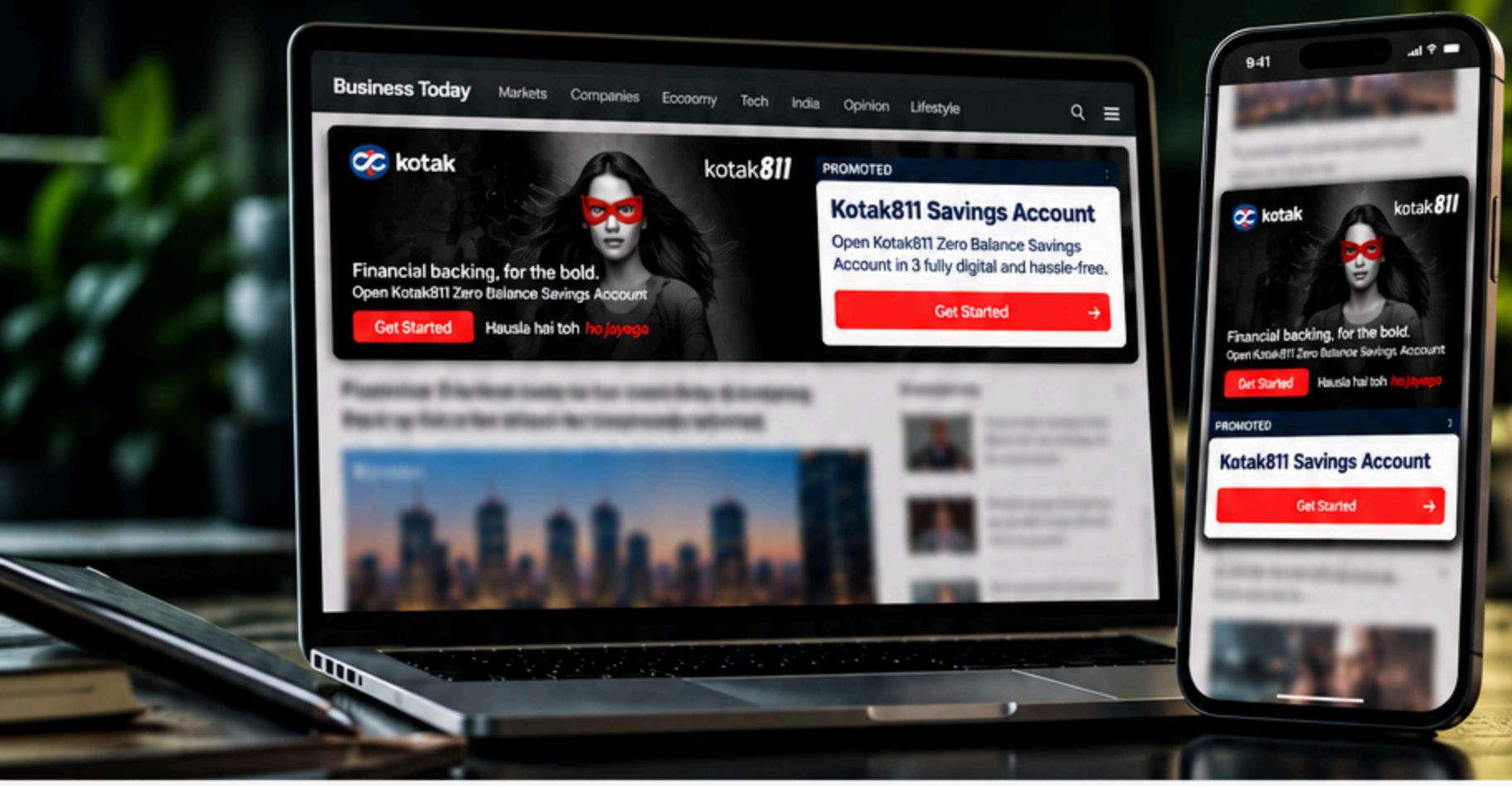
Huella | AIgnite

Beyond Creative Automation: How AIgnite 2.0 Turned Campaign Intelligence into Continuous Performance



01 Challenge

Kotak Mahindra Bank aimed to strengthen spontaneous brand awareness among aspirational consumers aged 25–54 across Indian markets, spanning salaried and self-employed audiences. With different consumer segments, media environments and engagement patterns, the challenge was to move beyond static creative deployment and adapt what audiences experienced, where the brand appeared and how delivery evolved.

02 AI in Action

Powered by Huella's Algnite 2.0, the campaign combined creative intelligence with media optimisation. Using brand assets, Algnite developed creative variations across audience and media contexts, then evaluated performance signals across creative, audiences and inventory. Adaptive Learning, Inventory Scoring, Optimised Delivery and Dynamic Enhancement continuously informed optimisation as new signals emerged. Agentic AI supported reporting, turning performance data into actionable intelligence.

Impact

5.19M+	19.27M+	521K+	2.70%
USERS REACHED	IMPRESSIONS	CLICKS	CTR

By continuously evaluating performance, Algnite helped refine creative and delivery throughout the campaign, supporting scale and consumer engagement.