Introducing Campaxe

Eliminating Waste in Digital Advertising

Digital advertising has become a **$1T+ industry**, but with scale has come **massive waste**. Nearly **40% of budgets are lost** to fraud, inefficiencies, and human error. Campaxe is being built to **eliminate this waste** and turn advertising into a precision-driven discipline.

What is Media Buying?

Ad Request

Auction (<200ms)

Winning Ad Shown

Reach

Connecting with the right people at scale.

Relevance

Matching ads to user needs and interests.

Efficiency

Maximizing ROI with minimal waste.

Media buying is simply **paying for ad space** to reach the right audience. Earlier it was TV and radio slots. Today it's **real-time auctions** across Google, Meta, TikTok, YouTube, and Amazon. Every page load triggers a sub-200ms auction where platforms and advertisers bid, and the winner's ad is shown. The system is powerful but **highly complex—leading to major inefficiencies and waste.**

Future of Media Buying

The next 20 years will reshape the industry:

AI dominance in decision-making.

By 2030, **over 80% of all ad spend will be AI-driven** (Gartner). Already, **70% of current spend** is influenced by AI in optimization (GroupM, 2025).

Privacy-first era after cookies.

With Google phasing out third-party cookies in 2024–2025, **$600B+ of digital ad spend** must shift to privacy-first models (Statista, 2025). Advertisers will rely on contextual AI and clean-room solutions.

Channel convergence across TV, commerce, digital.

Global CTV (Connected TV) ad spend will hit **$42.5B by 2028** (eMarketer). Retail media is also booming, projected at **$166B by 2025** (Insider Intelligence). Brands need orchestration across all.
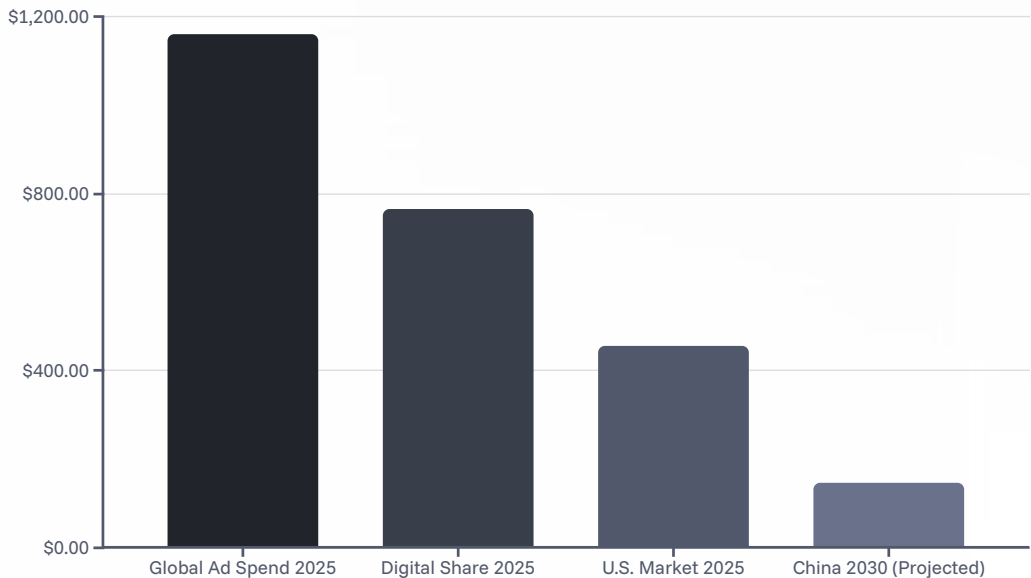
Emerging markets like India, Brazil, Africa becoming growth engines.

- India: expected to reach **INR 147,600 crores (~$18B)** digital ad spend by 2026 (Economic Times).
- Brazil: **$34.3B by 2030** (Grand View Research).
- Africa: digital ad market growing at **13% CAGR through 2030** (Statista).
These markets will add **hundreds of billions** in new digital ad opportunities.

Smarter data for accountability.

Over **65% of CMOs** say proving ROI is their biggest challenge (WARC, 2024). AI-driven attribution and smarter data pipelines will make accountability the industry's #1 priority.

Market Size & Growth Story

The global advertising market is enormous and expanding:

Chart with bars:
- Global Ad Spend 2025: ~$1,150
- Digital Share 2025: ~$780
- U.S. Market 2025: ~$430
- China 2030 (Projected): ~$150

Y-axis: $0.00, $400.00, $800.00, $1,200.00

WARC projection: Global ad spend to grow 10.5% in 2025 and 7% in 2026, reaching $1.23T.

