

# Trapica

## Ads Optimization AI

[trapica.com](http://trapica.com)

**Today every  
business is an  
online business.**

**\$29B**

**Social networks  
ad spending**

**2016**

**\$35B**

**Social networks  
ad spending**

**2017**

**Advertisers don't know  
how to target their  
audience online.**

&

How to optimize social  
network campaigns.

**they find themselves  
spending \$B's on wrong  
audience.**

# No More.





Over 2000 Campaigns  
have been optimized  
by Trapica.

# AI Solutions that automatically optimize Ads

- A. Getting Insights
- B. Analyzing
- C. Activating Algorithms
- D. Reaction - AI
- E. Optimizing

**95% of campaigns  
show improvement within  
1 hour**

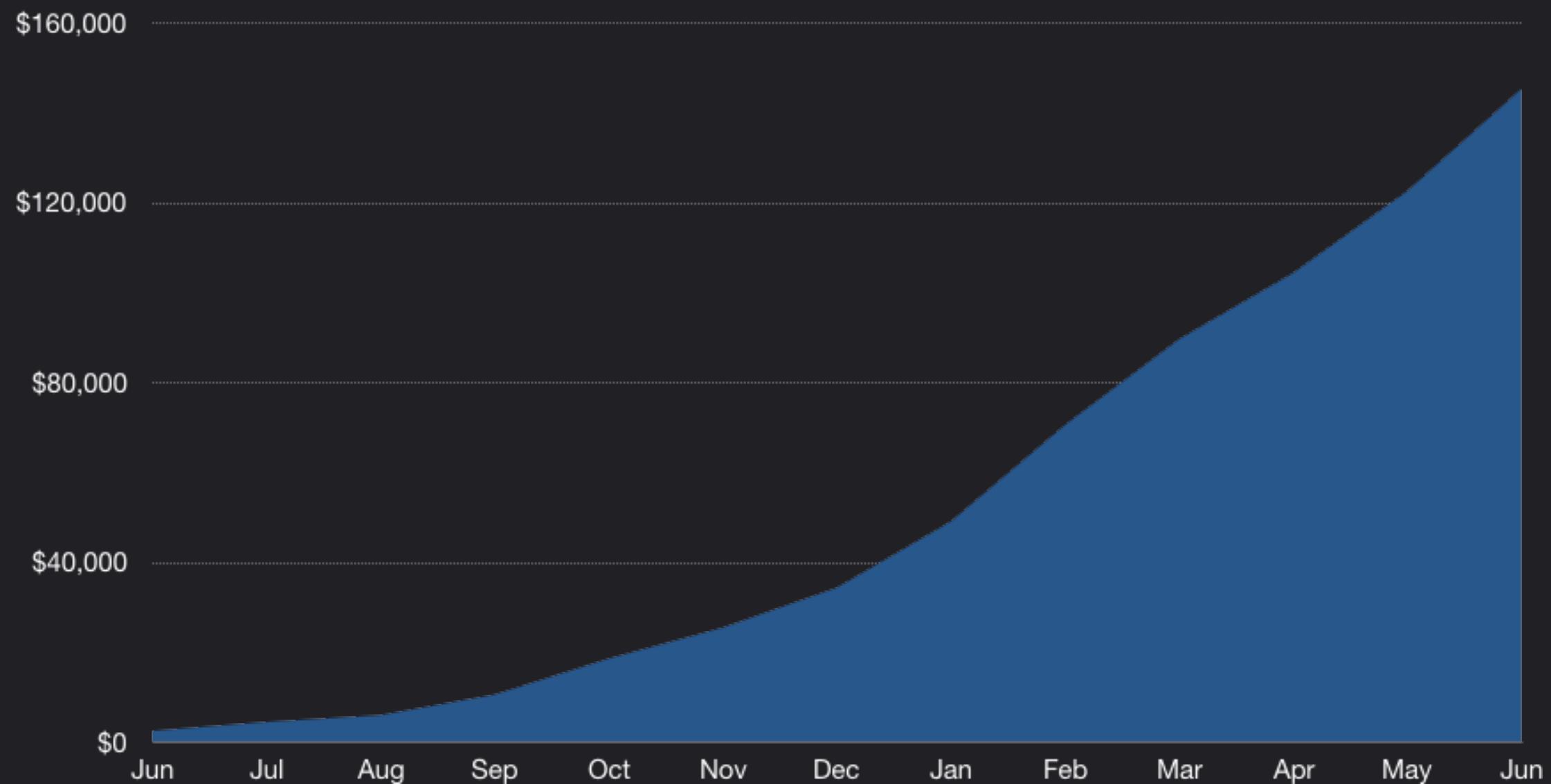
# Vision

**Self served artificial intelligence  
platform for all social networks campaigns**

# Business Model

**5% - 9% of monthly digital spent  
optimized by Trapica**

# 1 Year Revenue Prediction



# Expansion

By Key Market

New York  
London  
San Francisco

By Key Vertical

Agencies  
SMB's  
White Label

# Founding Team

**Years of experience working with big data  
in Ad Tech**



**Yoav**

**VP R&D & Big Data GM  
at various companies**

**[Yoav@Trapica.com](mailto:Yoav@Trapica.com)**



**Mike**

**Founded 2 previous startups,  
product management &  
marketing background**

**[Mike@trapica.com](mailto:Mike@trapica.com)**

**Raising \$1.2MM to increase our growth**

# Customers



& More

# What they say about us



Reduced our conversions cost from **\$11.7 to \$3.8**

Got **150% more** conversions for same spent during same run days

CMO @ e-commerce company

Increased engagement in **80%** for same budget

Media director @ large publisher

Head of media @ digital agency

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