

# Automatic Prompt Engineering for Scalable Prompt Inversion in Text-to-Image Ad Generation

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## Abstract

While prompt engineering offers effective control over Text-to-Image (T2I) generation, it remains labor-intensive for large-scale production. We present PRISM-DUEL, a black-box framework that formalizes prompt optimization as Automatic Prompt Engineering (APE), motivated by advertising workflows requiring low-latency, diverse variants faithful to a human-designed ads. Since zero-shot LLMs are unreliable judges of image quality, PRISM-DUEL obtains label-free pairwise preferences and rationales from an LLM judge over pairs of generated images, then uses a dueling-bandit optimizer to optimize a prompt for generating controlled *variations* while matching the reference ad’s visual content. By iteratively steering the prompt distribution towards higher-quality generations and improving posterior calibration, PRISM-DUEL preserves visual similarity and semantic faithfulness while increasing diversity. Experiments on PartiPrompts and DreamBooth across Gemini 2.5 Flash Image, FLUX.1, and Qwen-Image show consistent gains over strong baselines in visual faithfulness and prompt interpretability.

## 1 Introduction

Advertising platforms produce high-quality, brand-safe image variants under tight latency and computational cost constraints (Jiang et al., 2025a). While modern T2I models (Betker et al., 2023; Chen et al., 2025) simplify generation, production performance hinges on the reference images used to condition prompts. Zero-shot VLM captions often miss key product semantics, miscount elements (Liu et al., 2024c), ignore spatial relations (Wang et al., 2026), resulting in off-brand creatives (Jansen et al., 2023).

We formulate *scalable prompt inversion* (Mahajan et al., 2024) for ad creatives: given a pool

of reference ads  $\{r\}$ , and a fixed T2I generator  $\mathbf{G}$ , the goal is to recover a structured prompt  $p$  that faithfully reproduce  $r$  with high fidelity. Our method therefore optimizes  $p$  to (i) preserve advertiser intent and constraints, (ii) align with reference image semantics, and (iii) yield visually faithful, aesthetically coherent variations.

Prior T2I prompt optimization typically relies on pointwise (single-image) feedback from VLMs (Mañas et al., 2024; He et al., 2025) or TIFA/VQA-style scores (Mrini et al., 2024), which are primarily weakly discriminative and do not directly measure reference preservation. Another line trains prompt rewriters from prompt–image data via supervised finetuning (Datta et al., 2024), reinforcement learning (Jiang et al., 2025b; Kong et al., 2024), or hybrids (Li et al., 2024; Yang et al., 2025; Wu et al., 2025b), but it requires campaign-specific retraining. In practice, ad catalogs change rapidly (new SKUs, layouts, seasonal styles), making per-campaign retraining slow and expensive (Mehrotra, 2025).

In this paper, we first empirically demonstrate that VLM-based judges give saturated and non-discriminative pointwise scores, even with two state-of-the-art VLM models (GPT-4o-mini and GPT-5-nano). This observation motivates a shift towards **pairwise** feedback: given a fixed  $\mathbf{G}$ , we leverage a VLM judge  $\mathcal{J}$  to compare two images produced under competing prompts. To ensure compatibility with black-box T2I models and the rapid turnover of industrial ad catalogs, we adopt a training-free automatic prompt engineering (APE) setup and cast it as a **dueling-bandit** problem driven by reference-conditioned comparisons, extending label-free prompt optimization beyond text-only settings (Wu et al., 2025c; Xiang et al., 2025). Unlike LLM prompt optimization for classification or QA, where outputs admit a notion of correctness (often via "reasoning and final answer"), T2I optimization must handle stochastic multi-attribute

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image quality, requiring judging over composition and visual faithfulness to a reference. Finally, to improve reference preservation, we incorporate a label-free prompt optimization based on pairwise preferences from low-fidelity text-embedding prior to calibrate posterior estimates, effectively steering prompt candidates towards the reference caption derived by the VLM itself. We summarize our contributions as follows:

1. **Quantifying Judge Saturation:** We show that pairwise image comparisons yield more distinctive and reliable preferences than pointwise scoring, and that these preferences better correlate with perceptual similarity measures such as DINOv3 (Siméoni et al., 2025) and CLIP-I (Valerio et al., 2023).
2. **Copeland-UCB for non-transitive preferences:** Motivated by non-transitive VLM/LLM preferences (Liu et al.; Xu et al.; Liusie et al., 2024), we frame T2I prompt selection as finding a Copeland winner and introduce a Copeland-UCB dueling-bandit optimizer (Zoghi et al., 2015), regularized by a low-fidelity text-embedding prior that steers exploration toward the reference caption. Compared to Double Thompson search with quadratic pairwise scaling (Wu et al., 2025c), our UCB-style solver yields tighter convergence guarantees with near-linear dependence on the prompt set size.
3. **Extensive evaluation across models:** We validate PRISM-DUEL on PartiPrompts (Writing & Symbols) (Yu et al.) and DreamBooth (Ruiz et al., 2023) across three T2I generators and VLM judges, showing consistent improvements in text rendering, prompt interpretability, and single-/multi-reference faithfulness for both open and black-box models.

## 2 Related Work

**Automatic Prompt Engineering.** Our work builds on Automatic Prompt Engineering (APE), which typically optimizes prompts with supervised signals from labeled data or validation performance. While these methods excel in classification and reasoning tasks (Yuksekgonul et al., 2024; Ding et al., 2025; Zhou et al., 2022; Pryzant et al., 2023) where ground truth is available, industry-scale T2I prompt inversion lacks such supervision: evaluating image quality and alignment (e.g., DINOv3, CLIP re-image (Wu et al., 2025a), Gemini 2.5 Flash requires GPU-heavy encoding and large-scale generation (Comanici et al., 2025), and FLUX.1 (Black

addresses the inherent non-transitivity of image preferences (e.g., competing trade-offs between identity preservation and stylistic alignment) where a Condorcet winner may not exist. By targeting the Copeland criterion via a Copeland-UCB solver, PRISM-DUEL focuses comparisons on near-tied cyclic regions, ensuring more stable prompt selection under limited industrial query budgets.

**Bandit-Based Prompt Optimization.** Our work contributes to a growing body of work on combining bandit algorithm and prompt selection. ProTeGi (Pryzant et al., 2023) couples beam search with a bandit-style best arm identification step while assuming labeled data and scalar task metrics; in contrast, large-scale T2I prompt optimization is generally label-free and judgments shall be non-transitive. Similarly, TRIPLE (Shi et al., 2024) studies budgeted best arm identification over a static prompt pool, whereas our industry setting involves a revolving prompt population where new candidates are continually generated and compared against existing ones, often without a pre-enumerated pool (Wang et al., 2023). OPTS (Ashizawa et al., 2025) applies Thompson Sampling (Agrawal and Goyal, 2012) to select among prompt-design strategies, but relies on scalar rewards computed from development-set scoring with labels. However, the notion of absolute correctness on images remains in ambiguity and preference-based feedback is non-transitive.

