

Pencil

A Brandtech Company

Case study on how KeyValue helped built Pencil

The screenshot displays the Pencil AI interface. At the top, a navigation bar includes a 'New project' button and a sidebar with categories like 'Pencil Develop...', 'AI magic tools', 'Projects', 'Creatives', 'Results', 'Insights', 'Benchmarks', 'Brand library', 'Asset library', and 'Template library'. The main content area is titled 'Let's make some ads' and features a search bar with the prompt 'Tell us what kind of ad you want to make!'. Below this, three example cards are shown: 'Instagram video showcasing a new language learning app with immersive techniques.', 'TikTok ad highlighting the benefits of a subscription-based book club service.', and 'TikTok ad featuring a creative way to use an online design tool for personal projects.'

The interface is divided into two main sections: 'Get started with AI' and 'Start with a template'. The 'Get started with AI' section contains three tool cards: 'Generate creatives' with the prompt 'Make me an ad for a cosmetic brand', 'Generate images' with the prompt 'Perfume bottle on a rock surrounded by trees', and 'Generate text' with the prompt 'Write me 5 smart social media captions'. Each card includes a 'Get started' button and social media icons. The 'Start with a template' section offers various platform-specific templates such as Facebook ads, Instagram ads, Instagram reels, Google Display, Google PMax, YouTube ads, YouTube Shorts, TikTok ads, LinkedIn ads, Amazon supplementary, Amazon A Plus, and Amazon ads. A 'Filter' button is also present.



World's **#1 Gen AI marketing platform** for asset creation and performance.
Selected as the most innovative Company in Advertising and Marketing Vertical.

Domain:
AdTech

Headquarters:
 UK

Region:
Global SaaS

URL
trypencil.com

“ KeyValue with their exceptional **talent**, an **ownership mindset**, and a **product culture** innovates together with us in to create the best product. ”

- Sumukh Avadhani CTO and Co-founder, Pencil



Partnership

We engaged with Pencil immediately after their seed round with three engineers, which has now grown to a 50+ member team

AI/ML

FrontEnd

BackEnd

Data

UI/UX Strategist

DevOps

QA



Time to market

Streamlined & AI-first development ensuring rapid delivery, keeping Pencil ahead of the competition at the same time keeping the product cost under control.



Scalability

Our flexible and scalable team enabled the rapid, high-quality development of Pencil, ensuring smooth operation at every stage.



Ownership

An ownership mentality to drive the mission forward with dedicated, proactive development and support.



AI/ML Skills

Our unparalleled AI/ML skills favored Pencil in transforming challenges into opportunities and delivering innovative solutions

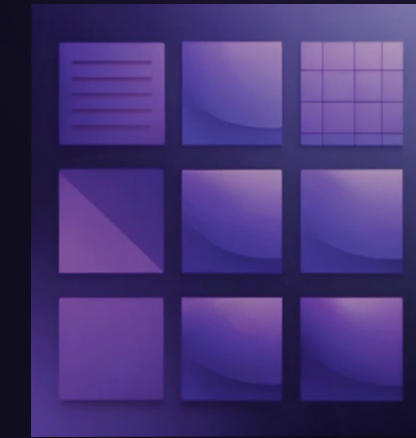


Business Impact

79%

better ROAS

Guaranteed
100% safe Ads



1.5M+

Ad creatives generated

2X

effective ads



\$1.5B

in Ad spend used to
train predictions

48% CPA



Empowered Brands

Trusted by **5,000+ brands** and agencies including many **Fortune 100 Companies**

