



# GenAI Based Creative Intelligence Accelerator

[www.sigmoid.com](http://www.sigmoid.com)





## About Sigmoid

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# Sigmoid is an emerging leader in data engineering and AI solutions.



**750+**  
Employees



Work with **30+**  
Fortune 500 firms



**>97%**  
CSAT score



**200+**  
ML models operationalized



**5000+**  
Data pipelines built

Backed by

**SEQUOIA**

## Awards and Recognition



Technology **Fast 500**  
2023 NORTH AMERICA  
Deloitte.



Provider Lens 2023 Quadrant

**Analytics Services**  
Rising Star, U.S. ★

Report releasing Jan 2024



America's  
Fastest-Growing  
Private Companies



Open Source data  
solution provider  
of the year



**FORRESTER**  
Now Tech:  
**AI Consultancies,**  
Q1, 2021 Report

Major Contender in

**EVEREST GROUP**

Analytics and AI Services Specialists  
PEAK Matrix (2022)

## Offices



New York



San Francisco



Dallas



Lima



Bangalore



Amsterdam

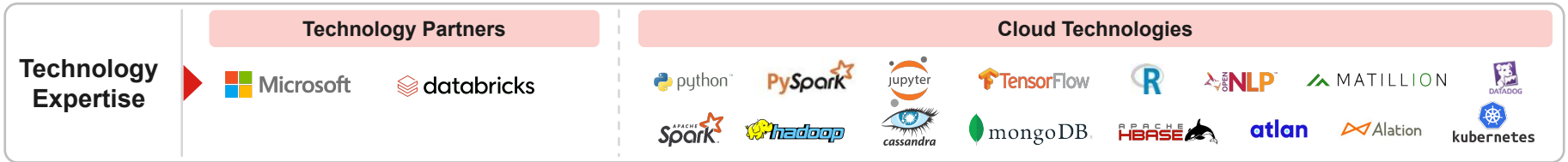
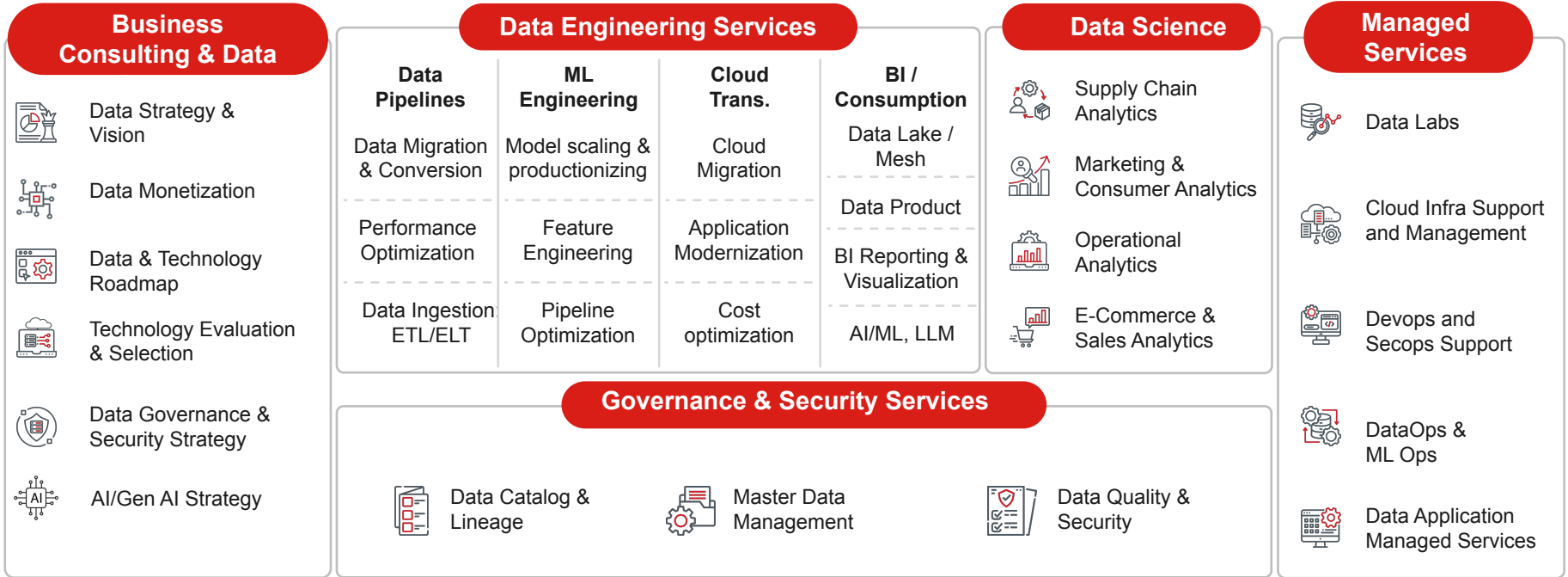


London



Sao Paulo

# Enabling Business Transformation with Full-Service Capability Suite



# Sigmoid Capabilities - Experience in implementing data solutions in Azure

Sigmoid has worked with more than Five large customers to design, build and deploy solutions in Azure

## Data Processing & Transformation:

- **Azure Databricks:** Collaborative Apache Spark-based analytics platform to be used for big data processing and machine learning.
- **Azure HDInsight:** Managed cloud service for processing big data using popular open-source frameworks like Hadoop and Spark.

