

Invibes Unveils the Future of Ad Impact with GenAI Hyper-Personalization

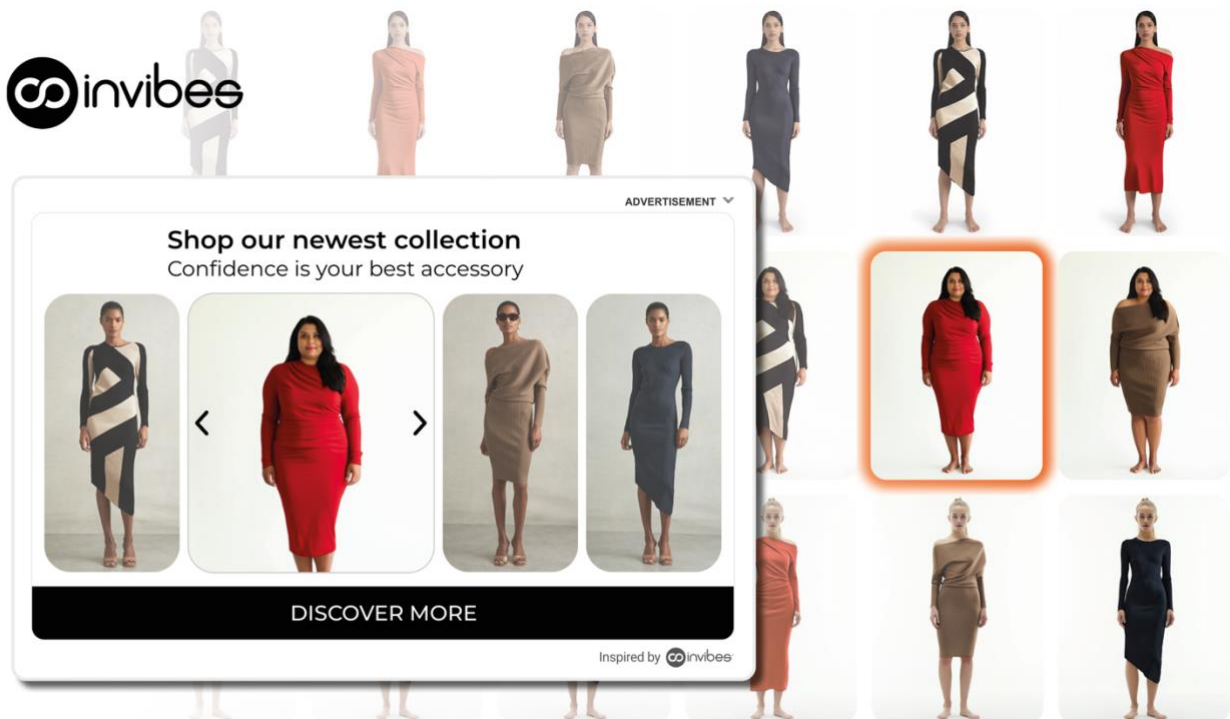
London, April 9, 2025 – Invibes Advertising (Invibes), a leader in digital advertising innovation, is revolutionizing digital advertising with GenAI Hyper-Personalization—leveraging advanced Large Language Models (LLMs) and exclusive in-feed formats to drive unmatched engagement, brand impact, and business outcomes. This next-generation solution empowers brands to communicate with precision and relevance, dynamically tailoring creatives to each user’s context, profile, and preferences in real time.

In an era where attention is scarce and relevance is king, Invibes is rewriting the rules of digital engagement—prioritizing productivity and performance for advertisers through GenAI. By applying LLM-powered reasoning at the last mile of ad delivery, Invibes dynamically selects the most impactful creative version for every impression. The result: meaningful engagement that fuels brand lift and drives powerful business outcomes.

To illustrate this innovation in action, **Invibes Outfit HP** shows how GenAI turns digital engagement into tangible performance. By combining advanced reasoning models with real-time data signals, Invibes empowers fashion brands to deliver hyper-personalized, high-impact campaigns that go far beyond conventional targeting. Here's how it works:

- **Text-to-Image GenAI:** Instantly generates photorealistic, diverse human models from adaptive prompts, enabling inclusive visuals tailored to each audience segment.
- **Try-On Diffusion:** Applies branded garments to virtual models with stunning realism—preserving textures, patterns, and fit—while adapting to different body types and poses.
- **Image-to-Text GenAI:** Converts brand imagery into rich descriptive prompts, capturing garment style, mood, and context to enhance creative relevance and personalization.
- **LLM-Powered Personalization:** Cutting-edge LLM analyzes Invibes Data Cloud signals to match each ad opportunity with the most relevant creative—aligned to individual preferences and brand strategy.
- **Continuous Feedback Loop:** Real-time engagement signals like clicks, time spent, and selections fuel ongoing optimization through Retriever-Augmented Generation (a system that refines content based on user responses), making every impression smarter.

This level of personalization isn't just powerful—it's transformative. GenAI-powered fashion ads by Invibes drive deeper engagement, stronger user interaction, and elevated brand recall compared to traditional campaigns.



Building on this foundation, Invibes is setting a new benchmark in advertising efficiency. GenAI-powered personalization ensures the right message reaches the right user at the right moment. With over 80 exclusive in-feed formats and a fully integrated platform, brands can activate campaigns that are not only data-driven, but also creatively compelling and strategically optimized for performance.

What truly sets Invibes apart is its **fully integrated platform—where creative and targeting intelligence converge in real time.** While some players will leverage GenAI solely to generate assets, and others will focus on optimizing targeting, Invibes unifies both within a single, dynamic ecosystem. This synergy enables continuous interaction between creative performance and targeting signals—unlocking exponential impact. By aligning GenAI-powered creation and precision delivery in the same platform, brands can extract the full potential of hyper-personalization. It's not just about using GenAI—it's about orchestrating it intelligently, end to end.

As this capability evolves, the transformative power of GenAI hyper-personalization will extend far beyond fashion. From automotive to travel, retail to finance, Invibes is unlocking a new era of intelligent, high-impact advertising—enabling brands across industries to scale engagement, brand uplift, and business results like never before.

Ready to see GenAI personalization in action?

Contact Invibes today at: sales@invibes.com

About Invibes Advertising

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

Rethink Possibilities

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(Ticker: ALINV – ISIN: BE0974299316)

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