

VidAU.ai: Pioneering the Next Chapter of AI-Driven Video Marketing at Affiliate World Asia 2025

VidAU.ai is at Affiliate World Asia 2025, pioneering AI-driven video marketing with its technologies and a new AI Agent for video advertising.

CA, UNITED STATES, December 2, 2025 /EINPresswire.com/ -- As digital videos become the new heartbeat of the Internet, [VidAU.ai](#) stands at the forefront of redefining how brands create, localize, and scale their video content. By the end of 2024, the average American spent nearly 52 minutes per day consuming short-form social videos — a shift that signals not just a new media habit, but a complete restructuring of marketing strategy. AI-powered video generation is quickly becoming the new engine of storytelling, commerce, and creative production.



Joanna Chan Vidau Founder & CEO

In this rapidly transforming environment, VidAU.ai has positioned itself as the essential bridge between advanced AI technology and real-world business outcomes. Its presence at Affiliate World Asia (AWA) 2025 marks a milestone moment — unveiling its newest AI model and demonstrating how AI-first creativity is redefining global e-commerce marketing.

From Vision to Reality: The VidAU Journey

VidAU's story began in late 2022, at the dawn of the generative AI revolution sparked by the launch of ChatGPT. Founder Joanna Chan, a long-time leader across advertising and e-commerce, recognized that this new wave of intelligence would fundamentally rewrite creative workflows.

"The rule was simple: innovate or be eliminated," she recalls.

While major tech players raced to build foundational models, VidAU focused on a specialized mission — [AI video](#) creation engineered specifically for marketers, creators, and online sellers. The team tackled some of the industry's hardest challenges: lip-sync accuracy, consistent digital avatars, multi-lingual expression, and physics-realistic motion.

After 18 months of rigorous development, VidAU launched in April 2024 with its breakthrough “URL-to-Video” technology — enabling anyone to turn a product link into a localized, high-quality video ad in seconds. What once required a studio, a team, and thousands of dollars became a one-click creative workflow.

The results were immediate and global.

VidAU's solutions helped major

partners localize content and increase conversion rates by over 30%, while dramatically reducing production costs and timelines.

VidAU soon gained widespread recognition:

- ☐ Google Cloud Start-up Program Grant – \$350,000 in support

- ☐ Best AI Tool for Advertising Materials, Extraordinary Awards 2025

- ☐ #1 Product of the Month on [Product Hunt](#) (September 2025)

- ☐ #1 Product of the Week on Product Hunt (2nd Week of September 2025)

With each milestone, VidAU strengthened its reputation as “the AI creation platform that best understands commercial reality.”

Ecosystem Builder, Not Competitor

Rather than competing with platforms, VidAU builds a powerful interconnected ecosystem. It now integrates directly with TikTok Ads, Meta Ads, and Google Ads through API connections — enabling users to publish their AI-generated video creatives straight into their advertising

The logo for VidAU, featuring the word "VidAU" in a bold, blue, sans-serif font. The letter "i" in "Vid" has a small white dot, and the letter "A" is stylized with a white triangle inside it.

Vidau Logo

accounts with a single click. This unified workflow empowers brands, creators, and agencies to co-create, localize, deploy, and optimize campaigns across global markets without friction. By removing cultural, linguistic, and production barriers, VidAU democratizes high-quality video creation and delivers AI-driven precision to marketers everywhere.

Looking Ahead: Real-Time Intelligence and Industry-Specific AI

According to L.Tim, VidAU's Product & Technical Director, the next phase of innovation focuses on:

Real-Time Interactive Creation

Tools that let audiences dynamically influence video narratives — ushering in a new era of participatory content.

Vertical Scenario Customization

Industry-specific AI templates for fashion, education, e-commerce, beauty, and more, ensuring every AI-generated video meets professional production standards.

The Future: VidAU's AI Agent for Video Advertising

VidAU is now building toward its most ambitious vision yet:

An AI Agent for video advertising — combining creative generation, quantitative ad optimization, and intelligent decision-making.

This future agent will be capable of:

Generating multiple video variations

Analyzing performance in real time

Optimizing creatives based on ROAS, CTR, CPC, and CPM

Making data-driven recommendations

Fully automating the creative cycle from script → concept → ad → iteration

This is the next evolution of AI-powered marketing: creative intelligence + analytical intelligence in one engine.

Joanna Chen

VIDAU TECHNOLOGY LIMITED

+1 650-468-1543

[email us here](#)

Visit us on social media:

[LinkedIn](#)
[Instagram](#)
[Facebook](#)
[YouTube](#)
[TikTok](#)
[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/870935913>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.