## 3 Recognizing Judge Patterns for T2I Models

We start from the widely used pointwise VLM for T2I prompt engineering given reference, instantiated by PRISM (He et al., 2024): given a generated image  $x$  and a reference image  $y$ , the judge assigns an absolute similarity score (e.g., a 0–10 Likert scale rating (Likert, 1932)) and the LLM as the optimizer seeks to maximize the scalar feedback. Setup. We treat the VLM as  $J$  and score images generated by several T2I models (Qwen-Image (Wu et al., 2025a), Gemini 2.5 Flash re-image (Comanici et al., 2025), and FLUX.1 (Black

Forest Labs, 2024)) on personalized image to pointwise Likert scoring rather than a model-generation using DreamBooth (Ruiz et al., 2023) specific artifact and motivating our pairwise evaluation reference images. For each reference image, we evaluate pairwise comparison given reference. We run  $T=5$  refinement iterations with a candidate prompt pool of size  $K_c=10$  per iteration, yielding  $K_c T=50$  generated images per  $(r; G)$ . We evaluate four VLM judges: two closed-source models, GPT-4o mini and GPT-5 nano, and two open-source models, LLaVA-NeXT-7B (Liu et al., 2024a) and InternVL3.5-8B (Chen et al., 2024). We employ the SOTA DINOv3 ViT-S/16 backbone (facebook/dinov3-vits16-pretrain-lvd1689m) as the only change is replacing single-image scores as a frozen feature extractor to calculate the objective sensitive image similarity between generated and reference images, following He et al. (2024); Ruiz et al. (2023). For each generated image per round, we compute average pairwise cosine similarity between DINOv3 embeddings of generated images within the pool of candidates for PRISM. We additionally compute CLIP-I, the cosine similarity between CLIP image embeddings of the generated and reference images, and aggregate across the  $K_c T$  samples per round and then the dataset.

**Results.** Pointwise VLM judges give saturated, non-discriminative scores. Across three VLMs can rival proprietary judges in reference-based pairwise agreement. In contrast, GPT-5-nano is close to chance-level agreement (27/50) effects on the 0–10 Likert scale (Likert, 1932) for both proprietary and open-source judges. Figure 4 shows that on FLUX.1 (Black Forest Labs, 2024), GPT-4o-mini, GPT-5-nano, and InternVL3.5-8B (Chen et al., 2024), while LLaVA-NeXT-7B (Liu et al., 2024b) degenerates to a constant judge, assigning 8 to nearly every image. None of the four judges correlate significantly with DINOv3 similarity (Spearman = 0.26; 0.22; 0.15 for GPT-4o-mini, GPT-5-nano, and InternVL3.5-8B respectively, all  $p > 0.15$ ; undefined for LLaVA-NeXT-7B due to zero variance). This compression—and in LLaVA-NeXT-7B's case, outright collapse—makes pointwise scores effectively low-resolution for ranking candidate prompts (Zheng et al., 2023).

Figure 9 further shows per-iteration means with largely overlapping error bars and near-identical distributions across generators and judge families, explaining the flat optimization trajectories (Appendix B). Saturation persists across closed- and open-weight VLMs and is most severe for the smallest judge, suggesting the problem is intrinsic

<sup>1</sup>We omit GPT4V from the original paper setup because this model has been deprecated by OpenAI.

Pairwise evaluation yields a more distinctive measure of preference alignment. We extend the original single-image PRISM framework (He et al., 2025) from pointwise scoring to a pairwise setting (Liu et al.). Using the meta-prompt (P1 and P2) in Appendix A, we run a dueling variant of PRISM for 5 refinement iterations with 10 models per round. All other settings are held fixed; the only change is replacing single-image scores with reference-conditioned pairwise comparisons. Figure 2 reports agreement between VLM pairwise preferences and DINOv3-based pairwise winners for FLUX.1 across two proprietary (GPT-4o-mini, GPT-5-nano) and two open-source (LLaVA-NeXT-7B, InternVL3.5-8B) judges. GPT-4o-mini shows the clearest separation, with 37/50 duels on the diagonal, strongly preferring images with higher DINOv3 similarity. Notably, InternVL3.5-8B achieves comparable alignment (35/50 on the diagonal), suggesting that capable open-source VLMs can rival proprietary judges in reference-based pairwise agreement. In contrast, GPT-5-nano is close to chance-level agreement (27/50) with counts distributed fairly evenly across cells, and LLaVA-NeXT-7B collapses to chance (25/50) while exhibiting a pronounced positional bias to scores cluster near 9 for GPT-4o-mini, 7–8 for GPT-5-nano, and 7–8 for InternVL3.5-8B (Chen et al., 2024), while LLaVA-NeXT-7B (Liu et al., 2024b) degenerates to a constant judge, assigning 8 to nearly every image. None of the four judges correlate significantly with DINOv3 similarity (Spearman = 0.26; 0.22; 0.15 for GPT-4o-mini, GPT-5-nano, and InternVL3.5-8B respectively, all  $p > 0.15$ ; undefined for LLaVA-NeXT-7B due to zero variance). This compression—and in LLaVA-NeXT-7B's case, outright collapse—makes pointwise scores effectively low-resolution for ranking candidate prompts (Zheng et al., 2023). Figure 9 further shows per-iteration means with largely overlapping error bars and near-identical distributions across generators and judge families, explaining the flat optimization trajectories (Appendix B). Saturation persists across closed- and open-weight VLMs and is most severe for the smallest judge, suggesting the problem is intrinsic

**Pairwise Preference Feedback: Setup and Limitations**

With the comparison on pairwise and pointwise judgment in hand, we shift to pairwise comparisons that ask a VLM to choose which of two candidates better matches a reference image. This naturally induces a dueling feedback model: for any two candidate prompts  $p_i; p_j \in \{p_1; \dots; p_K\}$  and generated images, a comparison returns a binary outcome indicating whether  $p_i$  is preferred to  $p_j$  with  $G$  and  $J$ . Recent works introduce SPO (Xiang et al., 2025) and PDO (Wu et al., 2025c) use pair-

(a) GPT-4o-MINI

(b) GPT-5-NANO

(a) GPT-4o-MINI

(b) GPT-5-NANO

(c) LLaVA-NEXT-7B

(d) INTERNVL-3.5B

(c) LLaVA-NEXT-7B

(d) INTERNVL-3.5B

Figure 1: 2D kernel density estimate (KDE) heatmap of single-image VLM scores vs. DINOv3 similarity with G as FLUX1 for (a) GPT-4o-mini (b) GPT-5-nano (c) LLaVA-NeXT-7B (d) InternVL3.5-8B; brighter regions indicate higher sample density.

Figure 2: Confusion matrices compared pairwise preferences with DINOv3-based pairwise winners for FLUX.1: (a) GPT-4o-mini, (b) GPT-5-nano (c) LLaVA-NeXT-7B (d) InternVL3.5-8B.

wise comparisons primarily as a local accept/reject signal to update the current best prompt

Limitations of prior pairwise optimization. A closer look, however, reveals the dueling comparison for T2I models is not actually so straightforward. (i) VLM-based preferences are often noisy and can be non-transitive (Xu et al.): there may exist prompts  $p_i, p_j, p_k$  such that  $J(G(p_i); G(p_j)) = p_i$  and  $J(G(p_j); G(p_k)) = p_j$ , yet  $J(G(p_k); G(p_i)) = p_k$ , forming a preference cycle. Therefore local accept/reject updates may become brittle under cyclic preferences. (ii) simply concentrating comparisons and proposed new prompts matches under-utilizes the comparison budget: many comparisons are spent on uninformative pairs, and there is no explicit mechanism to allocate queries to the most uncertain or decision-critical pairs. (iii) both SPO and PDO are inherently computationally costly and budget-limited: exhaustive pairwise comparisons scales quadratically with number of candidate prompts (Zheng et al., 2023). SPO sets a maximum rounds, and PDO stops after that rounds and returns the current leader, without a confidence-based criterion certifying the winner is statistically separated from close competitors.

