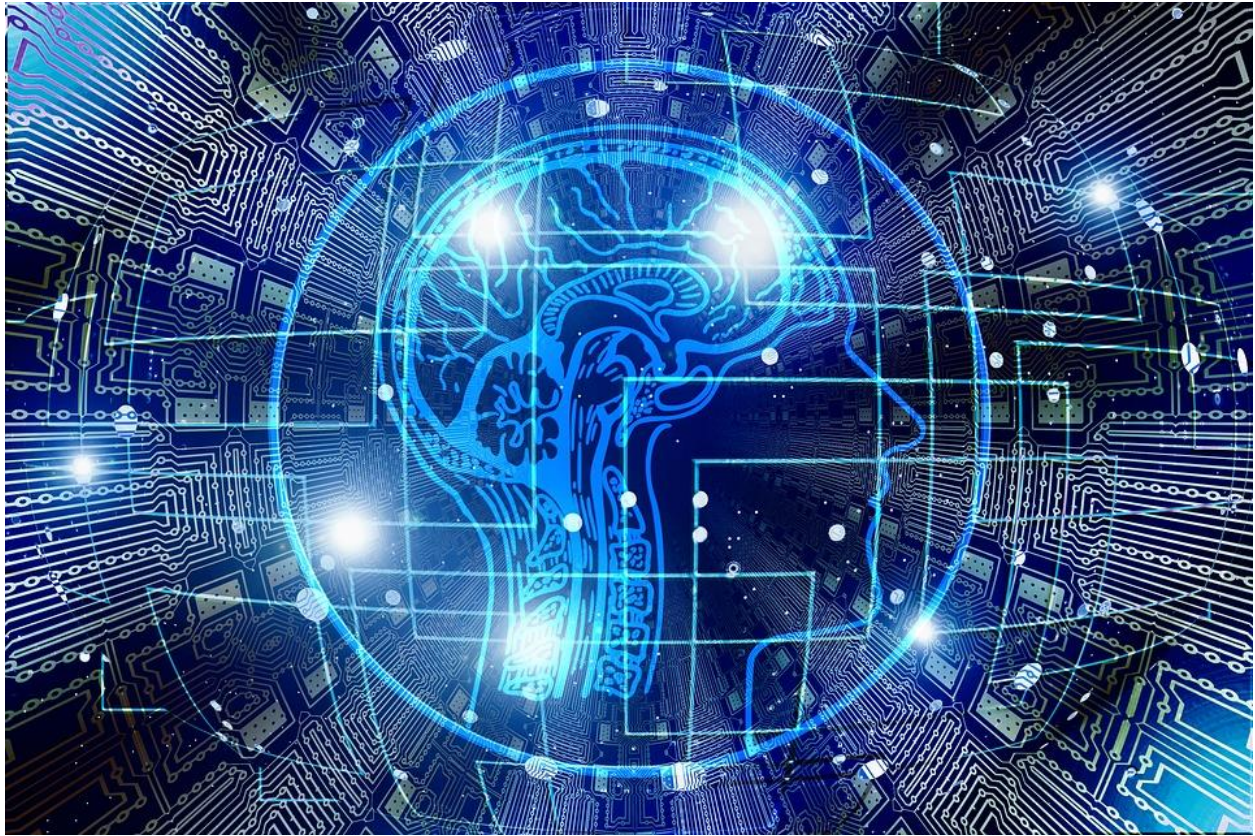


The Applications of Deepfake Technology for Online Entrepreneurs







Deepfake technology has undergone rapid growth in the last few years, from its usage in political smear campaigns to being called upon as a constant source of humour and obscenity in internet media, to now being a hotly-contested driver of debate in the space of both machine learning and propaganda technology. But despite the controversy surrounding the much-condemned uses of deepfake technology, it can actually be an efficient tool for entrepreneurs to upload, regulate and present their products in a manner most beneficial for their marketing campaigns and subsequent sales objectives.



Although borne out of obscure Reddit slang, this ‘deepfake’ technology uses the processing tools of Google Cloud Platform to detect, process and edit a mass array of images submitted to its platform. With extensive advances made in the sphere of machine learning as well as recent

developments in neural network models, photo editing applications such as the likes of Picaas can accelerate those measures of assembling, censoring, colour-correcting and altering promotional content for their Google Shopping Ads campaigns in a matter of seconds. In fact, the average amount of time taken by Picaas in receiving, processing and editing these images is estimated to be four hundred times more than what it would take the average individual to conduct manually.

