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(54) Title: USING GENERATIVE ARTIFICIAL INTELLIGENCE (AI) FOR AUTOMATED DIGITAL FLYER CONTENT GENERATION

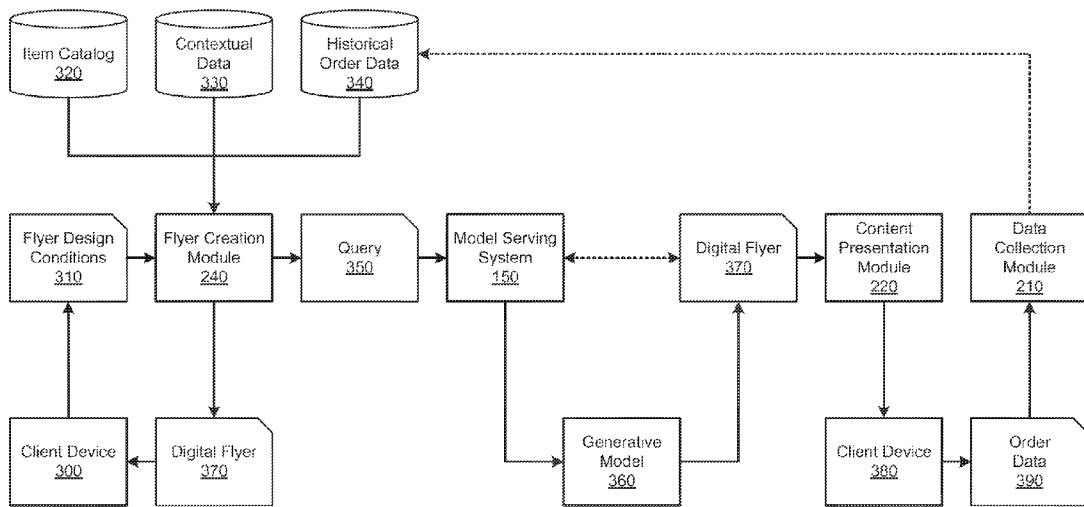


FIG. 3

(57) Abstract: An online system generates digital flyers using a generative model. The online system receives, from a client device, a request to generate a digital flyer. The request includes one or more design conditions for the digital flyer. For example, the design conditions may specify one or more cornerstone items, a theme, a template flyer, other target characteristics, etc. The online system further accesses an item catalog storing item data. The online system generates a query for a generative model including a prompt to generate the digital flyer, the one or more design conditions, and item data accessed from the item catalog. The online system provides the query to a model serving system, which executes the generative model with the query to return a batch of one or more digital flyers. The online system provides a first digital flyer in the batch of one or more digital flyers for presentation.

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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 See Search History document

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ----- Y	US 2020/0029128 A1 (ERSKINE) 23 January 2020 (23.01.2020), entire document, especially Fig. 5, 21, 22, 42; para [0127], [0132], [0152], [0200], [0209], [0218], [0240], [0312], [0336], [0513], [0534], [0537], [0580], [0686], [0687]	1-11, 13-18, 20 ----- 12, 19
Y	US 2021/0149840 A1 (HIGHSPOT, INC.) 20 May 2021 (20.05.2021), entire document, especially para [0206]	12, 19
A	US 2006/0041828 A1 (KING et al.) 23 February 2006 (23.02.2006), entire document	1-20
A	US 2019/0392487 A1 (INTELLIGENT CREATIVE TECHNOLOGY LTD.) 26 December 2019 (26.12.2019), entire document	1-20

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