployed a custom GenAI-powered marketing innovation platform
- The platform generates high-quality, tailored content for social media captions, tags, product descriptions, and packaging visuals



Impact

- **60%** reduction in content creation time
- **30%** increase in audience engagement through personalized content
- **~25%** cost savings due to reduced reliance on external agencies

Get started with Quantiphi

- **Solution walkthrough:** Experience the capabilities of our Gen AI solutions firsthand with a customized demo
- **Schedule a discovery session:** Connect with our Gen AI experts to discuss your business challenges and requirements.
- **Gen AI build:** Get a Gen AI Prototype built as per your requirement

Ready to embark on your Gen AI journey?

Reach
out to



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