



## CUSTOMER STORY JUNCTION AI, INC.

Junction AI takes the guesswork out of selecting the best images and copy for successful digital ads.

### Industry

- > Advertising

### Challenge

- > Make smarter ad spends
- > Better predict advertising success prior to launch
- > Eliminate failed campaigns

### Products Used

- > NVIDIA G3 and P3 instances on AWS for training and inference

### Results

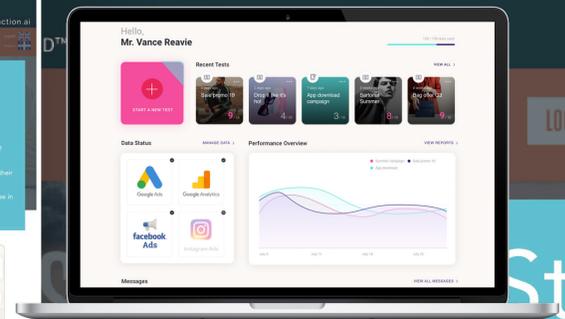
- > Up to 50X speedup in training
- > Generates and trains an AI model within an hour
- > Delivers test results in seconds



LEARN MORE

[www.nvidia.com/Inception](http://www.nvidia.com/Inception)

[www.junction.ai](http://www.junction.ai)



## AI HELPS PREDICT ADVERTISING SUCCESS

*"The NVIDIA Inception Program provides our team with expert advice from specialists in algorithms, libraries and tools. Using NVIDIA GPU instances in AWS, we accelerate training by up to 50X. Our customers benefit from a bespoke model that's trained within an hour of sign-up, making AI real and practical to their business today."*

- Vance Reavie, CEO, Junction AI, Inc.

## Leveraging Insights from Data Before Launching

Today, marketers need to deliver better results to justify their advertising investments. However, developing and testing creative — both image and copy — is time-consuming and live experimentation is expensive. That's why Junction AI enables marketers to predict, with more than 80% confidence, whether their creative will perform successfully before deploying an ad, using first party audience data.

## NVIDIA Solution

Junction AI combines image categorization, natural language processing, semantic reasoning, and machine learning powered by NVIDIA™ GPUs in AWS — made available through the NVIDIA Inception program — to build bespoke AI models for every customer.

## Junction AI Results

Junction AI customers see performance improvements ranging from 3-7X. With model training completed in minutes to an hour and GPU inference delivering test results in seconds, marketers can sign-up and start using Junction AI within the day for immediate impact.

## About Junction AI

Junction AI is an automated machine learning platform for B2C brands of all sizes. They deliver the predictions and insights marketers need to proactively optimize ads that dramatically boost conversions with Google and Facebook ads, and website product promotions.