

The Next Phase of Programmatic



HOW LEADING MARKETERS DRIVE
FULL-FUNNEL GROWTH WITH AI



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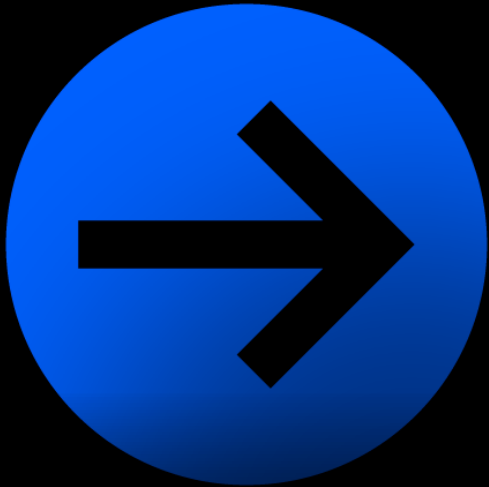
> Leading advertising and orchestration platform

> Built entirely in-house

> Reduces programmatic complexity significantly

> Deep vertical expertise and partnerships





The performance
environment has
fundamentally
changed

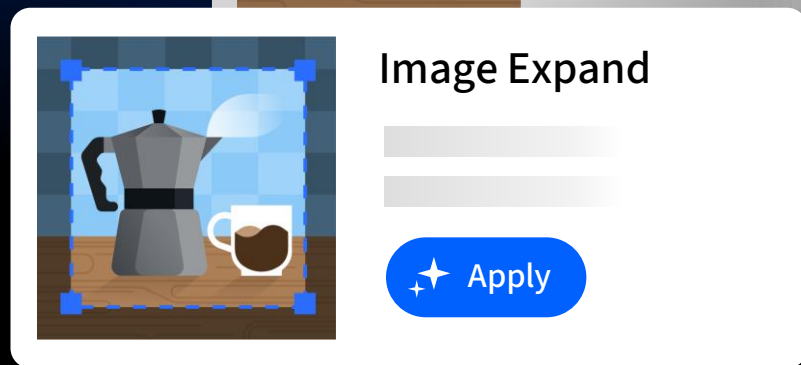
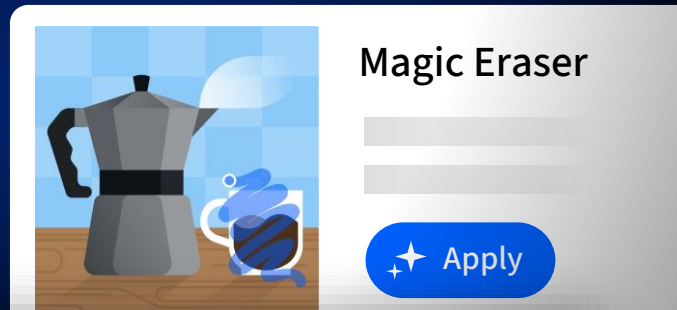
AI becomes the **operating** layer

68%

of marketers
use AI at work

51%

are using
AI agents

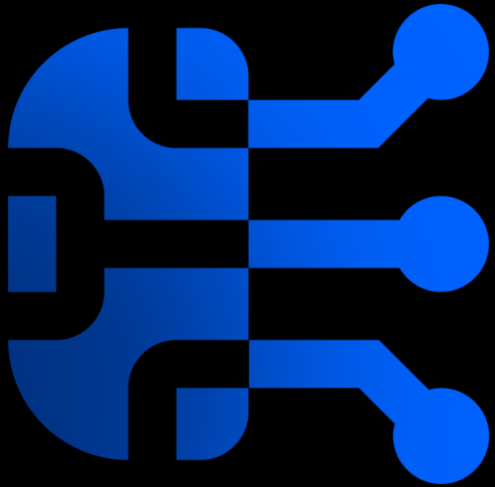


Intelligent advantage drives performance

Predictive intelligence
for smarter planning.

Automation to
reduce manual effort.

Real-time decisioning
to optimise faster.