## Data Storage & Management:

- **Azure Data Lake Storage:** Scalable and secure data lake for storing large amounts of structured and unstructured data would be considered.
- **Azure SQL Database:** Managed relational database service for structured data storage.

## Data Ingestion & Integration:

- **Azure Data Factory:** Creating data pipelines to move and transform data from various sources.
- **Azure Event Hubs:** Real-time data ingestion from applications, devices, or any data streams would be done.

## Data Analytics & Visualization:

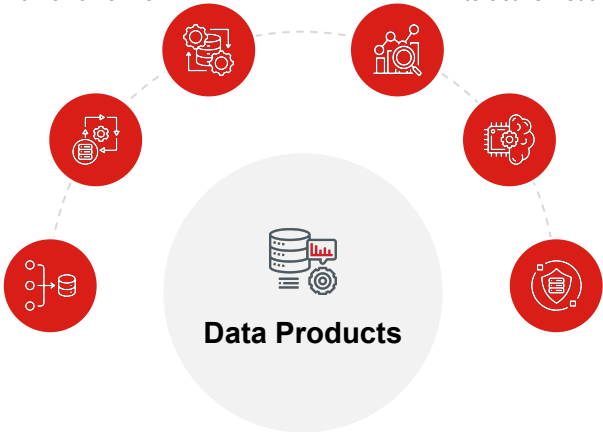
- **Azure Synapse Analytics:** Analytics service which will be used for analyzing large amounts of data using either serverless or provisioned resources.
- **Power BI:** Business intelligence tool to be used for creating interactive visualizations and reports.

## Machine Learning & AI:

- **Azure Machine Learning:** End-to-end platform for building, training, and deploying machine learning models.
- **Cognitive Services:** Pre-built AI services for vision, speech, language, and decision-making.

## Security & Compliance:

- **Azure Active Directory:** Identity and access management service.
- **Azure Policy & Blueprints:** Tools for implementing governance and compliance across Azure resources.



Sigmoid's implementation of solutions in Azure involves leveraging a combination of services and tools tailored to specific business needs. Sigmoid would collaborate between data engineers, data scientists, business analysts, and other stakeholders as it is essential to align the implementation with business goals and ensure success.



# GenAI Based Creative Intelligence Accelerator

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# Common Challenges faced by Content Teams



## Tracking

- As large CPG companies work with different content partners, there is **no single point of truth to track all creatives** for performance, quality, fatigue, reusability etc.



## Impact

- How to understand real **impact or effectiveness of a creative** if the same is used across campaigns, channels/platforms, time etc.
- **Characteristics and Drivers** which makes a content successful - Color, Sentiment, Theme, Fonts etc.



## Efficiency

- How to tackle concerns around **brand compliance** while working with different content partners and creators
- How to **speed up** the content creation process



## Value

- How to determine if a content will work well. How to quickly **check performance** of some content and move to a **different version** if it is not working well?

