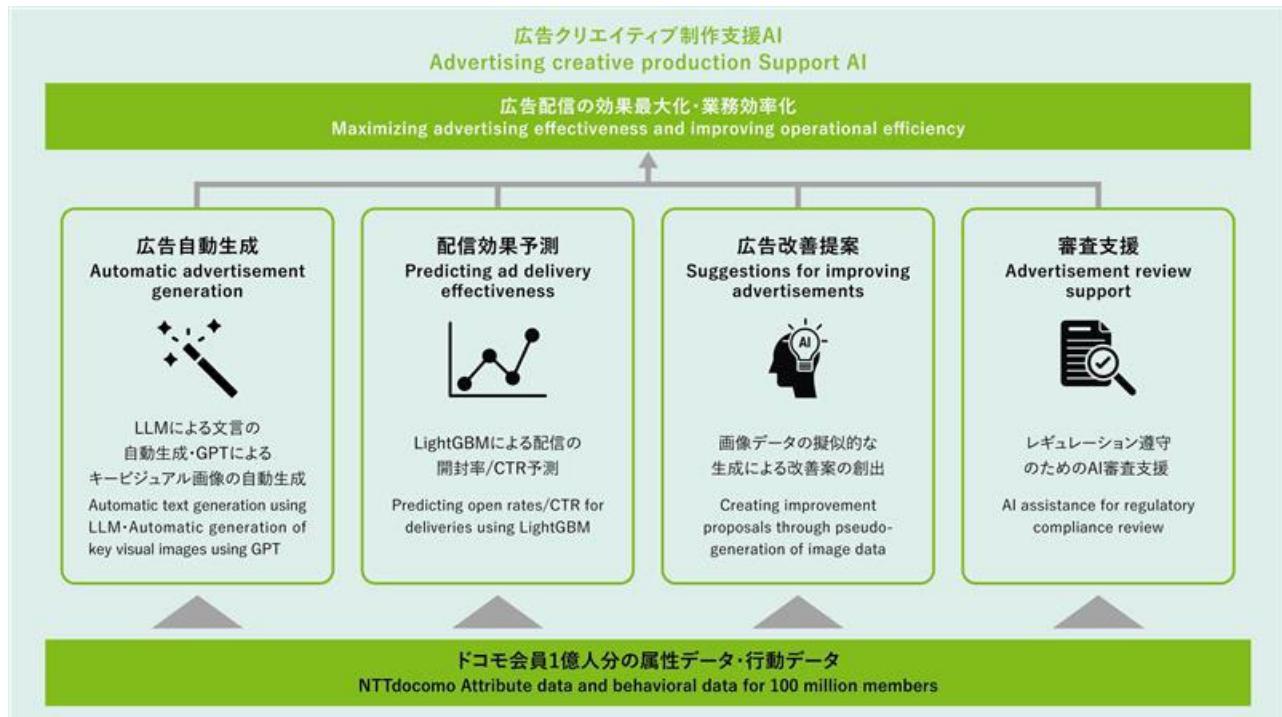


## Maximizing ad impact: Analysis, improvement, and support AI-powered ad creative assistant

### Background and Technical Challenges

Improving ROI is crucial due to large ad budgets. Most tools provide functions for ad generation, effectiveness prediction, improvement suggestions, and review separately, making an integrated approach difficult.



### R&D Goals and Outcomes

Develop a system to improve ROI by optimizing ad effectiveness, review, budget allocation, and ad generation.

### Key Technologies

#### 01 Core Technologies

- A model integrates ad data, user behavior, and creative components to generate ad, effectiveness predictions, suggestions, and ad review results.

#### 02 Key Differentiators

Our key differentiators are using DOCOMO's user and ad data for ad generation, ad performance prediction, and improvement suggestions, and leveraging our marketing knowledge to power our generative AI.

**Use Cases** Multi-industry

**R&D phase** Research

**Technology Schedule** FY25-26

**Commercialization Schedule** FY25-26

**[Exhibitors]**  
NTT DOCOMO, Inc.

**[Co-exhibitors]**

**[Contact]**  
Service Innovation Department, Customer Analytics AI Group

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