## 5 Methodology

These observations motivate our design: (i) a Copeland-style objective that remains meaningful under non-transitive preferences, (ii) an uncertainty-aware (UCB) comparison strategy that

allocates duels to the most informative pairs under a fixed budget, and (iii) a structured prior over prompt space to propose higher-quality prompts candidates with fewer computationally costly duels. We present PRISM-DUEL in Algorithm 1, building on PRISM (He et al., 2025) for T2I models but in pairwise fashion and specially designed for non-transitive, budget-limited VLM judging. We defer the detailed complexity analysis of each submodule in Algorithm 1 to Appendix C.

Pairwise Preference Feedback. Given fixed  $G$ ,  $S$ , and a candidate set  $\{p_i, p_j\}_{i=1}^K$ . Each duel yields  $y_{ij} \in \{0, 1\}$  with  $p_{ij} = \Pr(p_i > p_j)$  and  $p_{ji} + p_{ij} = 1$ . Specially, a Condorcet Winner is an arm  $p_i$  such that  $p_{ij} > 0.5$  for all  $j \in i$ . Since VLM preferences may be non-transitive, we target a Copeland Winner maximizing  $\sum_{j \in i} 1f p_{ij} > \frac{1}{2}g$ . Given reference images  $x_i = G(p_i)$  and query images  $x_j = G(p_j)$ . We maintain pairwise statistics for each ordered pair  $(p_i, p_j)$ :  $n_{ij}$  is the number of duels between  $(p_i, p_j)$  and  $w_{ij}$  is the number of times  $p_i$  wins over  $p_j$ . We maintain pairwise counts  $(w_{ij}; n_{ij})$ . The empirical win rate is  $\hat{p}_{ij} = \frac{w_{ij}}{\max(1; n_{ij})}$ .

Scalable Copeland Selection with Embedding Priors. A naive Round-Robin tournament requires estimating the pairwise preference for all pairs, scaling quadratically as  $\mathcal{O}(K^2)$  (Wu et al., 2025c). In our industrial setting, where every comparison involves an expensive T2I generation and VLM evaluation, this complexity is prohibitive. To

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**Algorithm 1 PRISM-DUEL**

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Require: Reference  $r$ ; rounds  $T$ ; candidates/round  $K_c$ ; Duels/round  $B$ ; Prompt Engineer  $F$ ; text embedder  $\text{Embed}$ ; prior strength  $\gamma$ ; confidence  $\beta$ ; seed  $\text{CRN}$ ;  $G$ ;  $J$ .

Ensure: Optimized Prompt  $p^?$  and final image  $x^?$ .

- 1:  $c_0 \leftarrow \text{VLM-Caption}(r)$ ;  $e_0 \leftarrow \text{Embed}(c_0)$
- 2: Initialize pool  $P \leftarrow \{c_0\}$ ;  $w_{ij} = 0$ ;  $n_{ij} = 0$ ; APE feedback  $fb$ ;
- 3: for  $t = 1$  to  $T$  do
- 4:  $C \leftarrow F(r; p; fb; K_c)$ .  $K_c$  candidates
- 5:  $S_k \leftarrow C \setminus \{p\}$ ;  $P \leftarrow P \cup C$
- 6: WarmStart: For each  $p_i \in S_k$ , calculate  $s_i \leftarrow \text{cosine\_sim}(\text{Embed}(p_i); e_0)$
- 7:  $\forall p_i \in S_k : w_{ij} = \text{sigmoid}(s_i - s_j)$ ;  $n_{ij} = 0$
- 8:  $w_{ij}; n_{ij} \leftarrow 0$
- 9:  $N_{\text{round}} \leftarrow 0$
- 10: while  $N_{\text{round}} < B$  and  $\exists S_{k,j} > 1$  do
- 11: Update Confidence Bounds  $(S_k, \gamma)$
- 12:  $S_k \leftarrow \text{PruneSuboptimal}(S_k)$
- 13:  $(p_i; p_j) \leftarrow \text{SelectUncertainPair}(S_k)$
- 14: if  $(p_i; p_j) = \perp$ ; then break  
y  $\leftarrow J(G(p_i); G(p_j))$
- 15:  $w_{ij} \leftarrow w_{ij} + y$ ;  $n_{ij} \leftarrow n_{ij} + 1$
- 16:  $N_{\text{round}} \leftarrow N_{\text{round}} + 1$
- 17:  $p \leftarrow \text{argmax}_{p_i \in S_k} \text{CopelandScore}(p_i)$ .  
Eq. 3 in Appendix C
- 18:  $fb \leftarrow \text{SUMMARIZE\_FEEDBACK}(S_k; p; w; n)$ .  
Algorithm 3 in Appendix C.
- 19:  $p^? \leftarrow p$ ;  $x^? \leftarrow G(p^?)$
- 20: return  $p^?; x^?$

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resolve this, a necessity in high-fidelity industrial ad generation (Shi et al., 2024; Jiang et al., 2025a). We adopt Scalable Copeland Bandit (SCB) (Zoghi et al., 2015). Instead of exploring all pairs, we maintain confidence intervals  $[L_{ij}; U_{ij}]$  for the pairwise win probabilities. We calculate optimistic  $CS_{\max}$  and pessimistic  $CS_{\min}$  Copeland scores for every candidates and aggressively prune and reject  $p_j$  where  $CS_{\max}(j) < \max_i CS_{\min}(i)$ . This transforms the process into an adaptive elimination tournament where "easy" comparisons against weak prompts are resolved with minimal sampling ( $\mathcal{O}(1)$ ), allowing the algorithm to concentrate most of the budget  $B$  solely on distinguishing the top-tier candidates. In reality, this reduces sample complexity to  $\mathcal{O}(K \log K)$ , significantly lowering the total GPU hours for inversion (Mokady et al., 2023).

Embedding-Guided Warm Start. To further accelerate convergence in "cold-start" scenarios, we inject domain knowledge via a text-embedding prior. We calculate the cosine similarity between the candidate  $p_i$  and the reference caption  $c_0$  using OpenAI embeddings. We then initialize the bandit with pseudo-counts:

$$w_{ij} = \gamma \text{sigmoid}(s_i - s_j); n_{ij} = 0 \quad (1)$$

where  $\gamma$  is the prior strength and  $\text{sigmoid}$  is the Sigmoid function. Simultaneously, we reset the observed counts  $w_{ij}$  and  $n_{ij}$  to zero. This configuration allows the embedding prior to dominate early exploration, steering the bandit toward semantically similar regions and avoiding computationally costly VLM duels on irrelevant prompt mutations.

Industrial Deployment: Early Termination. Our per-round budget  $B$  ensures predictable latency and computational costs, a prerequisite for production-grade ad-tech. Additionally, our SCB implementation naturally provides an early termination criterion: the loop breaks immediately when the set of "uncertain pairs"  $\mathcal{U} \subseteq [L_{ij}; U_{ij}]$  becomes empty. In deployment, this allows the pipeline to bypass up to 40% of the budgeted VLM calls for clear-cut candidate sets.

