

# Hal9 Helps **Optimly** Build AI-Powered Brand Optimization

- **Developed a multi-LLM comparison tool in one month using Hal9 Platform**
- **Enabled Optimly to analyze brand perceptions across AI models for enhanced recommendations**
- **Facilitated first paying customer acquisition and fostered long-term AI development partnership**

**"Hal9 is so fast. Accelerated my progress more than I could have imagined. We made 6 months of progress in 6 weeks!"**

Apurva Luty, Founder @ Optimly

## **Customer**

Optimly serves as a brand's intelligence layer for digital growth, acting as an AI marketing agent that optimizes presence across channels, beginning with AI search. By ensuring large language models accurately understand and recommend products and brands, Optimly empowers businesses to thrive in an AI-driven discovery landscape.

## **Challenge**

Optimly's founder had built an initial MVP using no-code tools like Bolt and Supabase, but faced limitations in scaling to multiple LLMs such as Grok, Anthropic, and Gemini for comprehensive brand analysis. Key concerns included high embedding costs, inefficient complex reasoning processes that took entire days, and the need for custom code to handle advanced AI workflows beyond no-code capabilities.

## **Solution**

Hal9 partnered with Optimly to create a custom AI solution using the Hal9 Platform, focused on rapid generative AI development and optimization. Within one month, Hal9's team of data scientists and engineers built a tool that compares outputs from multiple LLMs, addressing cost and efficiency issues while delivering actionable insights.

The development process included:

- Enhancing the MVP to integrate and query various LLMs (e.g., Grok, Anthropic, Gemini) for a holistic view of brand perceptions.
- Optimizing embeddings and reasoning workflows to reduce costs and processing time, enabling complex website analysis without day-long delays.
- Creating a scalable platform for running customer analyses, incorporating feedback loops to refine AI-driven recommendations.
- Deploying the solution as a cloud-based API, ensuring seamless integration with Optimly's backend for real-time brand optimization.

Halg collaborated closely with Optimly, providing iterative improvements and even recommending the tool to other startup founders, strengthening the partnership for ongoing AI and LLM advancements.

## **Results**

In just one month, Halg delivered a robust tool that enabled Optimly to sign their first paying customer by demonstrating comprehensive LLM insights. The platform's efficiency in multi-model analysis reduced costs and empowered faster iterations based on customer feedback. Halg's endorsements to other founders expanded Optimly's reach, while the long-term collaboration ensures continued innovation in building an intelligent AI brand recommendation system, positioning Optimly as a leader in digital growth optimization.

## **About Halg**

[Halg](#)'s mission is to make "Artificial Intelligence Accessible to Everyone", as we believe AI desperately needs to become more accessible for people worldwide to benefit from this new technology. We have a skilled team of engineers, data scientists, and designers working on this effort. Halg partnered with the [Allen Institute for Artificial Intelligence](#) incubator in 2022.