This is how Adext AI can get you superior digital advertising results

(better than any human, tool or
software you've ever experienced before)

adɛxt

How will it do that for you?

Well, the process is quite simple. First, we take existing data from your ad management platforms, like Facebook Ads Manager and Google AdWords.

And we ask you to specify which ads or ad groups you'd like our AI software to copy. It'll set a specific demographic budget for each and you'll be able to specify how long you'd like it to manage your budget.

Next, we'll ask you to provide some demographic preferences having the option to include, explore or exclude certain audiences.

Based on that information, our system's intelligent algorithms will be continuously looking for more potential audiences for you, so we can get you the best cost per conversion.

Adext AI, the first and currently only ad tech Artificial Intelligence (AI) Software as a Service (SaaS) is all about finding the most converting audience for any ad using machine learning.

Then, at the end of the process, you'll be able to choose what happens with your budget. Would you like your budget to mainly go towards a specific platform, gender, age, device, a particular time of day, or a particular day of the week or month? We can do that.

That's all you'll need to do to get started.
You won't need CMOs, DCOs or A/B Testing software anymore. Adext takes care of everything.

Now let's talk about the magic that goes on behind the scenes...

Our software lets you experience the enormous power of machine learning advanced mechanisms.

It will actually learn which platform and demographics can get you the lowest-cost conversions for your enterprise or agency clients over time (we call this the Highest Sustained Conversion Rate).

You just won't need to try and squeeze campaign optimization into your busy schedule anymore. You won't need to continuously create different ad variations to test against your control.

Adext will completely **handle budget and audience management and optimization for you on AdWords, Facebook and Instagram.**

Now, you may be wondering how our AI-driven audience management system makes the best media investment decisions for you.

Well... it's not a walk in the park, let me tell you, but we'd love to explain how we can get such great results for you.

Imagine you have an old-fashioned weight scale.

adɛxt

On the left side of your scale, you have all the data that has done wonders up until now. That winning combination of ad campaign settings and configurations that have proven to be extremely efficient for you —perhaps unbeatable, or that's what you thought.

And what about the right side? Well, it would be empty, ready to be filled with new ideas and strategies that could get you an even lower cost per conversion than the one you've achieved up to this point...

We like to call the left side of the scales EXPLOITATION, and the right side, EXPLORATION.

Using data science, predictive algorithms, and model fitting, Adext is able to not only **exploit winning campaign settings and configurations** for you and continuously optimize them using the latest data... but also to leverage some of your budget to **explore and discover new, hidden audiences that could help you grow your business even further.**

So, with the use of transfer learning, **exploration in any campaign has the potential to influence the exploitation cycle of any other.**

It's essential for us to perfectly balance EXPLOITATION and EXPLORATION if we're going to maximize your benefits. So, our model automates the budget management, transferring more weight from the exploitation side to the exploration side and vice versa, in order to **find the most profitable audiences for each ad.**

Adext AI will not only exploit what has already worked well for you based on historical data, it also intelligently decides when and how much it should be exploring. Through these exploration/exploitation cycles, the tool will consistently modify budgets to match the audiences with the highest **sustained conversion rate per ad.**

But, the real magic of this AI-driven system is that it uses both, your historical data and an enormous database of campaigns similar to yours for decision making. That way, it can **detect trends that are working for others and use them to your favor, as well as make more accurate predictions.**

The beauty of this is how it uses Google data to optimize Facebook and vice versa.

adɛxt

It's also important to know that Machine Learning continually updates its assumptions as new data arises. It also enhances the system so it can **generate predictions more accurately, growing smarter every day.**

So rest assured, the algorithms in control of your data will be adjusted continuously and trained based on the customer behavior of your target audience and what's trending or is soon to become a trend.

Your budget allocation may even shift several times daily, to ensure we can get the most out of your campaign budget for you. We'll always be working hard to **reduce your costs while increasing your conversions.**

We also ensure that we don't overspend or underspend your resources by **harnessing machine learning pipeline outputs and proprietary business logic.** This allows us to intelligently spend every cent of your budget and get the most out of it.

Now, the question is: How will all this help you get better results than ever before?

Well, Adext AI can do things the human brain simply can't.

The massive amount of data that is processed, interpreted and sent to specific clusters as part of the transfer learning process couldn't be handled by a staff member, even if he or she were the most experienced expert there is.

There are just too many variables to consider. Could you imagine the smartest group of people you know making predictions based on millions of factors and connections and comparing them all to each other?