## 6 Experiments

Implementation Details. We consider three G: Qwen-Image (Wu et al., 2025a), Gemini-2.5 Flash Image (Comanici et al., 2025), and FLUX.1 (Black Forest Labs, 2024). For  $\mathcal{G}$  we use GPT-5 nano and GPT-4o mini. We run PRISM-DUEL with a total query budget  $B = 100$  and report results using  $K_c = 10$  candidates per round over  $T = 10$  rounds. We evaluate our models on two benchmarks: PartiPrompts (specifically the Writing & Symbols category) (Yu et al.), totalling up to 91 prompts, and Dreambooth (Ruiz et al., 2023) (30 subjects, with 4-6 reference images per subject). Evaluation focuses on two critical industrial axes: (1) Text Rendering Fidelity using the "Writing & Symbols" subset of PartiPrompts (Yu et al.). This benchmark stresses exact symbol reproduction, aligning with fidelity requirements for brand logos and slogans. Here, we mimic an "asset verification" work ow by performing self-inversion on images generated by the models themselves (Cui et al., 2025; Zhang et al., 2023). (2) Subject Consistency using DreamBooth (Ruiz et al., 2023) to measure fidelity under diverse contexts. Following

VLM Judge ( J )	Method	PartiPrompts			DreamBooth		
		CLIP-I "	DINOv3 "	CLIP-T "	CLIP-I "	DINOv3 "	CLIP-T "
GPT-4o-mini	GPT-4o Caption (zero-shot)	0.801	0.534	0.313	0.750	0.512	0.302
	PRISM (He et al., 2024)	0.812	0.569	0.321	0.768	0.532	0.325
	SPO-T2I (Xiang et al., 2025)	0.823	0.562	0.323	0.762	0.529	0.331
	PDO-T2I (Wu et al., 2025c)	0.821	0.566	0.331	0.772	0.521	0.341
	PRISM-DUEL (ours)	0.829	0.578	0.346	0.798	0.548	0.357
GPT-5-nano	GPT-4o Caption (zero-shot)	0.792	0.542	0.308	0.744	0.503	0.305
	PRISM (He et al., 2025)	0.789	0.601	0.312	0.742	0.503	0.341
	SPO-T2I (Xiang et al., 2025)	0.809	0.615	0.325	0.703	0.509	0.339
	PDO-T2I (Wu et al., 2025c)	0.806	0.611	0.322	0.712	0.513	0.346
	PRISM-DUEL (ours)	0.824	0.621	0.342	0.759	0.526	0.364

Table 1: Quantitative Evaluation for Image quality across baselines with G as FLUX.1.

previous protocols by He et al. (2025), we generate Evaluation Metrics. Following PRISM (He et al., 2024), we evaluate reference faithfulness using all three generators, yielding a comprehensive testing CLIP image similarity (CLIP-I) (Valerio et al., 2023) and DINOv3 similarity (Siméoni et al., 2025) between each generated image and the reference image. Following DreamBooth (Ruiz et al., 2023), we also report CLIP text-image similarity (CLIP-T) between generated prompt and initial caption to measure prompt fidelity, computed as the cosine similarity between CLIP embeddings of the prompt text and the generated image. All metrics are averaged over each dataset.

**Baselines.** We compare against four classes of training-free baselines: (i) Zero-shot captioning: GPT-4o, a strong zero-shot image captioner (OpenAI, 2024; Cheng et al., 2025a,b); (ii) Pointwise prompt optimization: PRISM (He et al., 2025), which optimizes prompts using pointwise VLM similarity scores; for fair comparison we use the same total budget as our method (10 iterations, 10 candidates per iteration); (iii) Dueling-bandit prompt optimization: PDO (Wu et al., 2025c), adapted to reference-conditioned T2I. Each arm is a prompt/template instantiation; at each step PDO selects a prompt pair via Double Thompson Sampling (D-TS), generates two images with the same T2I generator (matched random seeds), and queries a model to choose the better image conditioned on the reference creative. PDO updates pairwise preference posteriors and proposes new candidates via top-performer-guided template mutation (e.g., style, composition, negative constraints), while keeping reference semantics fixed; the final prompt is selected by its posterior Copeland (Wu et al., 2025) adapted to reference-conditioned T2I. SPO uses pairwise comparisons of generated outputs to guide prompt revisions; in our adaptation we execute each prompt with a model to perform reference-conditioned pairwise comparisons, and revise prompts via constrained template edits. We match the total image-generation budget and use matched random seeds per duel to reduce stochasticity.

**Results.** Table 1 benchmarks PRISM-DUEL against recent baselines (including PRISM, PDO-Sampling (D-TS), generates two images with the same T2I generator. We refer readers to Appendix B and queries a model to choose the better image conditioned on the reference creative. PDO updates pairwise preference posteriors and proposes new candidates via top-performer-guided template mutation (e.g., style, composition, negative constraints), while keeping reference semantics fixed; the final prompt is selected by its posterior Copeland (Wu et al., 2025) adapted to reference-conditioned T2I. SPO uses pairwise comparisons of generated outputs to guide prompt revisions; in our adaptation we execute each prompt with a model to perform reference-conditioned pairwise comparisons, and revise prompts via constrained template edits. We match the total image-generation budget and use matched random seeds per duel to reduce stochasticity.

PRISM-DUEL demonstrates notable improvements in both text-image alignment (CLIP-T) and image fidelity (CLIP-I, DINOv3). On the PartiPrompts dataset, when evaluated by GPT-4o-mini, PRISM-DUEL achieves a CLIP-T score of 0.346, outperforming the strongest baseline (PDO-T2I at 0.331). Furthermore, it yields the highest image fidelity scores (0.829 for CLIP-I and 0.578 for DINOv3). This trend continues on the DreamBooth dataset, where PRISM-DUEL effectively preserves subject identity while following complex prompts, achieving a peak CLIP-T of 0.357 compared to SPO-T2I's 0.341. The consistent margins over competitive baselines like PDO-T2I and SPO-T2I highlight the efficacy of our dual-pronged approach in generating high-quality, closely aligned images.

Method	API & Compute Complexity			Early Stopping
	G	J	Embed (Embed )	
GPT-4o Caption	1	1	0	None
PRISM	$O(T K_c)$	$O(T K_c)$	0	None (Pointwise)
SPO	$O(T m)$	$O(T m)$	0	None (Greedy)
PDO	$O(K^2)$	$O(K^2)$	0	Soft (Probabilistic)
PRISM-DUEL	$O(T K_c)$	$O(T B)$	$O(T K_c)$	Hard (Con dence)

Table 2: Computational Complexity per Prompt.  $B$  is the effective pairwise evaluation budget where  $B$ . Our Copeland Bandit formulation with pruning bounds the  $O(K^2)$  VLM computational cost typically associated with pairwise comparisons.

## 7 Computational Cost Analysis

For real-world deployment, we seek to minimize computational overhead. As shown in Table 2, while both PRISM-DUEL and PDO (Wu et al., 2025c) require  $O(T K_c)$  image generations, their evaluation computational costs diverge. PDO relies on exhaustive pairwise comparisons, forcing a quadratic VLM API complexity of  $O(T K_c^2)$ . As the candidate pool  $K_c$  expands, this introduces prohibitive computational costs and latency bottlenecks. By utilizing a near-zero computational cost text-embedding prior (WarmStart), PRISM-DUEL actively prunes redundant VLM comparisons whose upper confidence bounds fall below the leader’s lower bound. This restricts VLM calls to an effective budget of  $B = K_c^2$ , dropping evaluation complexity to  $O(T B)$ .

