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Localized Creative Hyper-Personalization: How Linen Club Deployed Gemini-Powered ViGenAiR to Scale Pincode-Targeted Videos for a 10.8x ROI

Context

For Linen Club, a leading manufacturer of high-quality linen fabrics, contextually relevant messaging at the pincode level drove a massive performance lift compared to generic national campaigns.

However, manually producing hundreds of unique, store-level video variants while maintaining high quality standards across their entire retail network was a historically impossible production hurdle.

The brand needed a scalable way to automate creative production to drive immediate footfall and bridge the gap between digital reach and physical retail stores.

Approach

- AI-Powered Store Customization: Used ViGenAiR (on Google Cloud Platform) to dynamically automate store-level creative personalization across their entire distributor network.
- Hyper-Local Targeting: Deployed optimized YouTube and Demand Gen campaigns carrying dynamic, pincode-specific end-slates that directed users directly to their nearest retail store.

Impact

CTR uplift |
+43%

Increased Landing page actions |
+30%

ROI on targeted stores |
10.8x

Role of AI

- Generative Video Scale: Leveraged Gemini-powered video synthesis via ViGenAiR to automatically generate unique, localized end-slates for each individual store location.
- Dynamic Local Structuring: Gen AI cut turnaround times from weeks to hours, giving Google's automated bidding engines hundreds of relevant, pincode-matched video assets to target local buyers precisely.