



DATA-DRIVEN

SOLUTION

AVICA data-driven automated video content platform offers the solution for multiple business and technical use cases at scale and up to 100-times cheaper



LOW COSTS & AT SCALE

PROBLEM

Video content production is an expensive and time-consuming task, which requires certain technical skills and knowledge



AUTO-MATION

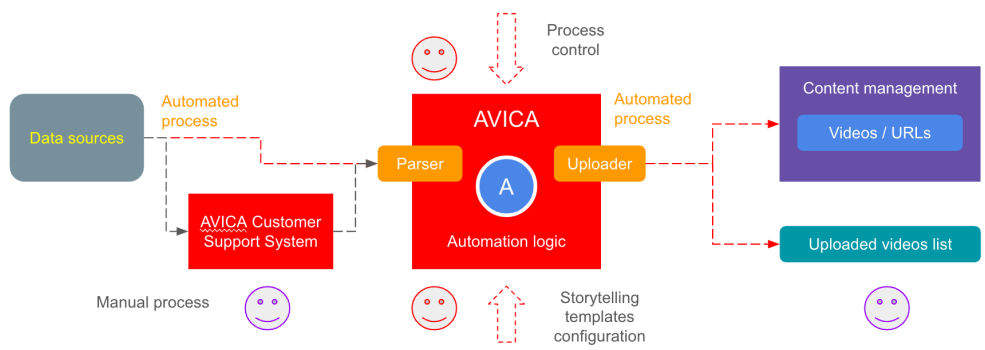
IMPACT

Digitalization and automation of marketing business processes revolutionizes multiple use cases across all industries and business domain



AVICA

DATA-DRIVEN AUTOMATED VIDEO CONTENT CREATION



The diagram above illustrates high-level integration and content-management processes using the AVICA platform. Below we provide description of main elements:

DATA SOURCES

Different use cases might require different source datasets. For example, in simple product videos case it could be just standard Google Feed format. But also, additional data sources could include complementary product lists, sources of video fragments, additional information about products, geo-mapping data etc. They are all can be integrated via AVICA standard data formats and APIs (in this case data transformation logic responsibility is on client side) or we can develop custom data parser for you. Make sure that parser logic normally also aware of the storytelling templates structure to allow correct assets tagging for further automated mapping with storytelling templates

TARGET CONTENT-MANAGEMENT SYSTEM

When videos are generated, they are normally pushed automatically to the target content management system defined by the client such as: web content management system, social media video content management platforms, cloud video content storage etc. We recommend making this process fully automated which is augmented with automated reports sent to the client with uploaded videos data

AVICA CUSTOMER SUPPORT SYSTEM

Customer support UI can be used for manual (administrative) procedures related to data loading and video generation requests in such cases when automation is not possible due to certain reasons on customer side. This system allows to support requests management in organised way and deliver expected results in timely manner

STORYTELLING TEMPLATES

Storytelling templates need to be created before the system can be used. It can be done in AVICA platform UI or via programmatic description using AVICA standard formats. In nearest future we will allow also import of the template elements from external 3rd-party platforms. Stay tuned! We can configure storytelling templates for you based on your video design concepts and examples

PROCESS CONTROL

AVICA platform UI allows the user to control processes of mass video generation with generation statistics and also filtering projects which need to be used on the next processing step (load data, generate videos, upload them to target system)

Contact us to work on your use case!