Regional Growth:

- India: INR 1476 Cr. (~$18B) by 2026 (Economic Times)
- Brazil: $34.3B by 2030 (Grand View Research)
- MENA: $44.8B by 2032 (Astute Analytica, CAGR 16.7%)

AdTech Market: Valued at $987B in 2025, projected to reach $2.55T by 2032 (Fortune Business Insights). Future Market Insights suggests it could hit $3.8T by 2035.

The implication is simple: a trillion-dollar market is getting larger and more complex. Every percentage point of efficiency saved translates into billions of dollars in value.

The Big Problem – Waste & Inefficiencies

Despite technology, waste is rampant:

$26.8B

Wasted in Q2 2025

ANA 2025 report: 37.8% of programmatic spend wasted in a single quarter

$20B

Annual Open Web Waste

Wasted annually in open-web programmatic (ANA)

35%

Lost Ad Dollars

CampaignLive: ~35% of every ad dollar lost to fraud, invalid traffic, or MFA sites

$100B+

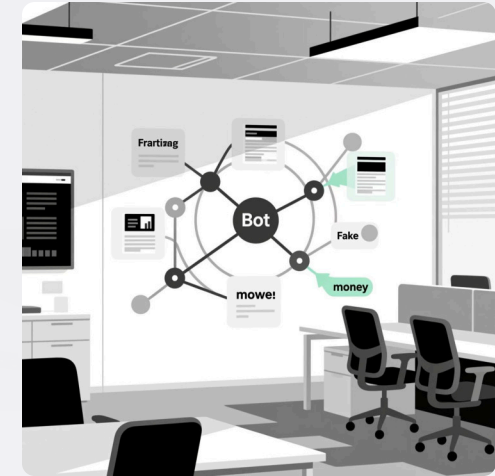### Projected Annual Fraud

Juniper Research: Ad fraud losses expected to exceed $100B annually by 2030

⚠️ Waste is structural and frequent. For CFOs, this undermines trust in marketing budgets. For CMOs, it jeopardizes credibility. For buyers, it creates stress.

Campaxe solves this by making waste visible, measurable, and preventable.

Made with GAMMA

What is the Solution? - Introducing Our Product Campaxe

The Challenges/Problems

Budget Waste

Global ad spend is expected to cross $1.2T by 2026, and with larger budgets comes bigger leakage, as billions are misallocated each quarter due to poor pacing.

Complex Dashboards

Over 200 fragmented advertising platforms with inconsistent metrics confuse marketers and slow decisions, producing inefficiencies that drain resources and waste both money and time.

Creative Fatigue

Ads typically lose effectiveness within two or three weeks, but campaigns continue running unchecked, resulting in wasted impressions, reduced engagement, and declining overall performance.

Campaxe Solutions

24×7 Monitoring

Campaxe provides continuous **always-on monitoring** of campaigns, ensuring pacing is on track and budgets are reallocated dynamically to the highest-return areas.

Unified Intelligence Layer

Campaxe integrates data from over 200 platforms into one unified dashboard, simplifying complexity and surfacing insights that accelerate decisions while saving both money and time.

Creative Performance Tracking

Campaxe monitors creative health continuously in real time, detecting fatigue within weeks, sending refresh alerts promptly to avoid wasted impressions and restore campaign performance.

The Challenges/Problems

Ad Fraud & Fake Traffic

Fraud and MFA sites are projected to exceed $100B annually by 2030, with bots and fake traffic rapidly draining budgets faster than traditional detection can stop.