Ballantine's

Miller
Lite



Simple

Persil

BRAVO ●
SIERRA **USA**



ANGELA CAGLIA

Ballantine's

TRESemmé
profesional y a tu alcance



SPLENDID SPOON

roman

UNDEROUTFIT



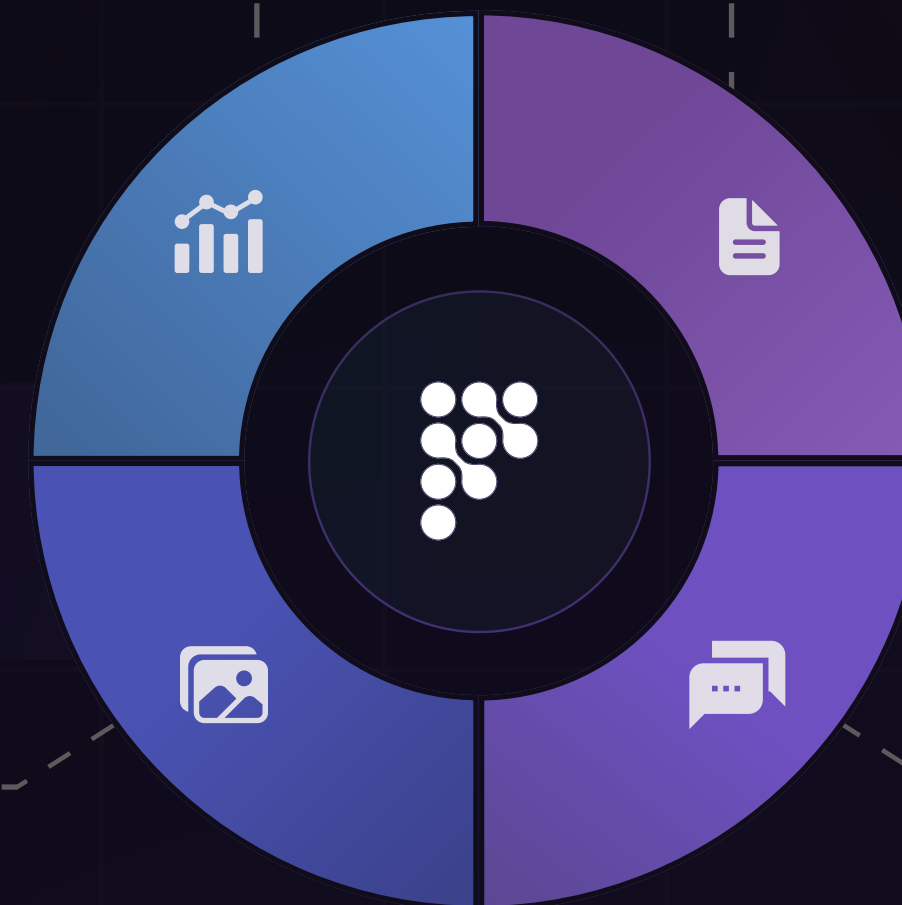
Features

Prediction System

A system streamlining data processing and monitoring real-time ad performance. It delivers actionable insights for faster decision-making, enhanced ad effectiveness, and improved ROI.

Image Generation

Simplifies product positioning and boosts visual appeal. Automating image creation and ensuring brand consistency, saves time and increases engagement.



Text generation


Simplifies product positioning and boosts visual appeal. Automating image creation and ensuring brand consistency, saves time and increases engagement.


Chat-to-Ad Creation

Accelerates ad development and aligns content with marketing goals. Using conversational inputs and context-based descriptions enhances targeting and improves conversion rates.

Tech Highlights

- Flexible & pluggable multi-agent platform for Ad generation that can fully add or swap any new LLMs to quickly adapt to any innovation in the generative or predictive space.
- A smart and intelligent predictive multi-model platform that can predict the effectiveness of the ad generated with very high accuracy.
- Data Platform for retraining the predictive model for new domains and regions.


 Winner 76% confidence





SCOTCH PORTER
BRAND


Time to elevate your beard game
Self-care starts with Scotch Porter Beard Collection

ADD TO CART

Beard game • 6s • 

Idea 1 

 Loser 76% confidence




Say goodbye to breakouts,
hello clear skin!

Impeccable taste? Of course!

SCOTCH PORTER
BRAND

ADD TO CART

Breakouts • Static

Idea 2 

 M



Nur
with
Hair

H

Idea 3 




Technology Stack

Infrastructure

 ArgoCD

 Kubernetes

 RabbitMQ

 MLFlow

 Google Cloud

 Cloudflare

Frontend


 React

 Jotai

 Recoil


 Context

Application Layer

 NodeJS

 React

 Python


 FastAPI

Artificial Intelligence


 Google Vertex AI

 OpenAI

 Gemini

 Stable Diffusion

 Imagen

 Adobe FireFly

Databases

 MySQL

 Qdrant

