

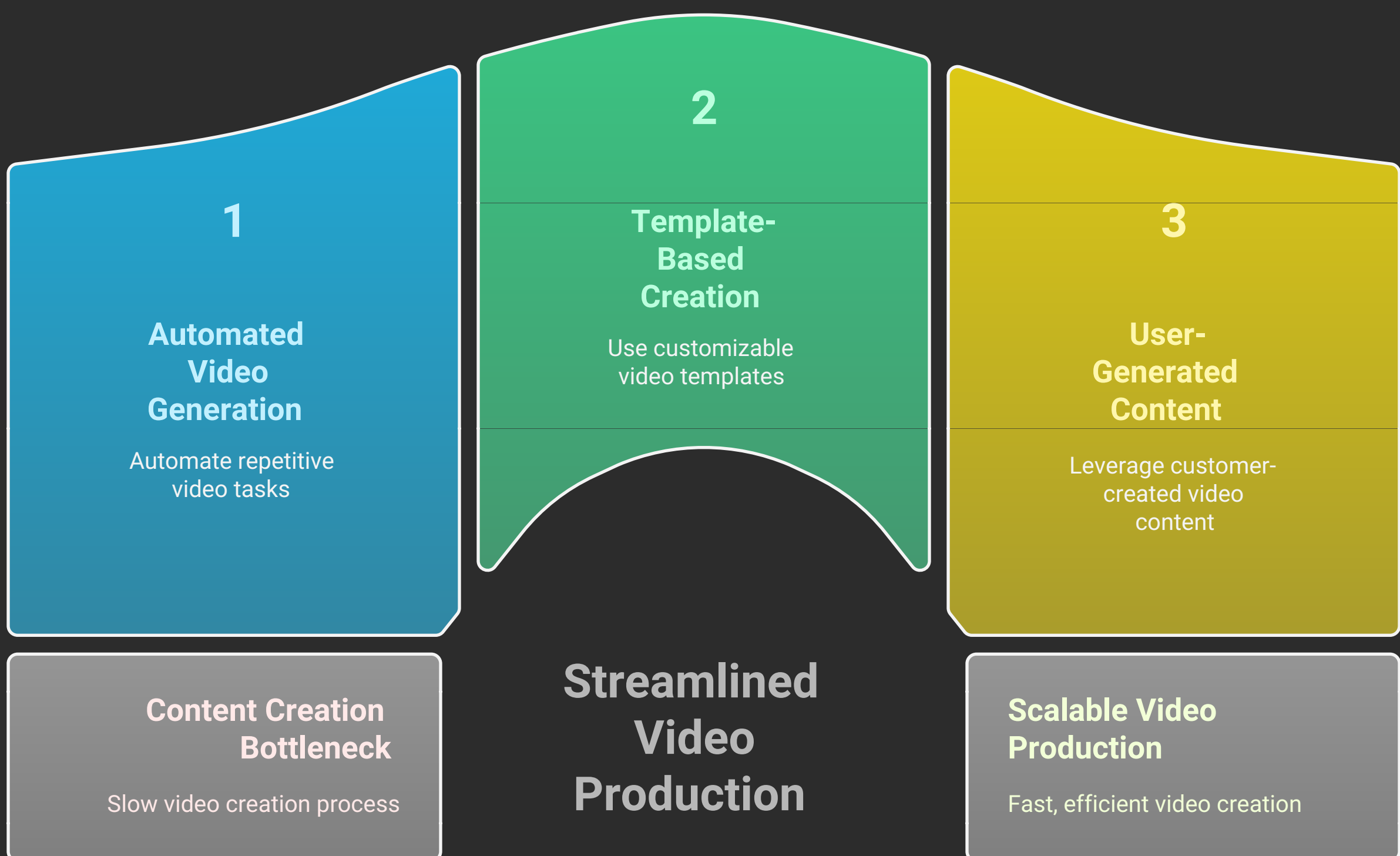


Case Study: AI-Based Marketing Video Solution

Business Challenge

A mid-sized e-commerce retailer struggled to produce enough video content for its products and social media ads. Their marketing team spent weeks coordinating video shoots and edits for each campaign, leading to missed opportunities in a market where 90% of marketers say video content boosts ROI. The challenge was to create engaging promotional videos at scale, within tight budgets and timelines.