# Pillars of Sigmoid's GenAI Enterprise Architecture - Bedrock to form the solution

## Fully Automated and Configurable

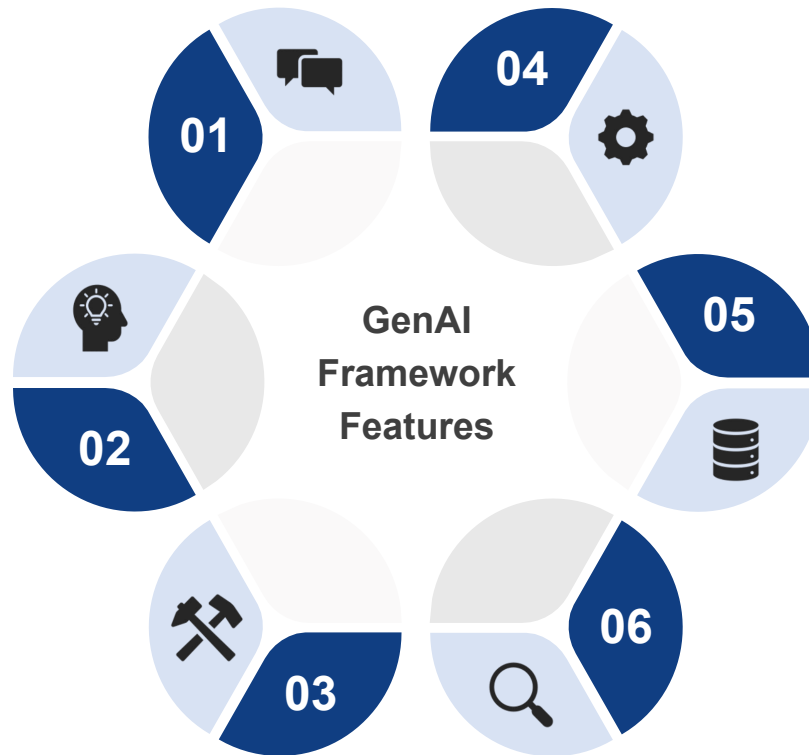
All components of the framework are stitched together using Terraform. Fully compatible with Nutrition Trinity architecture standards

## Cross Charging and Optimization

Live and intelligent cost allocation and cross charging functionality to bring complete transparency to business. Intelligent caching to prevent misuse of the system

## Solution Agnostic Support

A framework that can support all three types of Inputs – Data, Text and Images and can also all kind of outputs – Text or Image of both



## Secure and Reliable

No Data gets uploaded to Open LLM. All data/Metadata is kept in vectorized format and is sent to Open LLM during runtime

## LLM Routing

A feature that empowers and enables routing of the query to appropriate LLM depending on the speed, quality and Cost of the outputs generated

## Accelerators

Integrated accelerators and multiple reusable components to enhance the speed of development and reduce tech debt build up



# Components of Creative Intelligence Engine

Learn ... Ideate ... Generate ... Experiment ...



## Insights Engine

- **Identify** - Best & Worst creatives based on multiple factors like performance, reusability, fatigue, format, frequency, channel etc.
- **Winning Recipes** - Extract and Identify metadata and characteristics needed to develop winning creatives - colors, gradients, themes, sentiment, emoticons etc.

Identify the best performing creatives, and drivers for success or failure



## Intelligent Templates

- **Ideas** - Fast prototyping. Try out different ideas, convert thoughts to reality following best practices designed by experts.
- **Template Library** - Images, designs etc. templated with human help combining winning recipes, best ideas and a sense of art.

To help content creators come up with stock ideas, images, contents and templates



## Guided Creatives

- **Automated Generation** - Creatives generated using state of the art generative tools considering winning recipes, user inputs etc. Gatechecks established to control quality.
- **Templates** - Use templates to generate new creatives
- **Validation** - Designers edit these further for refinement

And speed up the creative generation time for new marketing activities

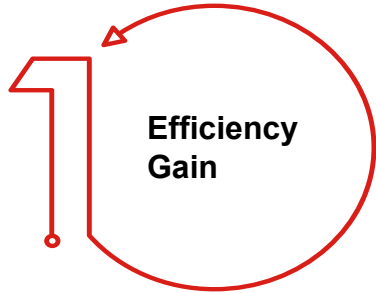


## Test & Learn System

- **Selection & Optimization Engine** - A solution which leverages historical data and winning recipes to pre-empt which creatives will perform vs not perform, and monitors how selected creatives are performing continuously over time to optimize and control their exposure.

With a data driven system to select and optimize the creatives over time

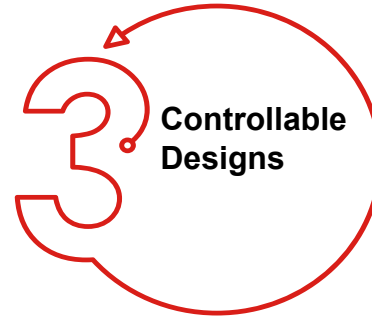
# Key Benefits Of The Solution



**Efficiency  
Gain**



**Data Driven  
Creatives**



**Controllable  
Designs**



**Test & Learn  
Setup**

...

1. **One Stop** Creative Intelligence Tool for automated, insights, analytics and generation
2. **3x efficiency** achieved by designers
3. **70-80% bandwidth saved** for Creative teams

...

1. **Unified Database** to analyse historical creatives
2. **Winning Recipes** identified, with deep creative intelligence
3. **Automated Creative Generation** using Winning Recipes identified

...

1. **Embed Company Guidelines** around creatives - colour palettes, themes, positioning, logos, stock product images etc.
2. **Editable Creatives** for designers to easily modify using preferred editors

...

