Our Services

Home



ScaleX AI (our proprietary platform) is a hub of 20+ solutions built around business and marketing pillars to drive high performance

Audience

- Interest/Custom Audience Performance

Insight

The biggest blackbox in Facebook marketing is understanding performance at each audience level - interest, behavior. This limits insights and further growth

Solution & Benefits

Our solution leverages advanced analytics and AI and provides performance metrics for every interest, custom audience separately, enabling you to scale your



- + New Opportunity Identification
- + Audience Scalar
- + Audience Penetration
- + Audience and Placement analysis





Creative

- Ad Infinity - Product Experience Optimization Engine

Insight

Creatives impact 40-70% of campaign performance (Study: Facebook, Nielson, Google). Even basic experience experiments Changing CTA (Sign up vs Learn More), landing page test (landing page vs home page vs product page) - have been known to drive great performance improvements. What if we could experiment 50 variations of every product to improve performance? Ad Infinity enables us with just that

Solution & Benefits

Improve ROI by generating infinite ad variations of every product through Ad Infinity, and deploying them on ad platforms for best experience and performance



+ Creative Analysis

Budget Management & Analytics

- Growth Bidder

Insight

Optimize your budgets and bids based on business metrics (profit, net revenue), audience (returning, LTV) data, not just revenue

Solution & Benefits

Budget & Bid optimization based on down funnel metrics for max business impact

+ Contextalytics





Contact Info

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