

Developed an intuitive and robust image prediction platform from idea to reality

About the Client

A US-based company that provided the world's first image intelligence platform for marketers

Offers AI-based software solutions along with on-demand royalty-free stock photography service

Provides unlimited photo access for use on social media channels, websites, emails, and advertisements

Business Needs



Create an engaging platform that helps connect digital marketers with photographers



Conceptualize and build an intuitive artificial intelligence (AI) and machine learning (ML) based model enabling consumers to easily customize stock photos



Develop a solution that engages users via hosting the solution on mobile and web-based applications

Solutions

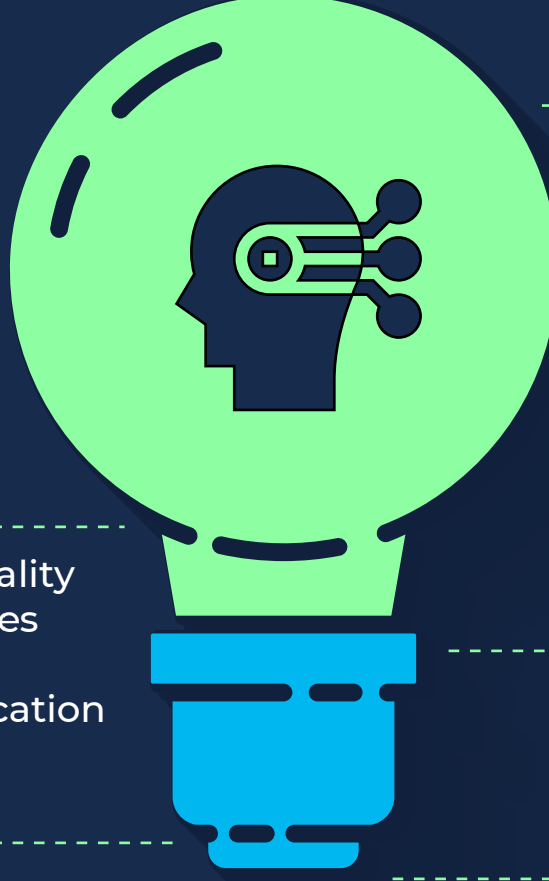


Developed an intuitive and robust ML-based online platform with image analysis feature for creating quick, customized images

Implemented artificial face generation using GAN as a part of 'Manufacture an Image' approach

Built an augmented reality (AR) feature that enables users to use the phone camera and current location to view nearby images on screen

Implemented AR for an engaging browsing impact and posts availability



Generated accurate tags for the uploaded photographs through an AI-based model

Built a set of powerful, data-driven image APIs to fulfill the marketing needs of small- and large-scale projects

Implemented elastic-based search for tags and locations to provide wider result sets to the users

Enabled users to raise and track requests for specific/specialty photographs

Extended support from mobile-first to different form factor devices

Business Impact

Achieved:

Integrated and scalable architecture

Quick rollout of MVP

Effective DevOps-led delivery

Resulting in:

4,000+ production users

1,500+ active photographers

Increased CTRs to **62%**

Decreased CPCs by **31%**

Achieved **2X ROAS**

Technology Stack

Firebase



AI (Artificial Intelligence)



ML-GAN (Machine Learning- Generated Adversarial Network)



AR (Augmented Reality)



Google Cloud Platform



CI/CD/CM

Cybage Hi-Tech



Automotive Retail



Customer Experience & Market Research



Digital Security



Enterprise Workflow Solutions & Rules Engine



Software Tools & Platforms



Social & Collaboration Platforms



Human Resource Management Systems

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