

# MutualMarkets Announces Release of its Advanced Generative AI Capability

NEW YORK, NEW YORK, USA, March 14, 2024 /EINPresswire.com/ -- [MutualMarkets](#), which pioneered the world's first AI enabled co-marketing ad unit (CMAU), allowing brands to partner with and license TV shows assets, announced today that brands can now leverage the MutualMarkets [generative AI](#) directly on its website, without having to sign up. MutualMarkets enables brands to quickly identify TV and Movies partners to quickly create high impact co-marketing ads.

The most effective marketing strategy depends on authentically connecting with consumers in a way that improves KPIs, while reducing costs. The co-marketing ad unit (CMAU), now available, does this. "We want brands to see how easy it is to find co-marketing partners and create these ad units, and so we have made our generative AI available to all users on our homepage", said Eric Gould, founder and co-CEO of MutualMarkets.

## About MutualMarkets

Easily partner with your favorite TV shows and movies to create ads that grow your brand and increase your ROI.

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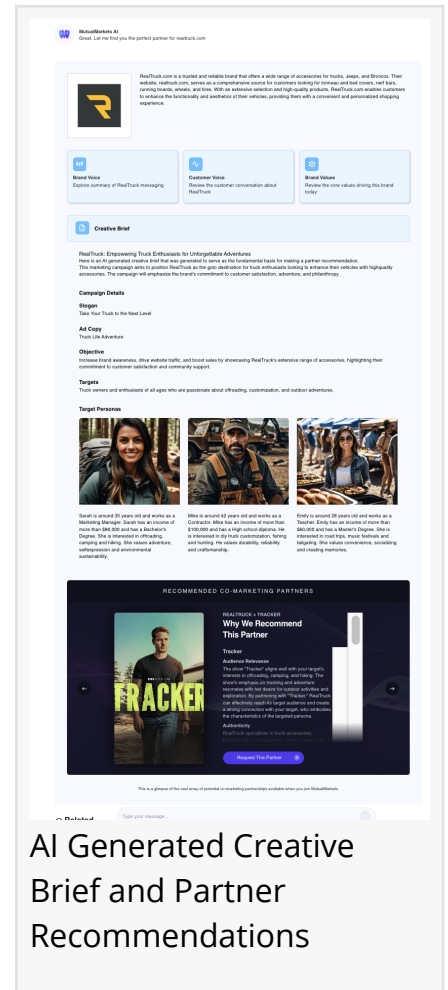
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The screenshot displays the MutualMarkets AI interface. At the top, it says "MutualMarkets AI" and "Direct. Let me help you the perfect partner for frackercar.com". Below this is a "Creative Brief" section for a campaign titled "Fracker Truck Enthusiasts for Untargettable Advertisers". The brief includes a "Campaign Details" section with the slogan "Take Your Truck to the Next Level" and the ad copy "Frack the Adventure". The objective is to increase brand awareness, drive website traffic, and boost sales by showcasing the truck's features. The target audience is truck owners and enthusiasts. Below the brief are three "Target Personas" with images and descriptions: "Diane is a 35-year-old female who works as a Marketing Manager", "Chris is a 45-year-old male who works as a Contractor", and "Emily is a 28-year-old female who works as a Teacher". At the bottom, there is a "RECOMMENDED CO-MARKETING PARTNERS" section featuring "FRACKER" as a recommended partner, with a "View This Partner" button.

## AI Generated Creative Brief and Partner Recommendations

This press release can be viewed online at: <https://www.einpresswire.com/article/695403041>

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