Microsoft

DYNAMIC CONTENT CREATION

Adapting Campaigns to Every Customer in Real Time

Increase conversion rates with tailored content





Customers expect more than just a transaction. They want experiences that feel personal, seamless, and responsive. But delivering that kind of engagement across all your marketing channels without the right tools is extremely difficult.

Creating content that connects with customers takes time, and many marketing teams feel like they're already stretched too thin. Personalizing campaigns across multiple segments and channels is a substantial drain on your marketing team's resources, especially when they need to build every asset manually.

At the same time, traditional content workflows make it hard to keep up with changing customer behavior or shifting market conditions. The result is generic, static content that doesn't engage people, which leads to higher bounce rates, cart abandonment, and lost conversions.

AI can help you connect with shoppers at the right moment by personalizing their experiences in real time to transform everyday interactions into lasting loyalty. Through dynamic content creation, retail marketing teams can scale campaigns without sacrificing quality or agility.

Impact of dynamic content creation

Faster time to market

Automating content creation with AI helps your marketing team launch campaigns faster, with greater precision.

Higher conversions

AI analyzes your real-time data to deliver tailored messages and recommendations that drive meaningful shopper action.

Lower production costs

Automating labor-intensive content workflows can reduce production costs and free your team to focus on strategy while delivering content that drives engagement and conversions at scale.

Dynamic content creation drives personalized marketing at scale

AI-powered features have introduced new possibilities in retail, and the results are next-generation experiences for consumers and more value for companies.

- **Personalization at scale:** Content tailored to micro-segments in real time
- **Compressed campaign cycles:** Time to market reduced from weeks to hours
- **Cost and efficiency gains:** Automated production, lower cost per asset
- **Continuous optimization:** Adaptation driven by real-time data
- **Built-in governance:** Brand, legal, and privacy requirements enforced by policy

Foundational scenarios for dynamic content creation

From consumer and market intelligence to campaign performance analysis, different agents have different roles within dynamic content workflows.

SENSE

Trendspotting and marketing intelligence

Content Scout turns market signals into prioritized opportunities and avenues for action.

CREATE

Content generation and management

Content Builder creates on-brand copy, imagery, video, and localized variants for every asset.

VALIDATE

Compliance and brand safety

Content Guardian validates content against brand, legal, and regulatory demands by comparing every asset against a normative rulebook.

LEARN

Content performance measurement

Content Grade assesses outcomes, generates insights, and closes the loop through empirical memory.

ACTIVATE

Real-time campaign orchestration

Content Conductor deploys, tests, and optimizes content across channels to surface the right message through the right channel at the right moment.

Through retail-specific capabilities across the Microsoft platform and partner solutions, you can enable dynamic content creation and deliver more targeted, personalized, and meaningful experiences. The results are campaigns that have the potential to reach every customer across the breadth of your marketing channels.

Personalized promotions engine

Implementing Microsoft Azure at Mumbai Duty Free

Ospree Duty Free needed to move beyond generic discounts. They sought a Microsoft solution to deliver personalized, data-driven offers that would boost engagement, improve conversions, and create a more dynamic, shopper-focused experience.

Voiceback's Dynamic Promotion Engine, built on Microsoft Azure, uses real-time profiling to deliver personalized offers via QR, SMS, WhatsApp, and web—enabling scalable engagement, seamless integration, and secure, reliable cloud delivery.

Ospree Duty Free saw a 22% conversion lift and faster campaigns using Voiceback on Azure. Real-time personalization improved satisfaction, while Azure enabled secure, scalable integration and dynamic offers delivered in seconds.

22% increase in customer conversions[1]

> Thanks to the seamless integration of Azure, we can now scale our promotional efforts effortlessly. The security and speed of the cloud make our campaigns run smoother than ever before.
>
> Sheel Vora
>
> Digital Projects Lead, Adani Airports Company

Read the story

[1]Microsoft, Personalized Promotions Engine: Implementing Microsoft Azure at Mumbai Duty Free, 2025.

Connect your customers, people, and data

The retailers that lead the way aren't reacting—they're purposefully redefining the industry. Through dynamic content generation, these pioneering organizations are discovering new ways to target and personalize campaigns using AI. The results are greater efficiency and stronger conversion.

Microsoft retail and consumer goods solutions provide the flexibility and intelligence organizations need to accelerate Frontier Transformation. By integrating AI into the consumer journey, you can delight shoppers, grow your customer base, and drive return on marketing spend.

With support from trusted partners, it's easy to integrate these solutions into your existing systems so you can evolve quickly without disrupting what already works.

Ready to boost conversion through dynamic content?

- Connect your customers, your people, and your data with **Microsoft for Retail**.
- Connect your brands, employees, and consumers with **Microsoft for Consumer Goods**.

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