

Audience

Insight

Solution & Benefits

[illegible]

+ 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



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