



AdFury Launches AI-Native Rich Media Tool, Unlocking Agentic Below-the-Fold Content for Brands on Walmart

In minutes, the self-service solution develops rich media content, such as video carousels, feature sets, product comparison charts and more, from a brand's existing product display page

ROGERS, Ark. — October 20, 2026 — [AdFury](#), an AI-native content and managed services partner for retail media and the digital shelf, today announced the availability of its [rich media tool](#), a self-service, agentic feature that is part of the AdFury platform. The AI-native tool builds fully compliant rich media or expanded content directly from a brand's existing product page. Brands now have an automation tool for enhanced, below-the-fold content for products selling online at Walmart.

The self-service, agentic rich media solution saves brands up to 75% of the time in developing enhanced content and can result in up to a 40% lift in conversions from product pages, according to AdFury.

Rather than investing in additional creative production work, development resources or spending time enduring manual file management, AdFury's agentic rich media tool pulls existing imagery, product descriptions and product attributes from a brand's live product detail page (PDP). The tool instantly creates content from 10 pre-designed modules including: **Feature Set, Before and After, FAQ, Comparison Table, Image Carousel, Interactive Product Tour/Hotspot and more.**

Each module is validated against Walmart's OmniSpec APIs and Item Spec 5.0 requirements before being submitted.

"Every retail brand knows it needs rich media to increase conversions from any PDP, especially Walmart, but it takes time and budget they don't have," said Eric Howerton, co-founder and chief growth officer of AdFury. "With our rich media tool, we give brands an easy, effective and creative way to tell their story to consumers, across seasons and channels, in 90 seconds and at one hundredth of the cost."

"Brands, retailers and agency clients can now effortlessly build bottom-of-the-funnel content, leveraging their existing hero creative and content to expand messaging below the fold," said Toby Willse, chief media officer, AdFury. "This used to take our clients weeks and a separate budget to complete. Now they can build and publish a full set of compliant modules in a single afternoon, freeing them up to focus more on future campaigns and strategy."

AdFury's [rich media tool](#) is live today for Walmart. Integrations with Amazon and additional retailers are in development, extending the same self-service, agentic workflow to the other retailers where brands and sellers already do business.

For more information on AdFury's rich media tool, [contact the company](#) and learn about all 10 modules in the solution.

About AdFury

[AdFury](#) is a retail-specific, human-led, AI-native technology company in Northwest Arkansas that delivers an Agentic App, custom AI workflows and managed services empowering companies to optimize for Retail Media Networks, Product Content Management and unique retail challenges. AdFury's apps integrate LLMs, style guides, specs and best practices to automatically create fully compliant images, videos, text and ads at scale, within minutes. The solutions are built by retail insiders on a proprietary infrastructure, so the results are meaningful and fast.

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