

CASE STUDY

GenAI in Commerce: How LUQOM Group & Digitl Scaled Visual Inspiration for 80,000 Products Using Google AI



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“As a market leader, we must act as an active companion throughout a fluid customer journey. AI doesn't just take the work off our hands; it gives us the freedom to think bigger and better about marketing.”

Vanessa Stütze | CEO LUQOM

www.luqom.com | www.digitl.com

The Challenge

LUQOM Group needed to transform its massive catalog of 80,000 lighting products for a visual e-commerce era. Consumers demand atmospheric lifestyle images rather than sterile product cut-outs. However, organizing custom photoshoots for every product across various interior styles and localized markets was economically and operatively impossible. A scalable solution was urgently required.

The Approach

Together with LUQOM's AI team, Digitl developed a Gen AI Media Asset Generator on Google Cloud. Powered by Gemini models, it transforms simple product images into high-quality lifestyle visuals at scale. The automated process spans four phases:

1. **Creation of assets (including video with Veo)**
2. **Quality evaluation via "LLM as a Judge" pipeline,**
3. **Seamless integration into LUQOM solution landscape**
4. **Programmatic activation in Google Ads campaigns.**

Partnering with Digitl

With Digitl as their strategic agency partner, LUQOM engineered a robust, event-driven Google Cloud architecture. Together, they broke down system silos, seamlessly connecting AI-powered media asset generation with Google Ads distribution. This created the foundation for an agentic ecosystem and paved the way for Agentic Commerce.

The Results

The automated pipeline turned a production bottleneck into an efficient marketing engine. LUQOM now possesses tens of thousands of context-specific lifestyle images, enabling highly personalized customer inspiration in milliseconds. This vast creative freedom unlocked new visually driven formats on YouTube and Discovery feeds. AI empowers LUQOM to significantly improve the customer journey, proving that high-quality, atmospheric creatives directly drive stronger e-commerce performance.

90%

Automated
Quality
Approval

+40%

Increase
in
Clicks

+43%

Click-Through
-Rate
Uplift

Integrations used



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