Scaling Video Content Creation

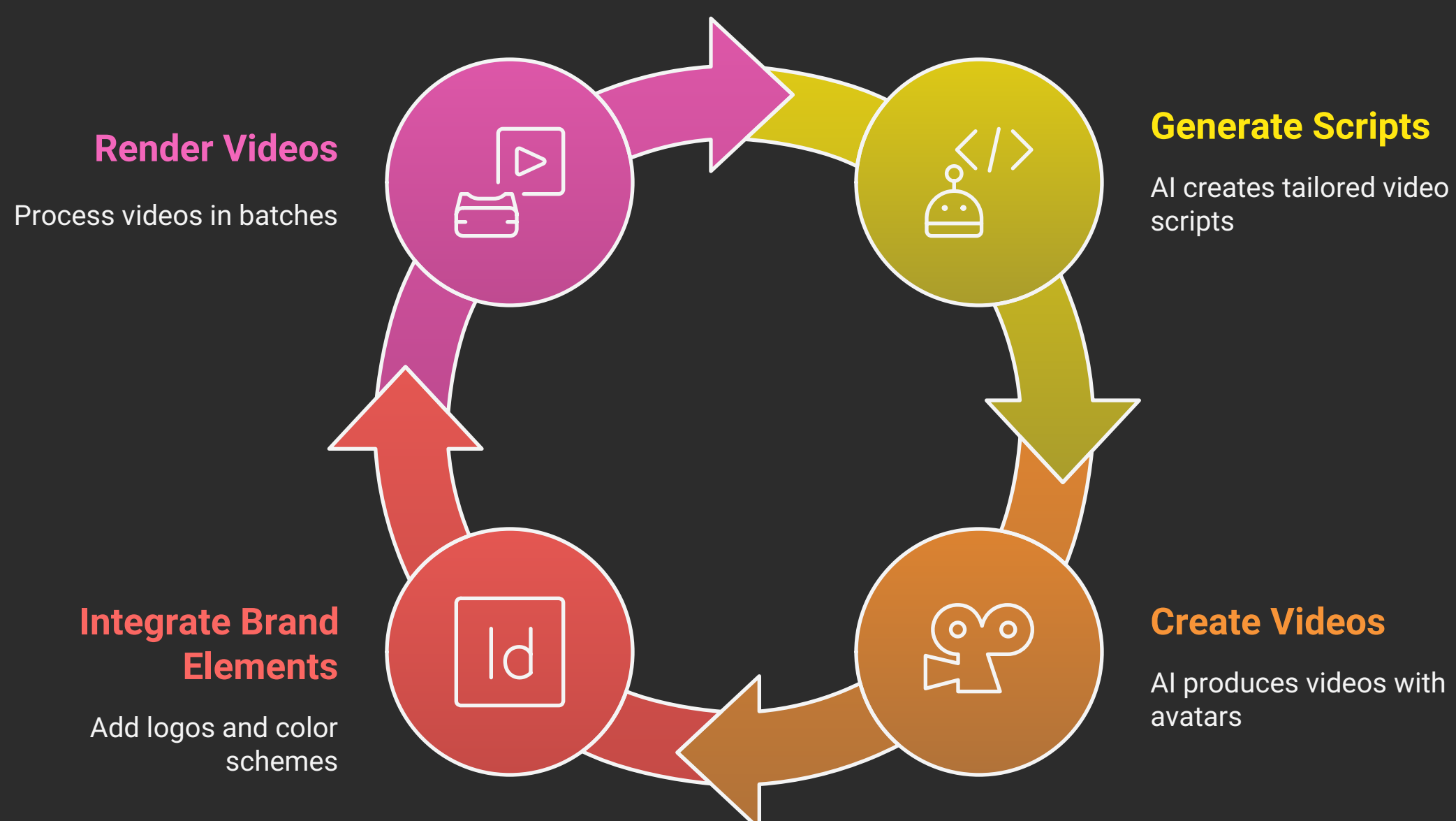


Solution Approach:

We developed a custom AI-based marketing video generator to automate video production. Using OpenAI GPT-4, the system generates tailored video scripts and product descriptions.

These scripts feed into HeyGen, an AI video tool, to create videos featuring realistic avatar presenters who speak the script (with natural speech via ElevenLabs text-to-speech). The platform allowed the marketing team to simply input product details or marketing copy, then automatically receive a polished promotional video. We integrated brand elements (logos, color schemes) and ensured the AI's tone matched the company's style. The technology stack also used Python automation to handle video rendering in batches, enabling the creation of dozens of videos simultaneously.