## 8 Conclusion

We present PRISM-DUEL, a framework for reducing high latency and quadratic computational cost of traditional dueling-bandit prompt optimization, addressing large-scale image inversion for industrial deployment. By reformulating the selection process via SCB, we reduce the evaluation complexity from  $O(K^2)$  to  $O(K \log K)$ , significantly lowering the number of expensive VLM judge queries and T2I generation calls per round. A text-embedding prior guides early exploration, and certified early stopping ends duels once a winner is statistically clear, yielding predictable runtimes. Overall, PRISM-DUEL achieves high-fidelity inversion while remaining robust to the non-transitive preferences common in ad-creative evaluation.

## 9 Acknowledgement

Z. Ding and Y. Chen acknowledge support from the National Science Foundation under Grant Nos. IIS-2313131 and CMMI-2037026.

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## A Meta Prompt

Below is the system prompt template for pairwise comparison for personalized T2I generation.

### P1 Pairwise comparison meta-prompt

#### Pairwise Image Evaluation

##### Instruction

You are an image judge. You will see a GOAL image, then two candidates A and B. Choose which candidate better matches the GOAL. Be decisive. Respond with STRICT JSON with keys: {"winner" : 0 or 1, "conf" : number in [0,1], "scoreA" : number, "scoreB" : number}. Use a 0..10 scale for scoreA/scoreB (higher = closer). Avoid giving identical scores unless they are truly indistinguishable; if so, still pick a winner.

##### Input placeholder

{Goal Image} {Image Candidate A}  
{Image Candidate B}

For reference, we also provide the original system prompt template for single image evaluation and two VLM judges (GPT-4o-mini, GPT-5-nano) (He et al., 2024).

### P2 Single-image evaluation meta-prompt

#### Single Image Evaluation

##### Instruction

You are a helpful prompt engineer assistant. You will receive two images : the first one is generated by a text-to-image generative model and the second one is a real image. Please act as an impartial judge and evaluate whether the generated image and the real image \*\*feature the same object\*\*. Your evaluation should only consider the main object featured in the images and ignore all irrelevant factors such as the background, lighting, environment, camera angles, the pose of the object and style, etc. Be as objective as possible. Rate the response on a scale from 0 to 10. A rating of 0 signifies two images with completely different and unrelated objects featured in them. A rating of 10 signifies two images that feature exactly the same object. You should consider all aspects of the object including texture, shape, color and other fine grained details and ignore all backgrounds, lighting, and other environment or setting differences. Pay attention to the de-

tails and be as critical as possible. Your rating should strictly follow this format: " Rating : [[ rating ]]" , the rating in the double - closed brackets is a number from 0 to 10 , e ,g , " Rating : [[5]]".

##### Input placeholder

{Image Candidate} {Goal Image}

## B Additional Experiments

We provide additional analyses of pointwise VLM judging. Figure 5 reports correlations between VLM scores and DINOv3, and Figure 6 reports correlations with CLIP-I. We further visualize VLM judge behavior over optimization by plotting per-iteration mean scores for PRISM and the full score distributions: Figure 9 shows histograms (or KDEs), and Figure 10 shows violin plots.

As an example, we also present additional CLIP-I score trends on the PartiPrompts dataset. Figure 4 reports the average CLIP-I trajectory over optimization iterations on PartiPrompts across three judges. Across all six settings, PRISM-DUEL achieves the strongest or near-strongest performance, typically improving earlier and converging to the best final-iteration CLIP-I compared to PRISM, SPO-T2I, and PDO-T2I. Notably, PRISM-DUEL shows robust gains under both judges (i.e., improvements persist when switching from GPT-4o-mini to the stricter GPT-5-nano) and remains competitive across G, indicating that its advantage is not tied to a single model or judge. Overall, the curves suggest PRISM-DUEL is the most reliable optimizer among all baselines, showcasing higher end performance with less sensitivity to G/J choice.

## C Additional PRISM-DUEL Descriptions

Algorithm 2 shows the implementation details of the sub-routines used in Algorithm 1. These components are designed to minimize VLM calls and provide semantic guidance for prompt mutation.

**Theoretical Complexity Bound.** PRISM-DUEL improves the standard Copeland Bandits as PDO (Wu et al., 2025) ( $\mathcal{O}(K^2 \log T)$ ) by pruning candidates that mathematically cannot become the Copeland winner. The theoretical sample complexity (i.e., how many API calls/duels are needed to find the best prompt with high probability) to iden-

(a) GEMINI

(b) GEMINI

(c) QWEN

(d) QWEN

Figure 3: KDE of single-image VLM scores versus DINOv3 similarity for (a) Gemini 2.5 Flash Image and (b) Qwen-Image with  $\mu$  as GPT-4o-mini and GPT-5-nano.

tify the Copeland winner with probability  $\geq 0.5$ ), and  $CS_{\max}(i)$  be the count where  $p_i$  is not yet statistically proven to lose ( $\mu_j > 0.5$ ). We discard any prompt  $p_j$  such that:

is  $O(\frac{K \log K}{2} \log(\frac{1}{\epsilon}))$  where  $K$  is number of candidates (size of pool  $S_k$ ) and  $\epsilon$  as the gap of distinctiveness between the best prompt and the second best.

$$CS_{\max}(j) < \max_{p_i \in S_k} CS_{\min}(i) \quad (2)$$

The PRISM-DUEL algorithm adapts the Scalable Copeland Bandit (SCB) framework (Zoghi et al., 2015) to the problem of discrete prompt optimization. Unlike standard dueling bandits that minimize cumulative regret, our objective is Best Arm Identification (BAI) under a fixed query budget  $B$ .

This ensures that we stop allocating budget to prompt mutations that mathematically cannot become the Copeland winner, effectively focusing the remaining budget  $B$  on resolving the "hard" comparisons between top-tier candidates.

**Complexity Reduction.** A naive Round-Robin approach requires estimating the pairwise preference  $P(p_i, p_j)$  for all  $K(K-1)/2$  pairs, leading to a sample complexity  $O(K^2)$ . PRISM-DUEL reduces this to  $O(K \log K)$  by maintaining confidence bounds  $[L_{ij}; U_{ij}]$  for the preference probabilities.

**Copeland Score.** Here, we provide the definition of Copeland Score (CS) in Algorithm 1 as the number of other candidates in the current active set that  $p_i$  is estimated to beat (win probability  $\geq 0.5$ ).

**Prune Suboptimal.** At each time step  $t$ , we maintain an active set  $S_k$ . A candidate  $p_i$  is removed from  $S_k$  if it is dominated by the current leader. Specifically, let  $CS_{\min}(i)$  be the count of pairs where  $p_i$  is statistically significant to win ( $\mu_j >$

We define

$$CS(p_i) = \sum_{p_j \in S_k, j \neq i} 1\left(\frac{w_{ij} + w_{ji}}{n_{ij} + n_{ji}} > 0.5\right) \quad (3)$$

(a) FLUX.1 (GPT-4o-mini)

(b) Gemini (GPT-4o-mini)

(c) Qwen-Image (GPT-4o-mini)

(d) FLUX.1 (GPT-5-nano)

(e) Gemini (GPT-5-nano)

(f) Qwen-Image (GPT-5-nano)

Figure 4: Average CLIP-I with reference ads trends over generated images using all methods for PartiPrompts with 3 T2I generators and 2 VLM judges.

(a) GEMINI

(b) GEMINI

(c) QWEN

(d) QWEN

Figure 5: KDE of single-image VLM scores versus DINOv3 similarity for (a) Gemini 2.5 Flash Image and (b) Qwen-Image with  $\mathcal{H}$  as GPT-4o-mini and GPT-5-nano.