Data entry and campaign configuration is the most timeconsuming task for ad experts. How many hours has your company spent on creating ad variations, testing different audiences, devices, platforms, images, and copy…?

That's a lot of manpower, time and resources.

Well, that's precisely what our software will do to find the best audience for any ad that already exists in Facebook, Instagram or AdWords.

It'll use advanced Machine Learning pipelines to intelligently and automatically manage budgets over 20 demographic segments per ad, across multiple platforms; utilizing transfer learning to run thousands of simulations for each demographic target on every ad, every hour. That's 480 updates per day for every ad; a scale at which humans just cannot operate.

That involves a considerable saving for you. And the best of all: no human errors affect our final results.

In average, our AI is increasing ads' performance by 83% in just over a week, but this depends mainly on the industry and competitive landscape. For example, if the conversion represents sales, then our AI would literally multiply by 5x your sales, simply by plugging it in and connecting it to your AdWords and Facebook Ads accounts.

We like to think of it like this:

You and your people shouldn't have to do manual and repetitive tasks. They steal time and energy that could be spent in a much smarter, innovative and creative way.

It's time for you to step up the game at your workplace and reveal your real strategic and creative talent!

That's why we're here.

adΣxt

And to make it easy for you, Adext AI has a try it for free policy. This means we are so sure it will improve your ads conversion performance that you'll have a free test drive of this software where in just 10 days we'll improve the conversion rate of any of your current.

> *So technically, you only lose out if you don't give this a try.*

Having Adext on your team will be like having a fulltime group of digital ad traffickers, ad optimizers, data scientists, data analysts, data architects, Machine Learning experts, and a whole programming/DevOps team training and perfecting intelligent algorithms for you, night and day. Adext's incredible AI-driven model can genuinely empower you on so many levels!

Naturally, you're not going to pay the high cost of hiring a huge group of staff, but you're going to get results as if you had.

You'll be able to view your accounts' reports to find out where, how and how often budgets are being set, as well as the certainty of predictions, and the real impact on cost per conversion.

You'll save time, money and resources, and you'll be more efficient at building revenue for your agency or company.

This is our mission: To continuously match the best audience to any ad so that you can focus on the creativity elements behind each ad, such as images and copy.

We want you to exploit your true potential, give you more spare time, and allow you to leverage the opportunities and advancements you deserve.
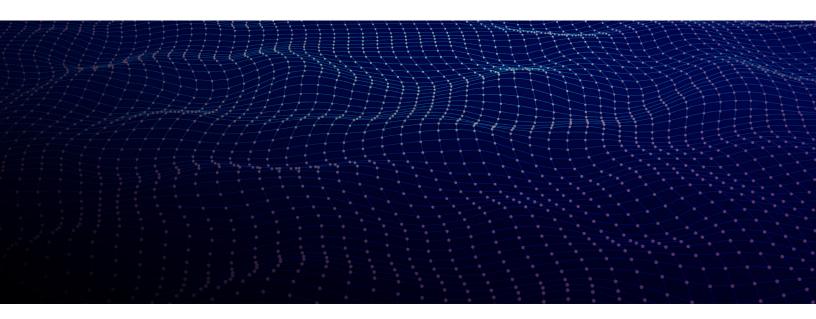
That's why we're here: to take those repetitive, time-consuming tasks off your hands, so you can focus on what you love the most!

Technology is not here to take our jobs; it's here to give you the freedom you deserve.

Ready to experience the business benefits of having Adext on your company or agency's team?

Let's be frank; it's time to get on board, risk-free—or risk being left behind, while your competitors benefit.

With Adext, you won't need to work like a robot. Hire ours instead, and become the creative and strategic genius who you were meant to be.

Take the first step by visiting our website here

And connect Adext AI into your Google AdWords and Facebook Ads accounts in just 5 minutes, risk-free.

adƐxt

Did you know that...

...Marketers' most common fear about the General Data Protection Regulation (GDPR) is a decreased ability to target consumers. In fact, a Digiday Research found out that about 60% of marketers in the US and Europe are unsatisfied by their ability to target audiences at scale.

Since Adext AI doesn't use Personal Identifiable Information (PII) to target audiences as explained here, you won't have to be concerned about relying on user's profiles that will eventually degrade over time, or about having to delete older profiles as the GDPR requires.

AMaaS offers you the ability to dynamically explore and exploit audiences toward the Highest Sustained Conversion Rate (HSCR) using no PII so successfully targeting customers at scale won't be a problem anymore.