AI-Driven Marketing Video Creation Cycle

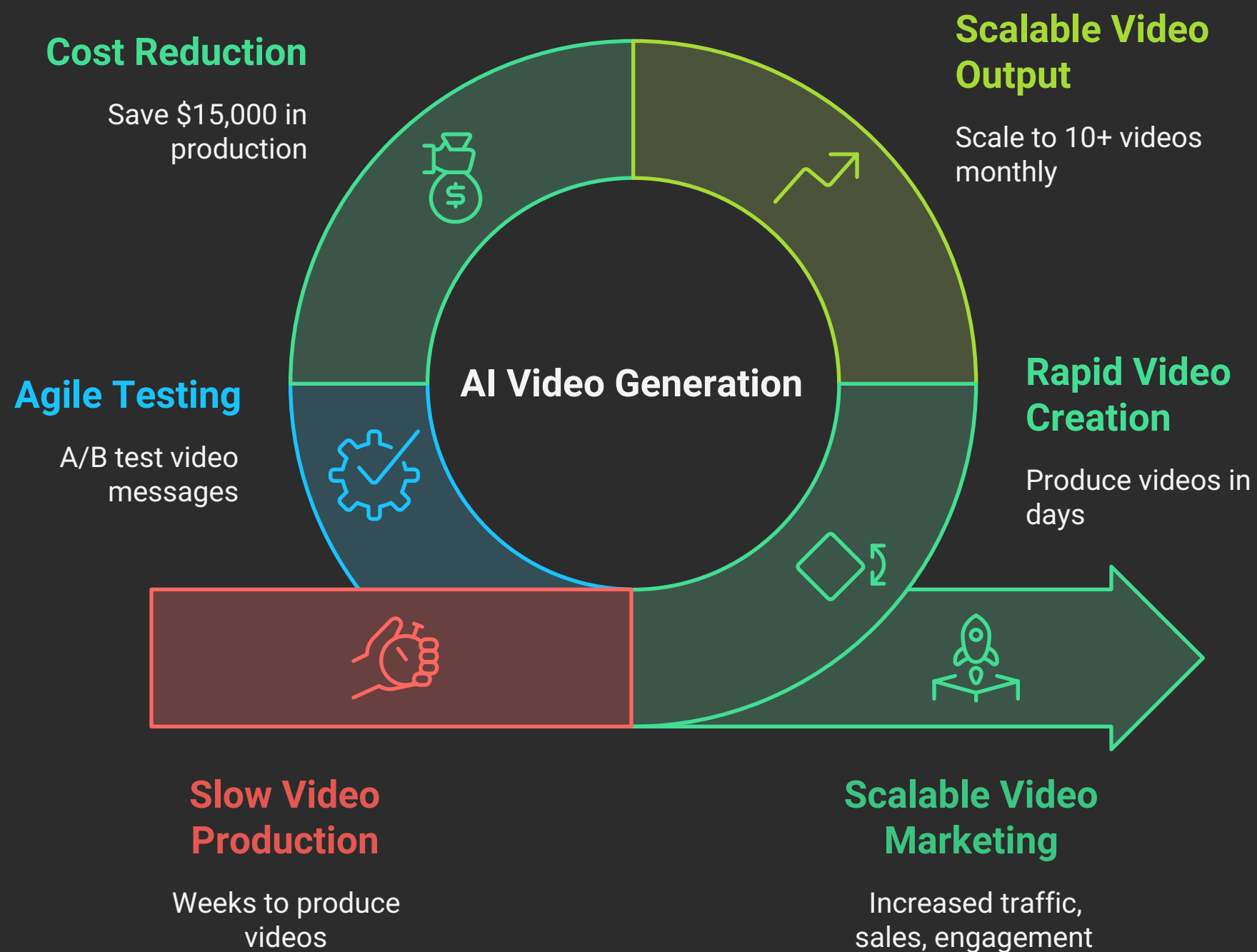


Results & Benefits:

The AI video solution reduced video production time by over 80% – what used to take two weeks of filming and editing was accomplished in a couple of days. The retailer scaled from making ~2 videos per month to 10+ videos, significantly expanding their marketing reach. This translated into a 150% increase in online video ad impressions and a notable uplift in conversions on product pages with video. By eliminating the need for camera crews and editors for each video, the company saved an estimated \$15,000 in production costs in the first quarter. The marketing team also gained agility: they could quickly

A/B test different video messages for campaigns. The improved volume and speed, combined with AI-driven personalization in video content, led to higher customer engagement – aligning with industry findings that AI adoption in marketing can raise campaign ROI by ~20%. In summary, the AI-based video generator empowered the company to leverage video marketing at scale, driving more traffic and sales while keeping costs in check.

AI-Powered Video Generation



User Impact:

The marketing team embraced the new workflow enthusiastically. Non-technical marketing staff could use the simple interface to generate videos, making the tool accessible across the department.

Team members reported that the AI freed them from tedious editing tasks, allowing them to focus on

creative strategy and messaging. This not only improved morale but also resulted in more innovative

campaigns. The company's CMO highlighted that the AI video solution was "a

game-changer in content

productivity," enabling them to be more responsive to market trends and seasonal

promotions with quickturnaround

videos.

Enhancing Marketing with AI