1. **Multiple Creatives** can be generated effortlessly and tried in parallel
2. **Integrates** with Sigmoid's Test & Learn engine, to improve performance
3. **Continuously Learns** from feedback

# Customer Success Story - Creating winning Ad Creatives, speeding the process, leading to significant cost savings



Industry: CPG

## Solution Approach

- Identified- Best & Worst creatives based on multiple factors like performance, reusability, fatigue, format, frequency, channel etc.
- Extracted and Identified metadata and characteristics needed to develop winning creatives - colours, gradients, themes, sentiment, emoticons etc.
- Conducted fast prototyping by trying out different ideas and convert thoughts to reality following best practices designed by experts.
- Speed up the creative generation time for new marketing activities
- Leveraged historical data and winning recipes to pre-empt which creatives will perform vs not perform. Monitor continuously to optimize and control the exposure.

## Business Impact

- **Increased customer engagement and improved Sales conversions:** 22% improvement in click rates and 17% improvement in purchase rates on the client's website and app
- **Cost Savings in Creative Development:** A 30% reduction in the time and resources required for creative development, leading to cost savings equivalent to \$600,000 annually.

17%

Improvement In Offer Conversion Rates

13%

Improvement in Marketing ROMI

\$600,000

Annual Cost savings

#1 Spit-up Baby Formula Brand

Buy Now

Tech Stack:



# Engagement Models

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# Sigmoid's Engagement Models

## Project Based



- Starts with consulting/scoping (2-3 weeks)
- Delivery Program Management
- Interim review
- Success criteria met and IP handover
- Option to continue with product support
- Fixed bid contract
- 3-5 months duration given complexity of problem

### Benefits

- Cost effective
- KPI/SLA/Outcome driven
- Suitable for Fixed scope of work
- Less overheads

## Staff Augmentation



- Understanding of skill requirements
- Profile match and rate card
- Onboarding and monthly billing
- Focused training based on client tech stack
- Project Management support
- 10% backup resources unbilled and trained

### Benefits

- Scalability
- Flexibility in resourcing
- Ability to change/redefine scope

## Hybrid-Flexi Model/Data Labs/CoE



- Mix of project and staff augmentation engagements
- Requirement gathering
- Requirement classification - as project or staff augmentation
- Joint delivery plan
- Secure resources internally from Sigmoid and bill monthly
- Dedicated PM, Engineering Managers
- Dedicated Management Consultant(s)
- Dedicated Team Leads and Product Owners

### Benefits

- Cost effectiveness by focus on output
- Ability to change/redefine scope/Change requests
- Risk/Reward linked to KPI/SLA

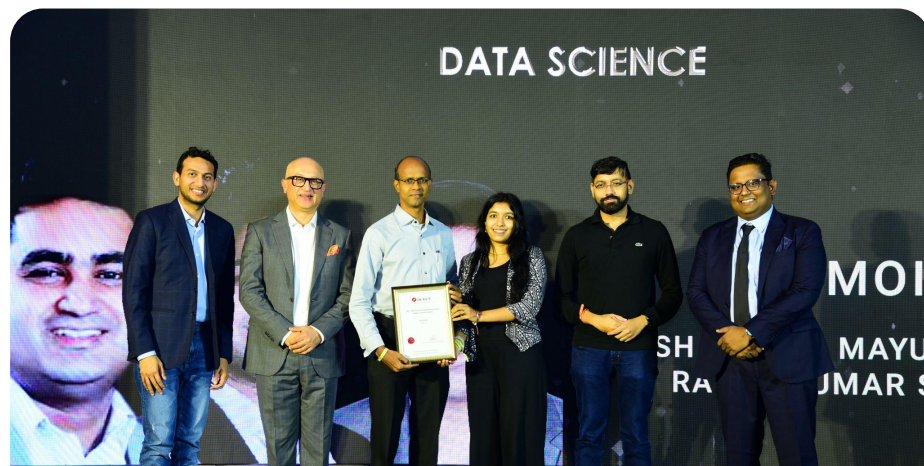
# Thank you



Email: [surabhi.s@sigmoidanalytics.com](mailto:surabhi.s@sigmoidanalytics.com)



Website: [www.sigmoid.com](http://www.sigmoid.com)



**'India Future Unicorn Award'**  
in Data Science category by Hurun India

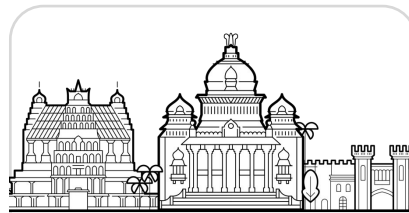
## Global presence:



**USA** (NY, SF, Dallas, Chicago)



**EU** (Amsterdam, London)



**India**  
(Bengaluru)



**LATAM** (Lima)