



Nativeads.ai Brings Generative AI to Power the Future of Dynamic Advertising

Company brings generative AI to retail media, enabling brands to scale display and native ad content with creative precision and speed

SAN FRANCISCO, CA, UNITED STATES, November 21, 2025 /EINPresswire.com/ -- [Nativeads.ai](https://nativeads.ai), a next generation creative tech company using generative AI to power the future of dynamic advertising, today announced its official launch. Nativeads.ai will provide brands with the ability to generate on-brand, scalable creative for display and native ads, unlocking greater efficiency without sacrificing quality or control.

Built on top of large language models (LLMs), Nativeads.ai helps brands and agencies simplify creative production by delivering tailored ad content across formats and markets. From fine-tuning models to reflect brand-specific tone and context to built-in editorial tools that ensure human oversight, Nativeads.ai closes the gap between AI-generated output and brand-level polish.

With Nativeads.ai, even small or resource-constrained merchants can design, personalize, and adapt their creative assets with just a few clicks, helping them connect instantly and authentically with customers. First impressions matter: dynamic, effective ads help shoppers discover new products and get a real feel for a brand in seconds. Furthermore, Nativeads.ai's capabilities underscores a growing demand from enterprise partners and signals a pivotal moment in the evolution of AI-driven creative for retail media.

"In today's marketing landscape, the challenge isn't producing more content, it's producing smarter content. When used in the right way, Generative AI can help marketers accelerate creative production while maintaining brand integrity. This approach gives marketing teams the agility to engage with audiences while not compromising on quality or compliance." said Stefano Marrone, CMO at Siebert Financial.

Nativeads.ai's capabilities go far beyond simple image resizing. Its platform can generate new creative concepts based on product feeds, campaign objectives, and guidelines, streamlining how brands activate in retail media environments.

"Brands want scale, but not at the cost of quality," said Al Kallel, CEO and founder of Nativeads.ai. "We built Nativeads.ai so marketers could be in the driver's seat, using AI to accelerate

production while staying true to their brand voice. By expanding into full creative workflow automation, from asset generation to generative editorial refinement, we're helping retailers and advertisers overcome one of the biggest bottlenecks in retail media today. Nativeads.ai is trailblazing the next generation of AI-powered creative tools for retail media."

Nativeads.ai is already supporting customers across industries and markets, including major brands such as GSK, Red Bull, and Publicis Groupe. The company is also an approved creative partner to select retail media networks, helping merchants and advertisers streamline workflows and meet strict creative requirements with ease.

Key highlights:

- Walmart Connect: Nativeads.ai, a creative partner in the Walmart Connect Partner Network, can help support Onsite Display and native ad creative through AI-powered content creation.
- Purpose-Built for Brands: The platform fine-tunes AI models to match brand tone and style, enabling customized creative at scale. For large enterprise brands, Nativeads.ai's models learn a brand's nuances over time — becoming its most consistent, creative, and efficient art director.
- Full Creative Builder Workflow: Nativeads.ai powers end-to-end creative production, including generative resize, call-to-action generation, and AI-powered editorial tools.
- Human-in-the-Loop Workflow: Built-in editorial tools allow brands to guide and perfect AI-generated content, maintaining full creative control.
- Global Reach: Nativeads.ai is already supporting brands across the U.S., EU, and Japan.

Nativeads.ai is led by a team of adtech pioneers and AI researchers from companies like Amazon and Stanford, and has been operating in stealth for the past 12 months. Early customers include leading global brands like GSK, Redbull, L'Occitane, and Publicis, which leverage Nativeads.ai to create inclusive, diverse campaigns for international audiences.

About Nativeads.ai

Nativeads.ai is a next-generation creative tech company using generative AI to power dynamic advertising at scale. Built on large language and video models (LLMs, LVMs), Nativeads.ai helps brands produce high-quality display and native ad creatives aligned with brand guidelines and performance goals. With human-in-the-loop editorial tools, the platform bridges automation and brand authenticity. Led by adtech pioneers and AI researchers from Amazon and Stanford, Nativeads.ai works with global leaders such as Red Bull and Walmart Connect across the U.S., Europe, and Japan. To learn more, please visit <http://www.nativeads.ai/>.

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