



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

USE AVICA TO CREATE VIDEO CONTENT FOR:

- ✓ Consumer goods
- ✓ Real estate
- ✓ Car dealership
- ✓ Services
- ✓ Games / Esports

Use case

- ✓ Product catalog
- ✓ E-commerce portal
- ✓ E-shops
- ✓ CMS / website
- ✓ CRM systems

Source data

YOUR PRODUCTS & SERVICES

- ✓ Financial
- ✓ Sports
- ✓ Weather
- ✓ News in transport
- ✓ Bloggers

Use case

- ✓ News websites
- ✓ Corporate news
- ✓ Socmedia channels
- ✓ Messengers
- ✓ Public & private data

Source data

YOUR NEWS & MEDIA POSTS

- ✓ Statistics & trends
- ✓ Personalized offers
- ✓ Charts and boards
- ✓ History of activities
- ✓ Training materials

Use case

- ✓ User accounts
- ✓ Usage & statistics
- ✓ CRM systems
- ✓ MarTech / AdTech

Source data

YOUR CLIENTS WITH PERSONALISATION

Contact us to work on your use case!





AVICA

DATA-DRIVEN AUTOMATED VIDEO CONTENT CREATION

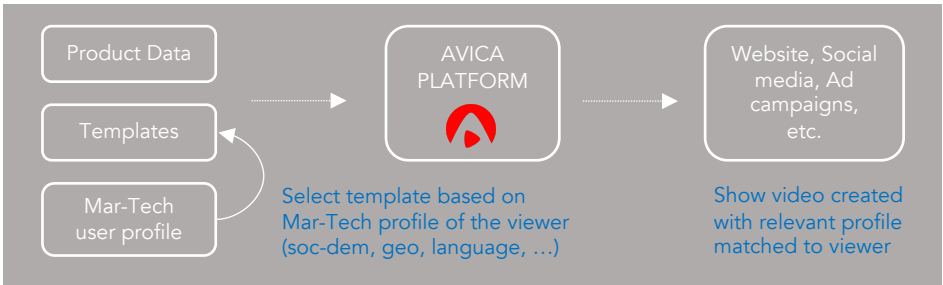
AVICA MAIN USE CASE SCENARIOS

personalisation perspective

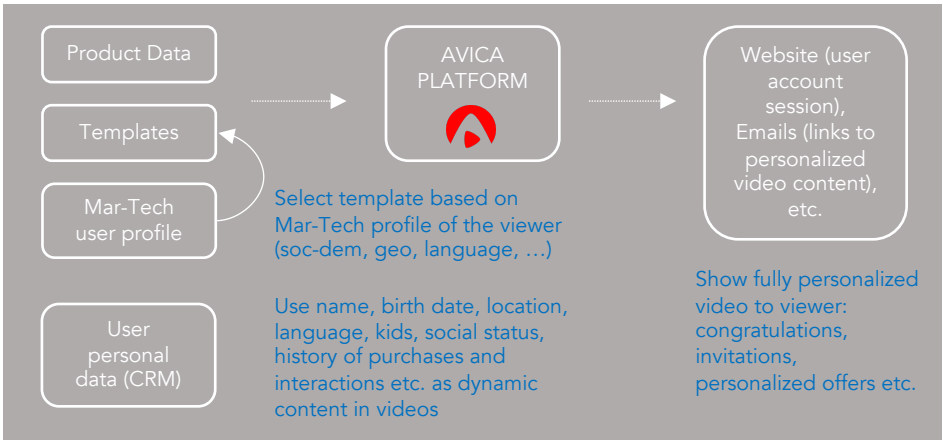
1. PRODUCTS / SERVICES / NEWS



2. MAR-TECH PROFILE ADAPTATION



3. FULL VIDEO PERSONALISATION



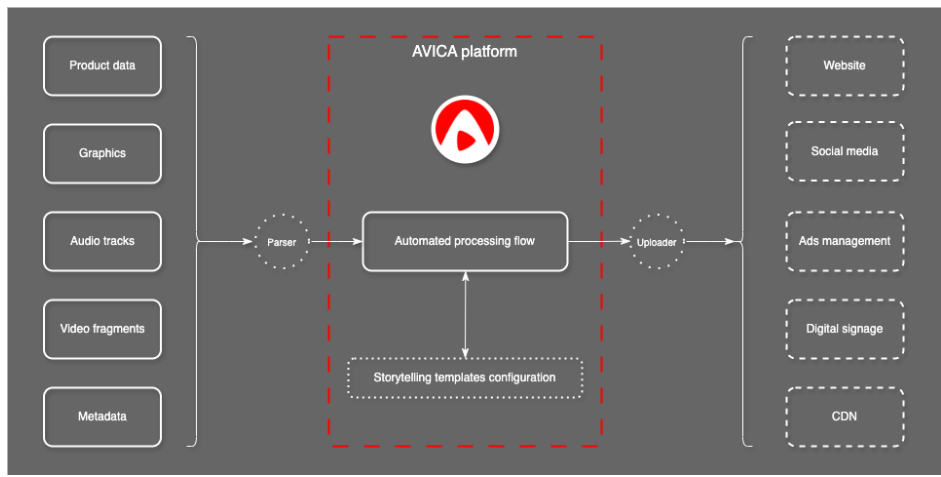
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AVICA

DATA-DRIVEN AUTOMATED VIDEO CONTENT CREATION



The diagram above illustrates the video content generation flow for described use cases. Here we provide description of main components:

PRODUCT DATA

Information about your products or services in structured format. For example, Google Feed is popular one in internet

GRAPHICS, AUDIO, VIDEO

Additional elements which you want to use in videos, such as logos, backgrounds, sound tracks, intro/outro-videos etc.

PARSER

Component which loads source data from files or external APIs with custom or generic format. Parser normally assumes custom logic related to TAGs mapping

METADATA

Metadata may include any kind of additional data which can be used for video content generation. It can be user data for personalized storytelling, or it can be product complementarity data to show matching products in single video clip. Possibilities are unlimited to build storytelling around your specific data-driven scenarios

AUTOMATED PROCESSING FLOW

AVICA engine which creates video content based on source data in fully automated mode

STORYTELLING TEMPLATES

Description of video structure (timeline and frame layer blocks) which allows video content generation automation in a flexible way

UPLOADER

Component which automatically uploads resulting videos to customer target system e.g., social media channel or content management system

TARGET SYSTEMS

AVICA can automatically upload generated videos to target systems which can be anything you want (providing it has API for automated content upload). After upload AVICA returns the list of uploaded videos with resulting URLs and related metadata which you can use in your CMS or Ads management systems

Contact us to work on your use case!