Smarter starts
drive **better**
outcomes

Plan smarter and **remove guesswork**

Audience Targeting

Interest and Intent

Fitness Enthusiast

Demographics

21+

Female

Segments

Custom Segments

Forecasting

Impression Drop-Off Estimate

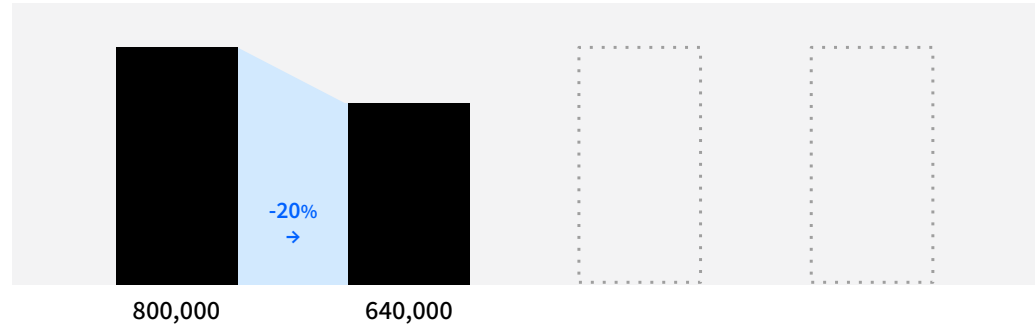
[Update Forecast](#)

Geotargeting

Audience Targeting

Inventory

Goal and Budget



**From manual
guesswork**

REAL TIME BIDDING

Manual bid tweaks,
slow insights.



WITH AI

Dynamically predicts
engagement and evaluates
every impression.

BUDGET ALLOCATION

Budgets wasted on
underperforming campaigns.



WITH AI

Instantly shifts spend
to what's driving
results dynamically.

**to real-time
decisions**

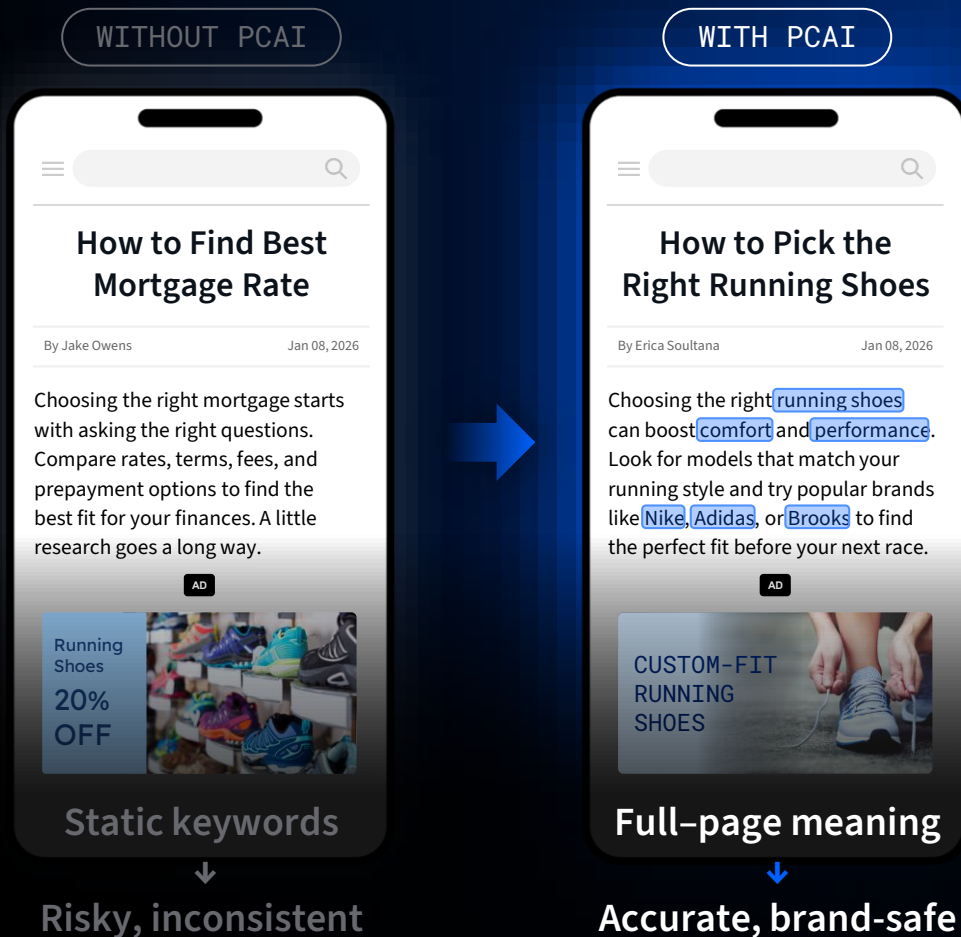
Contextual intelligence as a core performance strategy

+66% Performance lift

-30% Lower CPAs

Source: StackAdapt platform data.
Observed across Page Context AI-enabled campaigns (PCAI).

