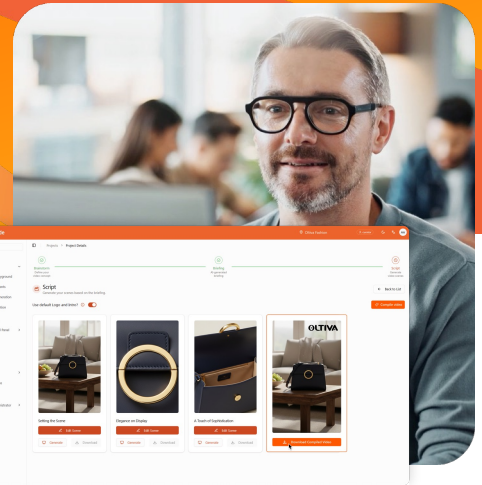




# Marketing Video Generator + AI-powered Product Onboarding



From briefing to on-brand, channel ready content through human-agent collaboration

Accelerate online product launches from weeks to days

Imagine creating **high-quality and engaging marketing content** faster than ever, in hours, not days..... Creating impactful stories that resonate with your audience and **connect seamlessly across every channel.**

# 46%

of U.S. shoppers won't buy without detailed online product information; **30% won't buy** if images are missing or low quality.

Salsify, Consumer Research

## Microsoft foundational technology

Microsoft Azure  
Azure AI Foundry  
Azure OpenAI Services  
Microsoft Agent Framework

Microsoft Entra ID  
Microsoft Fabric  
Azure Monitor & Application Insights  
Azure Policy and Microsoft Purview

## Key benefits



### Faster production

Reduce manual campaign steps by 55% with governed, end-to-end visibility



### Higher findability

Strong product pages deliver +29% ROAS from retail media when PDP (Product Detail Content) is optimized



### Global reach

76% of online shoppers prefer product info in their native language – translations boost conversion and trust

Request your complimentary Accelerate AI Workshop by emailing [retail@avanade.com](mailto:retail@avanade.com)

## Do what matters

Avanade is the world's leading expert on Microsoft. Trusted by over 7,000 clients worldwide, we deliver AI-driven solutions that unlock the full potential of people and technology, optimize operations, foster innovation and drive growth. As Microsoft's Global SI Partner we combine global scale with local expertise in AI, cloud, data analytics, cybersecurity, and ERP to design solutions that prioritize people and drive meaningful impact. We champion diversity, inclusion, and sustainability, ensuring our work benefits society and business. [Learn more at www.avanade.com.](http://www.avanade.com)