Algorithm 2 Subroutines for PRISM-DUEL

```

1: Function UpdateCondenceBound( $S_k$ ; )
2: for  $p_i; p_j \in S_k; p_i \neq p_j$  do . Combine Real
   VLM preferences  $w_{ij}(w; n)$  with Embedding
   Prior ( $w; \mathfrak{R}$ ).
3:  $\hat{\Lambda}_{ij} = (w_{ij} + w_{ji}) / (n_{ij} + n_{ji})$ 
4:  $Rad_{ij} = \frac{2 \ln(t_j S_k j^2) - (n_{ij} + n_{ji})}{2}$ 
5:  $U_{ij} = \hat{\Lambda}_{ij} + Rad_{ij}$ ;  $L_{ij} = \hat{\Lambda}_{ij} - Rad_{ij}$ 
6: End Function

7: Function PruneSuboptimal( $S_k$ )
8: . Count how many rivals is guaranteed to
   beat ( $L > 0.5$ )
9:  $CS_{min}(i) = \prod_{j \in i} I(L_{ij} > 0.5)$ 
10: . Count how many rivals could possibly beat
    ( $U > 0.5$ )
11:  $CS_{max}(i) = \prod_{j \in i} I(U_{ij} > 0.5)$ 
12:  $BestScore = \max_{i \in S_k} CS_{min}(i)$  return
     $f \in S_k \mid CS_{max}(i) = BestScore$ 
13: End Function

14: Function SelectUncertainPair( $S_k$ )
15:  $U = f(i; j) \in S_k^2 \mid L_{ij} > 0.5 \wedge U_{ij} < g$ 
16: if  $U \neq \emptyset$ ; then return  $\text{argmax}_{(i; j) \in U} (U_{ij} - L_{ij})$ 
    . Pick most uncertain
17: else return ;
18: End Function

```

C.1 LLM Feedback Generation

Similar to TextGrad (Yuksekonul et al., 2024), the SummarizeFeedback utilizes an LLM to perform semantic summarization of dueling round, providing descriptive feedback for next round of mutations.

Algorithm 3 SummarizeFeedback for

```

Require: Candidate set  $S_k$ ; stats  $w; n$ ; reference
adr.
1: HardPairs =  $\{(i; j) \mid n_{ij} \text{ is high and } w_{ij} = n_{ij} \wedge 0.5 < g\}$ 
2: Failures = Top 3 candidates with lowest Copeland score
3: fb = LLM.generate(“Analyze why ” +
  Failures + “ lost compared to leader and adr”)
4: return fb

```

D Complexity Analysis over all methods

Cost model. In black-box T2I prompt optimization, wall-clock time is dominated by (i) generator G calls and (ii) judge J calls. Let  $C_{gen}$  be the cost of one T2I generation and  $C_{judge}$  the cost of

VLM Judge (J)	Method	PartiPrompts			DreamBooth		
		CLIP-I "	DINOv3 "	CLIP-T "	CLIP-I "	DINOv3 "	CLIP-T "
GPT-4o-mini	GPT-4o Caption (zero-shot)	0.764	0.508	0.341	0.712	0.594	0.305
	PRISM (He et al., 2024)	0.788	0.513	0.365	0.702	0.592	0.312
	SPO-T2I (Xiang et al., 2025)	0.768	0.498	0.332	0.780	0.592	0.311
	PDO-T2I (Wu et al., 2025c)	0.787	0.510	0.359	0.782	0.602	0.331
	PRISM-DUEL (ours)	0.805	0.576	0.388	0.790	0.613	0.351
GPT-5-nano	GPT-4o Caption (zero-shot)	0.761	0.511	0.343	0.718	0.589	0.299
	PRISM (He et al., 2025)	0.765	0.524	0.363	0.735	0.601	0.342
	SPO-T2I (Xiang et al., 2025)	0.769	0.517	0.351	0.744	0.608	0.337
	PDO-T2I (Wu et al., 2025c)	0.771	0.528	0.366	0.746	0.604	0.347
	PRISM-DUEL (Ours)	0.791	0.599	0.387	0.782	0.628	0.369

Table 3: Quantitative Evaluation for Image quality across baselines with G as Gemini 2.5 Flash Image.

VLM Judge (J)	Method	PartiPrompts			DreamBooth		
		CLIP-I "	DINOv3 "	CLIP-T "	CLIP-I "	DINOv3 "	CLIP-T "
GPT-4o-mini	GPT-4o Caption (zero-shot)	0.802	0.505	0.314	0.721	0.534	0.303
	PRISM (He et al., 2024)	0.806	0.523	0.328	0.742	0.577	0.317
	SPO-T2I (Xiang et al., 2025)	0.812	0.542	0.368	0.772	0.582	0.341
	PDO-T2I (Wu et al., 2025c)	0.804	0.519	0.321	0.768	0.579	0.346
	PRISM-DUEL (ours)	0.833	0.549	0.366	0.789	0.598	0.352
GPT-5-nano	GPT-4o Caption (zero-shot)	0.795	0.485	0.318	0.727	0.529	0.301
	PRISM (He et al., 2024)	0.791	0.461	0.355	0.762	0.542	0.322
	SPO-T2I (Xiang et al., 2025)	0.779	0.465	0.344	0.759	0.562	0.318
	PDO-T2I (Wu et al., 2025c)	0.782	0.463	0.349	0.758	0.549	0.329
	PRISM-DUEL (ours)	0.816	0.533	0.361	0.785	0.579	0.355

Table 4: Quantitative Evaluation for Image quality across baselines with G as Qwen-Image.

one pairwise (or pointwise) judge query. We report SCB pruning) reduces total round cost by approximately 40–60% compared to a naive round-robin tournament. We separately note the (typically smaller) CPU overhead for selection/bookkeeping.

#### D.1 PRISM-DUEL (ours):

Copeland-UCB/SCB with a text-embedding prior

**Setup.** We run for  $T$  rounds. In each round we propose  $K_c$  new prompts and duel within the round set  $S_k = C \setminus \text{fpg}(\text{size } K_c + 1)$ . We maintain a global pool  $P$  by accumulating proposed prompts across rounds. Each duel produces two images and one pairwise preference label, updating win counts  $(w_{ij}; n_{ij})$ .

**Call complexity.** With a duel budget of  $B$  comparisons per round, PRISM-DUEL incurs

$$T_{\text{calls}}^{\text{PRISM-DUEL}} = T (K_c C_{\text{gen}} + B C_J) \quad (+ \text{ optional eval})$$

In our industrial deployment using Gemini 2.5 Flash ( $\$0.039/\text{image}$ ) and GPT-4o mini/GPT-5-nano as judge, removing the factor 2 from the generation cost (via caching) and capping via

Embedding-prior warm start. The warm-start procedure requires embedding  $K_c$  new prompts per round. The cost is  $O(T K_c C_{\text{embed}})$ . Given that  $C_{\text{embed}} = C_{\text{gen}}$  (e.g., text-embedding-3-small costs  $\$0.02/1\text{M}$  tokens vs.  $\$30+/1\text{M}$  tokens for VLM generation), this overhead is negligible ( $< 0.1\%$  of total cost). Mathematically, the pseudo-counts  $(w; n)$  provide  $O(1)$  "virtual samples," reducing the number of real VLM calls  $n_{ij}$  required to shrink the confidence radius  $R_{adj}$  below the pruning threshold.

