CREATIVE & PERFORMANCE

Agentic AI Creative Intelligence for Performance Marketing

Turning live campaign data into creative that improves itself.

Brief Description

Performance teams burn time producing creative on instinct, then wait on reports to learn what worked. Production and performance data sit in separate places, so creative rarely learns from results fast enough to matter.

AI

How AI Was Applied

Folktalk reads performance signals from running campaigns and autonomously produces smart creatives — statics and videos built around the patterns that actually convert. A closed feedback loop learns from each campaign and refines the next. An embedded copilot lets marketers ask questions in plain language and pull analytics on demand.

Impact

Up to 40%
Higher click-through (CTR)

20–30%
Lower cost per click (CPC)

Up to 30%
Lower cost per acquisition

AI turns creative from a fixed cost into a compounding asset — every campaign teaches the next one what to make.

About Folktalk | Folktalk AI Services Private Limited is an AI creative-intelligence company building agentic tools and hyper-personalized video at scale for performance, CRM, out-of-home and commerce marketing.