 Before	After 
<p data-bbox="267 722 740 772">Stainless Steel Soap Box</p>  <p data-bbox="675 1129 792 1171">MIT</p>	
<p data-bbox="418 1297 1203 1451">Google Shopping Ads Image Optimization</p> <p data-bbox="683 1549 938 1633">Picaas</p>	

So the question remains to how online entrepreneurs can leverage this service and the complicated yet highly efficient technology upon which it is based, to improve their campaigns, generate engagement and ultimately transform their digital presence into concrete sales and revenue. The deep machine learning framework as applied by Picaas, in fact, prefers a practice of image segmentation technology that automates the recognition process of the image in terms of

filtering out portions that do not meet the requirements as posited by Google Shopping Ads, and then attends to the editing of the images so that they can be approved and then published as per the entrepreneur's marketing targets.

The most unique aspect of deepfake technology as employed by iKala is how it employs a face implanting software into accurately manoeuvring the position, shade, clarity and quality of the given image's subject through a dual system of compressing and decompressing the original image. When uploading promotional photos on one's Google Shopping Ads account, it is hardly convenient to have to spend close to 15 minutes into editing out distracting watermarks or unhelpful labels that may either be rejected due to the platform's terms or conditions or prove to be a hindrance for customer consumption.



Now seeing how online entrepreneurs are turning increasingly towards Google Ads in order to display their products in the most appealing way in order to acquire customers, they have to navigate through the various channels and protocols inherent to the platform. It has been reported that Google Shopping Ads lead to an increase of about 26% in conversion rate as opposed to other paid advertising avenues whereas it costs about 23% less as well, leading to an above-average return on investment.

Yet many digital entrepreneurs acquiring customers and promoting their business through Google Shopping Ads have discussed the sheer volume of images that need to be retouched and reformatted in order to fit the standards posited by Google Shopping Ads. When it costs an average of \$0.21 to secure a click for an Ad, the most efficient solution would be to opt for one of the many image editing applications available online and run their images through its platform so as to receive instant results.



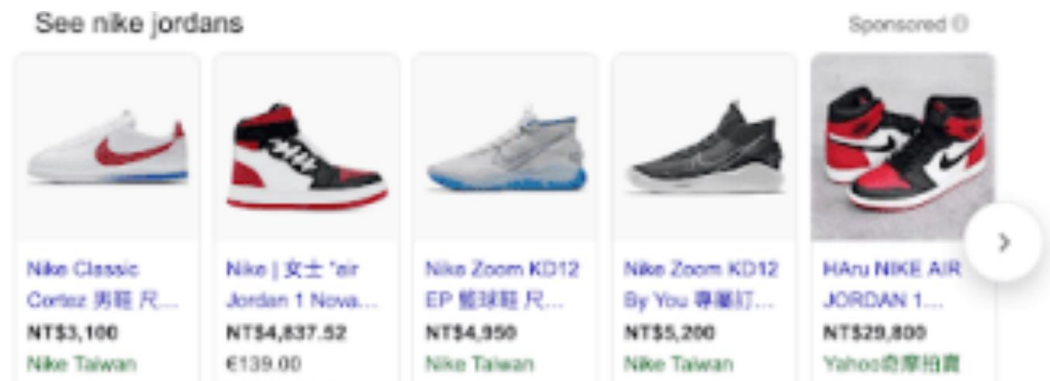
The foundation of Artificial Intelligence is based on an expansive principle of automation, integration and optimization---so the technology grounding the process of “deepfaking” allows the efficient mass readjustment of product feed with only a minimal amount of manual input. It works to optimize the range of products so that it specifically passes through the Google Shopping regulations and ensures that the images are clear, singular-product focused and free of any distracting or prohibited marks or blemishes.



Normally, online entrepreneurs would spend close to 15 minutes in modifying the various features of the image but deepfaking follows an automatic system that shortens the required time to a mere 2.2 seconds, and thus the entrepreneurs would be able to upload their entire gallery of products through one click.

Further, applications like Picaas can be operated as both Standalone API Integration as well as GMC Automation Workflow. The former carries the feed from the management platform and

inspects for any non-compliant elements, after which it either approves or rejects the product. If it does not pass the Google Ads specifications, it is taken as API to the iKala Image Cloud Center to be reworked. The reworking process may include removal of content such as watermark, descriptive text, borders or logos, or it may entail a repainting procedure as deemed necessary for the image, like colour correction, gap surroundings, smooth and texture modification.



This is where the benefits of deepfaking technology demonstrably emerge: artificial intelligence figures out the best, most impactful way of optimizing the feed for maximum appeal and engagement. It lifts off a massive burden off the entrepreneurs who might otherwise struggle as to how they can format the feed to meet the Google Shopping requirements. So by the means of a simple click, they can mass-format their range of images and present the products as efficiently as possible with no room for human error.