**Selection/CPU overhead and memory.** By adopting Scalable Copeland Bandits, we avoid the  $O(K^2)$  complexity of full tournaments. The pruning mechanism reduces the sorting complexity to  $O(K \log K)$  in the number of active candidates. Regarding memory, we only store a sparse adjacency matrix of active comparisons, requiring  $O(B)$  space, which is significantly more efficient than the dense  $O(K^2)$  storage required by full Double Thompson Sampling (Wu et al., 2025c).

## D.2 PRISM (He et al., 2024)

PRISM runs  $K_c$  parallel streams for  $T$  iterations, sampling a prompt, generating an image, scoring it, and updating the prompt distribution. Each iteration, then re-evaluates a top subset at the end (He et al., 2024). Concretely, PRISM is an iterative sampling loop repeated for a predetermined budget of iterations/streams and then re-evaluates the top prompts.

Call complexity. PRISM's main loop cost is

$$T_{\text{calls}}^{\text{PRISM}} = (K_c T) (C_{\text{gen}} + C_{\text{judge}}) + M (C_{\text{gen}} + C_{\text{judge}});$$

where  $C_{\text{judge}}$  is the cost of pointwise similarity VLM judge scorer and  $M$  is the number of top prompts re-evaluated. Thus PRISM scales linearly in the total number of iterations across streams, with no  $K^2$  pairwise matrix.

Remarks. PRISM optimizes via distribution re-nement and pointwise scoring rather than explicit dueling-based identification; its time is primarily controlled by  $(K_c T)$  and final re-evaluation.

## D.3 SPO (Xiang et al., 2025): Pairwise Comparison

Setup. SPO performs sequential improvement with an incumbent prompt (i.e. the current best prompt). At iteration  $t$ , a LLM-based optimizer or the prompt engineer under PRISM settings proposes a new prompt  $p^t$ , conditioned on textual feedback, then the method executes both prompts and uses a judge to decide whether to accept the new incumbent (Xiang et al., 2025).

Vanilla SPO primarily studies on text-only tasks where a prompt returns a (nearly) deterministic answer with decoding temperature as 0. T2I generation is inherently stochastic: a fixed prompt shall introduce a distribution over images due to random seeds (Xu et al., 2025), caption noise (Yu et al., 2024) and decoder noise. Adapting SPO to T2I requires estimating the prompt's expected preference, rather than relying on a single draw.

Therefore, to form a lower variance estimate of whether the proposed new prompt improves over the current best prompt, we evaluate prompts by generating images under a small set of randomized seeds. Let  $n$  denote the number of seeds used per iteration to reduce judge variance.

Call complexity (T2I adaptation). At each iteration  $t = 1; \dots; T$ : (i) generate  $n$  images for

the proposed new prompt  $p^t$ , (ii) compare the outputs of  $p^t$  against the incumbent outputs using pairwise judgements with average win-rate; (iii) accept/reject and update the textual feedback for the next proposal. We assume generated images for each iteration are cached and reused across iterations, only the proposed new prompt per iteration needs new image generations.

With caching of past prompts' images, SPO's dominant cost over  $T$  iterations is

$$T_{\text{calls}}^{\text{SPO}} = T (m C_{\text{gen}} + m C_{\text{judge}} + \text{LLM prompt-update overhead})$$

Without caching (regenerating both sides each iteration), the worst-case generator term doubles:

$$T_{\text{calls}}^{\text{SPO, worst}} = T (2m C_{\text{gen}} + m C_{\text{judge}});$$

Thus SPO scales linearly with the iteration budget  $K$  and the per-iteration replication  $m$ .

CPU overhead and memory. CPU bookkeeping is  $O(1)$  per iteration (accept/reject and feedback update). Memory is  $O(m)$  if caching only the incumbent images for seeds,  $O(Tm)$  if all historical outputs are retained. Unlike dueling-bandit pool methods, SPO does not maintain a dense  $O(K^2)$  pairwise table.

Stopping. SPO is budgeted given an iteration budget  $T$ , it runs for exactly  $T$  iterations and returns the final best prompt

$$p^? := p_T;$$

where  $p_T$  denotes the selected prompt after iteration  $T$  (Xiang et al., 2025).

## D.4 PDO (Wu et al., 2025c): Double Thompson Sampling + mutation

PDO frames prompt optimization as a dueling bandit problem solved via Double Thompson Sampling (D-TS). Unlike all previous round-based approach, PDO maintains a dynamic candidate pool  $P$  initialized with a substantial number of candidates and requires a relatively large starting pool  $|P_0|$ , typically  $|P_0| = 50$  (Wu et al., 2025c), and iteratively selects pairs to duel based on their posterior probability of being the Condorcet winner. Notably, in practical T2I prompt optimization scenarios, practitioners rarely have access to a large initial pool of high-quality prompts (Hao et al., 2023).

Call complexity. PDO operates under a global query budget  $B_{\text{total}}$ . The total call is dominated by the number of comparisons allocated to explore the pool:

$$T_{\text{calls}}^{\text{PDO}} = B_{\text{total}} (C_{\text{judge}} + N_{\text{mutations}} C_{\text{gen}})$$

Because D-TS probabilistically samples candidates rather than aggressively pruning them (as PRISM-DUEL does), it typically requires a larger  $B_{\text{total}}$  to converge to a Copeland winner compared to elimination-based methods. Specifically, theoretically regret bounds for D-TS scale as  $O(K^2 \log T)$ , implying that the judging budget must grow quadratically with the pool size to ensure reliable optimization.

CPU overhead and memory. The primary bottleneck for PDO in an industrial setting is the quadratic state requirement:

- **Memory:** PDO maintains Beta posteriors  $(W_{ij}; W_{ji})$  for all pairwise combinations in the pool, where  $W_{ij}$  and  $W_{ji}$  be the current number of wins of  $p_i$  over  $p_j$ , requiring  $O(K^2)$  space.
- **Compute:** To select a single duel, D-TS requires sampling from the posterior of every candidate in the pool and solving a maximization problem. This incurs a selection cost of  $O(K^2)$  per iteration, which becomes computationally significant as the pool expands during the mutation phase.

## D.5 Summary

PRISM-DUEL distinguishes itself by acting as the Pareto-optimal solution for industrial T2I prompt optimization for image inversion: it adopts the ranking benefits of pairwise bandits (unlike PRISM) without incurring the quadratic scaling of standard bandit algorithm (unlike PDO).

## E Additional Qualitative Results

In Figure 11, we present additional qualitative examples for subject-driven personalized T2I generation.

(a) FLUX.1

(b) Gemini

(c) Qwen-Image

(d) FLUX.1

(e) Gemini

(f) Qwen-Image

Figure 6: KDE of single-image VLM scores versus CLIP-I similarity across 3 T2I models and two VLM judges. Each panel shows the joint distribution of scores (color indicates density, points are individual images) together with the Spearman rank correlation between VLM and CLIP-I scores. Correlations are weak and statistically insignificant in most cases, with substantial variation in CLIP-I at each discrete VLM score and clear saturation of VLM scores at the high end of the scale. Single-image VLM ratings are noisy and only weakly aligned with CLIP-I scores.