Human Error

ANA studies reveal around thirty-eight percent of programmatic waste is linked to human mistakes like missed end dates, wrong targeting, and unmonitored campaign adjustments.
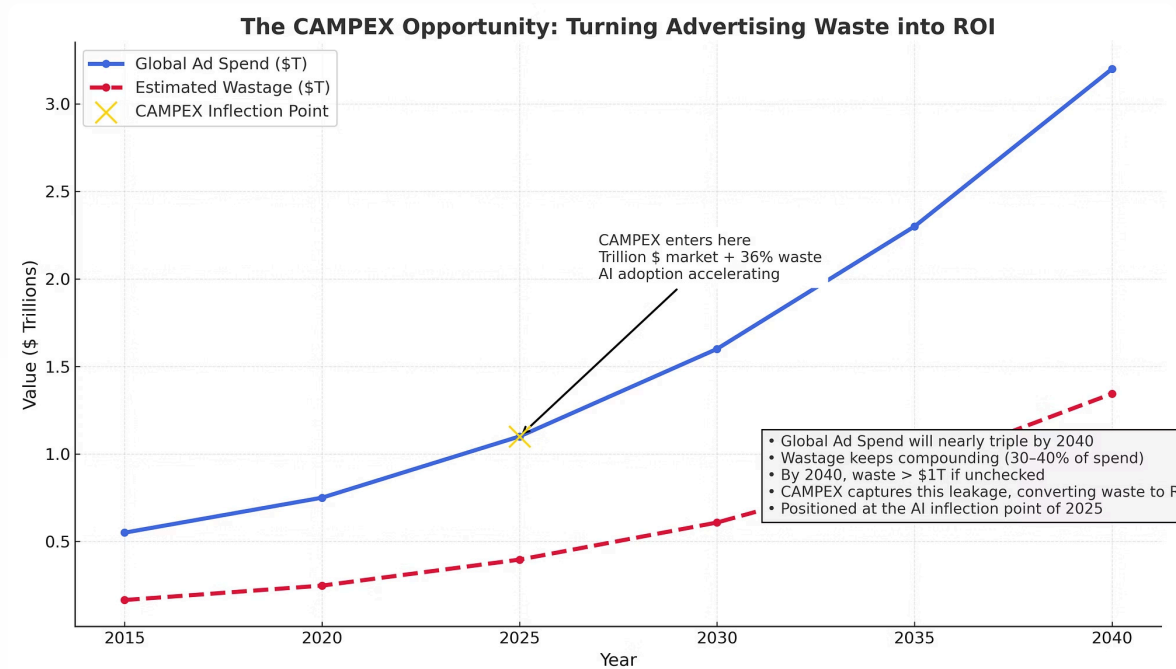
Campaxe Solutions

Anomaly & Fraud Scanner

Campaxe continuously scans all campaigns and identifies anomalies, blocking fraud and invalid traffic sources early before budgets are drained faster than detection systems.

Campaxe Rule Engine

Campaxe enables custom guardrails and smart alerts, eliminating human mistakes like targeting errors, missed end dates, or unmonitored adjustments causing unnecessary waste.

Why Campaxe Is Uniquely Positioned?

The CAMPEX Opportunity: Turning Advertising Waste into ROI

Legend:
- Global Ad Spend ($T)
- Estimated Wastage ($T)
- CAMPEX Inflection Point

CAMPEX enters here
Trillion $ market + 36% waste
AI adoption accelerating

- Global Ad Spend will nearly triple by 2040
- Wastage keeps compounding (30–40% of spend)
- By 2040, waste > $1T if unchecked
- CAMPEX captures this leakage, converting waste to F
- Positioned at the AI inflection point of 2025

Y-axis: Value ($ Trillions)
X-axis: Year (2015, 2020, 2025, 2030, 2035, 2040)

- **Wastage rising:** Nearly **40% of global ad spend is wasted**, set to **cross $1T yearly by 2040** if unchecked.

- **2025 inflection point:** A **trillion-dollar market**, record waste, and accelerating AI adoption create the perfect disruption moment.

- **Campaxe solution: AI-powered insights** turn wasted spend into measurable ROI, making every dollar accountable.

- **Big vision: Campaxe** aims to be the **global operating system of media buying**, unifying platforms and setting new standards.

Campaxe Customers

Individual Buyers / Freelancers

Globally **50M+ small advertisers** run digital ads across Google, Meta, TikTok, and Amazon (Statista, 2024). They often lack advanced tools and struggle with inefficiencies. Campaxe brings them **enterprise-grade AI capabilities**, helping them compete effectively and manage budgets smarter.

Agencies (Large & Small)

There are over **120,000+ media and advertising agencies worldwide** (IBISWorld, 2024). These agencies manage campaigns for millions of clients, handling billions in ad spend every year. Campaxe enables them to **optimize performance, reduce waste, and deliver transparent reporting** at scale.

Brands with In-House Teams

Over **70% of Fortune 500 companies** have **in-house media buying teams** (ANA, 2023). They collectively manage **billions of dollars** in annual ad budgets. Campaxe provides them with a **single intelligence layer** to monitor pacing, track performance, and minimize wasted spend.

Enterprises & Global Advertisers

The top **1,000 global advertisers spend $300B+ annually** on digital advertising (WARC, 2025). These enterprises face rising risks from fraud, complexity, and inefficiencies. Campaxe delivers **forensic-level auditing, fraud detection, and scalable automation** to safeguard and maximize these massive budgets.

