

GenAI Product Classification for Ad Intelligence

Background & Challenges

A media intelligence provider struggled to scale ad creative classification across millions of video and image assets. Manual tagging led to inconsistent taxonomy mapping, slower turnaround, and limited historical coverage.

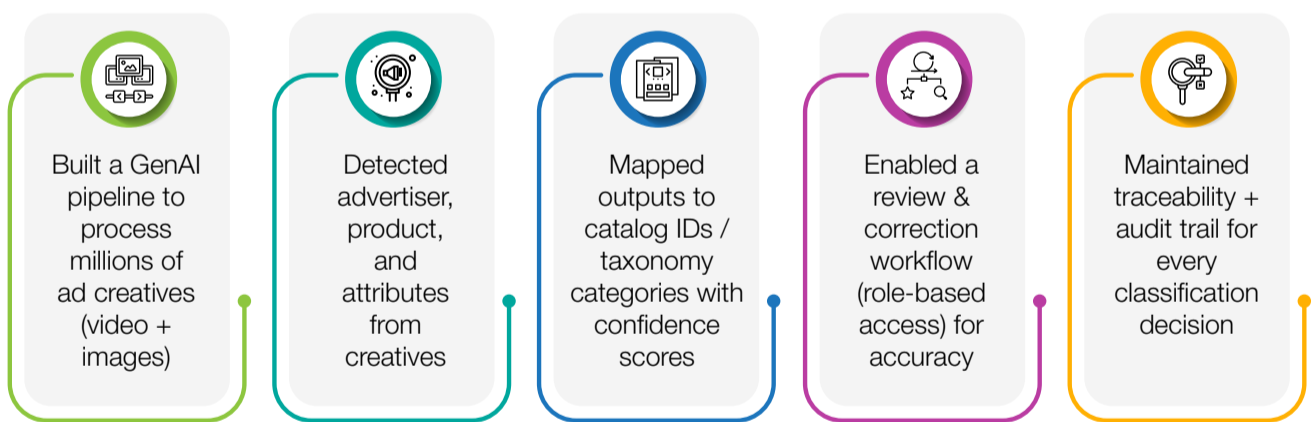
Objectives

Automate advertiser/product identification and map each creative to a standardized catalog/taxonomy with human review for low-confidence outputs.

Approach

- Extract key video frames and creative signals for analysis
- Identify brand / advertiser / featured product and classify into taxonomy
- Use confidence scoring + human-in-the-loop for exceptions
- Continuously improve mapping via feedback + audit trail

Solution



Impact

95% accurate identification vs SMEs	5x faster new source onboarding
5x faster creative processing times	40% cost efficient vs manual operations

About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Manufacturing & Supply Chain, Science & Research, EdTech, Banking & Financial services, Retail & CPG, GCCs, and Media & Entertainment—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across nine countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, and Canada.