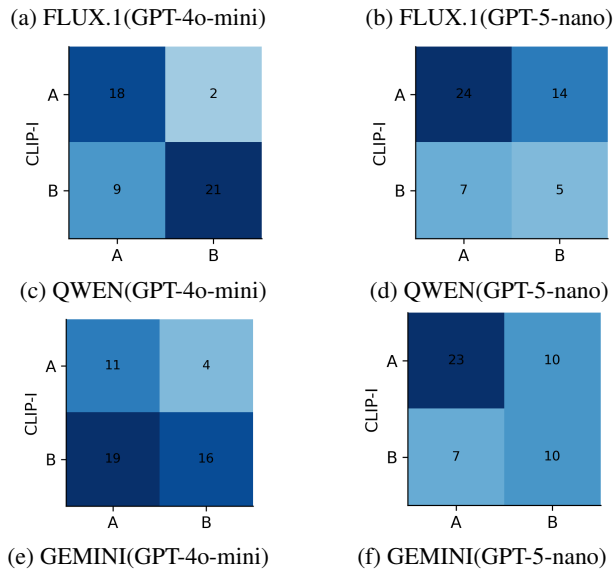


Figure 7: Confusion matrix for CLIP-I scores with  $\mathcal{G}$  as FLUX.1, QWEN-Image and Gemini 2.5 Flash Image and  $\mathcal{J}$  as GPT-4o-mini and GPT-5-nano.

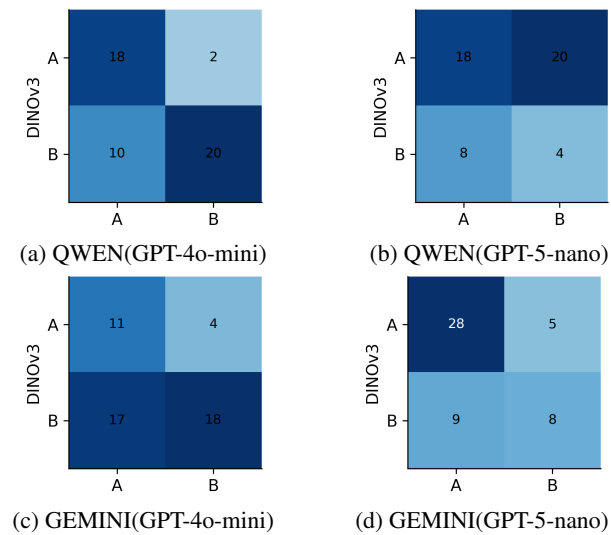
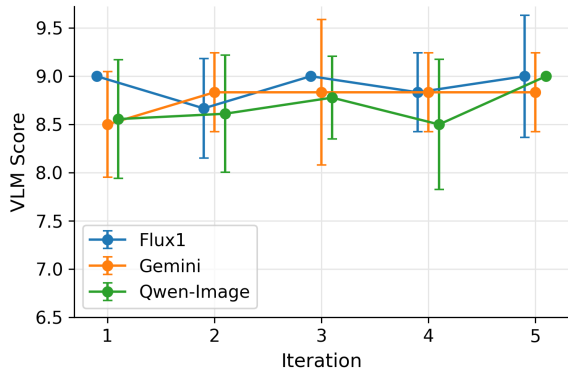
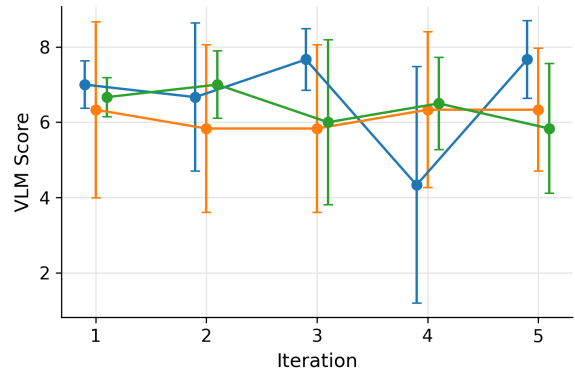


Figure 8: Confusion matrix for DINOv3 scores with  $\mathcal{G}$  as Qwen-Image and Gemini 2.5 Flash Image and  $\mathcal{J}$  as GPT-4o-mini and GPT-5-nano.

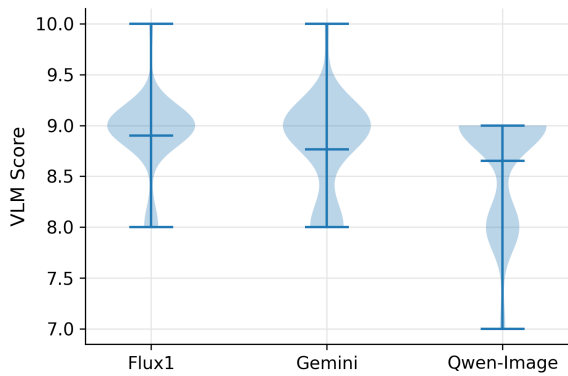


(a) GPT-4o mini

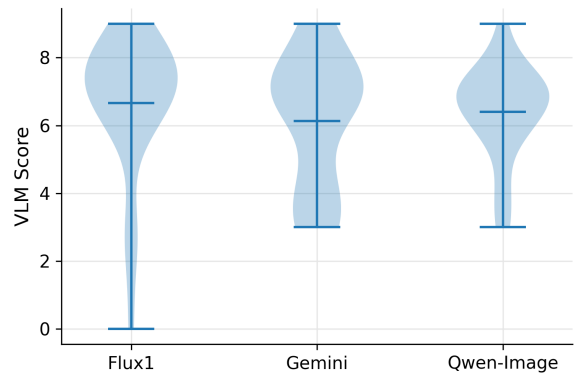


(b) GPT-5 nano

Figure 9: Per-iteration of mean VLM judges scores for PRISM. Mean scores for all T2I models lie in a narrow band for each judge with largely overlapping error bars, suggesting indifferentiation of single image evaluation scores.



(a) GPT-4o mini



(b) GPT-5 nano

Figure 10: Violin plots of VLM score distributions of T2I models for GPT-4o-mini (a) and GPT-5-nano (b). Both VLM models have scores centering around 9 for GPT-4o-mini and 7 for GPT-5-nano.




	Reference	VLM Caption	PRISM-DUEL w/Gemini	PRISM w/Gemini	
Flux1		A cartoon kangaroo standing by the river, holding a sign that says "Staru Night". In the background, the Eiffel Tower is illuminated at night on the left, and the Sydney Opera House is visible on the right, all under a vibrant swirling starry sky with bright stars.			A cartoon kangaroo standing by the water, holding a sign that says "Staru Night". Background includes the Eiffel Tower on the left and Sydney Opera House on the right, under a vibrant swirling starry night sky with bright stars.
Gemini		A kangaroo wearing an orange hoodie and mirrored sunglasses holds a sign that reads "Welcome Friends!" in a sunny park with the Sydney Opera House in the background.			A kangaroo wearing sunglasses and an orange hoodie, holding a sign that says "Welcome Friends!", standing on green grass, with palm trees and the Sydney Opera House in the background, bright lighting, clear sky.
Owens Image		A kangaroo wearing an orange hoodie and blue sunglasses kneels on the grass, holding a sign that reads "Welcome Friends!" with the Sydney Opera House in the background.			A kangaroo wearing a vibrant orange hoodie and bright blue round sunglasses, holding a white rectangular sign that says "Welcome Friends!" in bold black text, set on lush green grass in front of the Sydney Opera House, with a clear blue sky and calm water in the background, ensure the kangaroo is...

Figure 11: Pointwise vs. Pairwise Judgements. Qualitative results of PartiPrompts using Gemini as the T2I Generator  $G$  with VLM as GPT-4o mini. PRISM-DUEL, which updates prompts via pairwise duels and textual embeddings, produces images that are more faithful to the reference subject (identity-perserving details and overall appearance) than standard PRISM.