Campaxe empowers **everyone in the media buying ecosystem**—from the world's 50M+ small advertisers to the top 1,000 global brands spending hundreds of billions each year.

Benefits of using Campaxe

Save money

Recover millions in wasted budgets. For example, saving **$1M annually** allows brands to reinvest in ads—typically yielding **3–5× returns**, meaning an extra **$3–5M in revenue**.

Scalable Efficiency

For agencies and enterprises managing large portfolios, Campaxe scales across all clients. Improving efficiency even **15% on $500M spend** creates **$75M in recovered value**, boosting client retention and upsell potential.
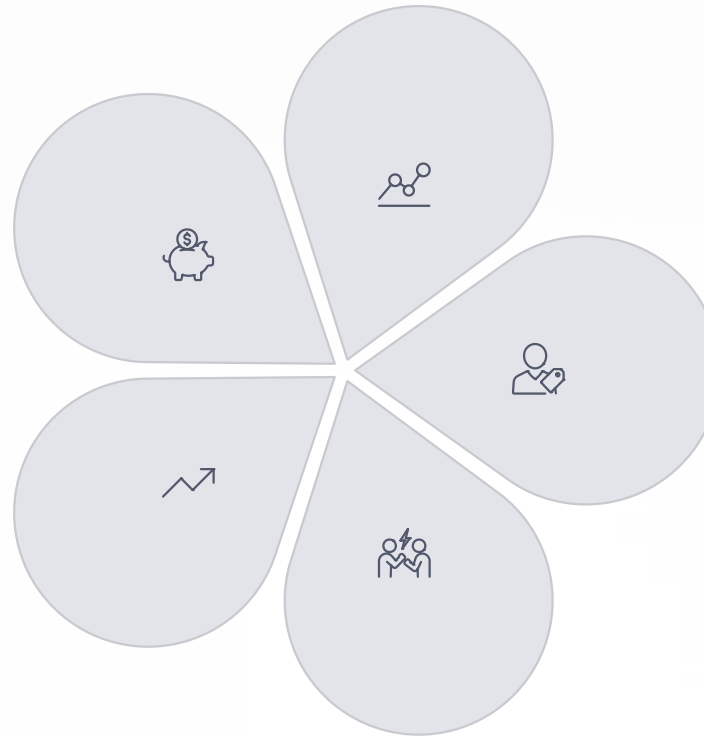
Boost ROI

Pilots show **18% waste cut and 22% ROAS uplift**. On a **$50M ad budget**, that means **$9M saved**. If reinvested, this could drive **$27–45M more sales growth**.

Protect brands

Prevent fraud and poor placements. Strong brand safety not only avoids direct losses but also increases trust, improving **conversion rates by 10–15%** when customers feel safe.

Competitive Advantage

By eliminating inefficiencies faster than competitors, brands gain a **10–20% performance edge**. This edge translates into **higher market share** without needing bigger ad budgets.

Why Campaxe? Why Now?

The Perfect Market Timing

$1T+

A trillion-dollar industry

~40%

Of spend wasted

AI

Adoption accelerating

- **$1T+ industry** – Digital advertising has already crossed the trillion-dollar mark and is expected to **double or triple by 2040** as commerce turns fully digital.

- **~40% waste** – Despite growth, **$300–400B is lost annually** to fraud, broken tracking, and poor optimization—one of the biggest global inefficiencies.

- **AI inflection point** – With AI going mainstream, media buying—**data-heavy, repetitive, error-prone**—is primed for disruption.

How AI Will Change Everything

- **Consumption** – Ads become **hyper-contextual and personalized** in real time.

- **Media buying** – AI tracks **billions of signals**, spots anomalies, and optimizes faster than humans.

- **Advertising itself** – Creative, targeting, and attribution evolve into **self-learning, AI-driven ecosystems**.

Competitive Advantage & Validation

Differentiators

- **Coach-not-autopilot:** human-in-control.

- **Transparent AI:** explainable insights.

- **200+ integrations:** multi-platform reach.

- **Context intelligence:** links ads with external events.

Validation

- ANA: **$26.8B wasted/quarter**.

- IAB: **80% marketers using AI by 2025**.

- Pilots: **18% less waste, 22% higher ROAS**.

Join Our Journey

From Gamble to Precision

Campaxe represents the future of advertising—transforming it from unpredictable gambling to data-driven precision. With perfect timing, philosophy, and market opportunity, we're positioned to lead the advertising revolution for the next two decades.