



Incivus Helps Brands Make Ad Creatives More Effective with AI Tech



INCIVUS
Perception Technology

The company uses computer perception and machine learning to provide insights for creative optimization, enabling higher return on ad spend

XXX, June 21, 2021: To help brands derive higher value from ad creatives, Incivus, a technology company headquartered in the US, has launched an AI-powered creative intelligence platform (also called Incivus) shaped by deep industry expertise in advertising and branding. The platform is currently available in an invite-only beta mode. As an organization, Incivus has been created as a spin-off of Course5 Intelligence, a leading global analytics and applied AI company.

The platform chiefly uses AI technologies like computer perception, computer audition, Natural Language Processing and other cutting-edge technologies, in combination with consumer response and behavior data to provide precise, frame-level insights and recommendations on branding, characters, emotions, backgrounds, and other elements of ad video creatives – to help brand marketers get the maximum return on their campaigns and ad spend.

The concept behind Incivus was conceived through understanding the pain points of Course5's clients. With Incivus, clients can see, control, and change ad creatives as needed – developing an agile marketing strategy that provides immediate results and builds the brand in the long term.

Commenting ahead of the launch, Ashwin Mittal, Executive Chairman and Founder of Incivus said, "We're extremely excited to drive innovation through AI in one of the most dynamic and human creativity oriented fields – Advertising. Towards that we're launching today our product where creativity meets AI. At its core, Incivus is powerful in practice and designed to impact both brands and revenue through the most effective creative for advertising. What makes Incivus unique is that it augments human creativity with technology-driven quantification."



About Incivus

www.incivus.ai

Incivus is where creativity meets artificial intelligence.

Incivus is powerful in practice and designed to impact both brands and revenue. With Incivus, you can see, control, and change ad creatives as needed – augmenting the ad creation and curation process to achieve maximum resonance and recall among the target audience.

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