Henry Ford, 1863 – 1947

«Half the money I spend on advertising is wasted.»
«The trouble is, I don’t know which half.»
TRADITIONAL MEDIA BUYING
PROGRAMMATIC MEDIA BUYING
THE RISE OF DATA
PROGRAMMATIC ECOSYSTEM
PROGRAMMATIC ECOSYSTEM
AI IN MOBILE MARKETING
ITERATIVE MACHINE LEARNING PROCESS

1. Prepare Data
2. Extract Features
3. Train Model
4. Evaluate Model

The process is iterative, allowing for feedback and refinement at each step.
AD VIEWABILITY

Mobile Ad Viewability: IAB Definition

More than 50% of the Ad Pixels are visible for at least

» 1 sec. (Static)
» 2 sec. (Video)
AD VIEWABILITY

Viewability Rate

Blick: 44.73%
watson: 59.61%
Adello: 100.0%
AD VIEWABILITY

<table>
<thead>
<tr>
<th>Category</th>
<th>CTR</th>
<th>vCTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>FMCG Food</td>
<td>0.22%</td>
<td>1.05%</td>
</tr>
<tr>
<td>Health &amp; Cosmetics</td>
<td>0.10%</td>
<td>0.29%</td>
</tr>
<tr>
<td>Furniture</td>
<td>0.35%</td>
<td>0.97%</td>
</tr>
<tr>
<td>Electronics</td>
<td>0.45%</td>
<td>1.10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>0.37%</td>
<td>0.86%</td>
</tr>
<tr>
<td>Beverage</td>
<td>0.34%</td>
<td>0.68%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>0.30%</td>
<td>0.60%</td>
</tr>
<tr>
<td>Beverage</td>
<td>0.45%</td>
<td>0.70%</td>
</tr>
</tbody>
</table>
ADVERTISING FUNNEL

- Impression
- Interaction
- Click
- Landings
- Sessions
- Conversions
AD UNITS AS DATA PIPELINES
SHOWCASE: bit.ly/momako
Real-time Engagement Tracking

User interactivity report

- Load time: 1s
- Viewability: 1s
- Side 1: 1s
- Side 2: 0s
- Side 3: 0s
- Side 4: 0s
- Swipe: 0

Manual close: No → Yes
AI-DRIVEN MOBILE MARKETING SOLUTION
AI-DRIVEN MOBILE MARKETING SOLUTION

Device: iPhone X
Gender: Female
Income-bracket: 150k+
Geo: Zurich, Switzerland
Persona: Shopper, Traveler, Mother, Soccer
In-market: new car

Propensity to
• Click 10.8%
• Buy 1.3%

Lifetime value $3,733
CASE STUDY
CASE STUDY: SUNRISE - YALLO

Product Launch: «Yallo Swiss»
Goal (KPI): Sessions on Landingpage
Targeting: Geo-Targeting (Post Stores)
Cost Model: CPL (Cost per Landing)
LANDING RATE

Conventional DSP Buying: 50%

Optimized by AdCTRL
LANDING RATE

Conventional DSP Buying: 50%
Optimized by AdCTRL: 84%

+69%
SESSION RATE

Conventional DSP Buying: 32%

Optimized by AdCTRL
THE POWER OF ARTIFICIAL INTELLIGENCE IN MARKETING

Development of impressions to session rate over campaign runtime

market average
THANK YOU

Sandor Laczko, Co-Founder
www.adello.ai