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Create a Browsing Audience

Browsing Audience Type

AI Generated Context

Exact Keyword Match

AI Generated Context creates an audience based on the in-context and out of context phrases specified below.

Audience Name

hockey-fans-global

Specify the countries the audiences are collected from.

1 Country

In Context Phrases (Relevant Phrases)

hockey x nhl x goalie x
skating x

4/20

Out of Context Phrases (Nonrelevant Phrases)

figure skating x

1/20

Repeat the following steps to further refine results:

- 1 Input in context and/or out of context phrases
- 2 Click Generate Context
- 3 Review relevant in context phrases

Language: Language not detected

Generate Context

AI finds your next best customers, automatically

Turn a few topic phrases into dynamic, high-performing audiences updated daily for maximum relevance.

Creative production becomes a performance lever

AI Image Generation

Text Prompt:













A wooden coffee table in a modern, elegant, hyper-realistic living room.

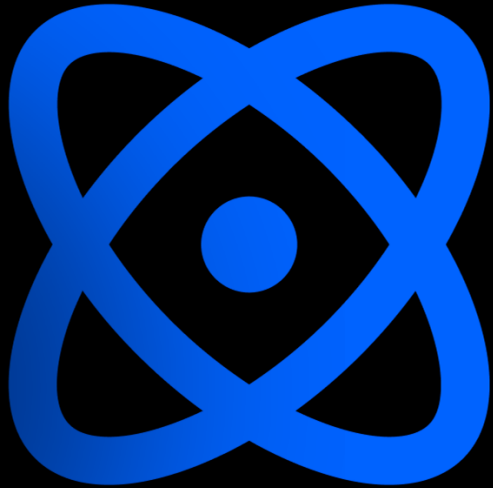


 Generate Image

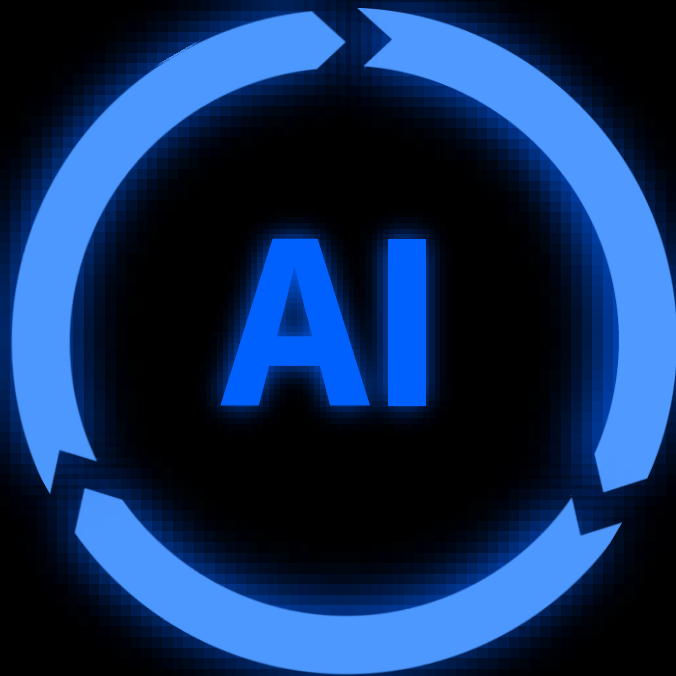


AI Image Enhancement

 <p>Remove Background Remove the current background and replace it with a transparent one.</p> <p> Apply</p>	 <p>Add Environmental Motion Effects Add motion to the environmental aspects of the image (for example...</p> <p> Apply</p>
 <p>Replace Background With Image Replace the current background with another image of your choice.</p> <p> Configure</p>	 <p>Add Cinematic Motion Effects Infuse your image with dynamic movement, creating a cinematic...</p> <p> Configure</p>
 <p>Replace Background With Color Replace the current background with a solid color of your choice.</p> <p> Configure</p>	 <p>Resize Add more content around the edges of your image to extend the area.</p> <p> Apply</p>



**AI-powered
measurements
turn into a
growth advantage**



**CREATIVE
PERSONALISATION**

**DATA
ORCHESTRATION**

MEASUREMENTS

TRADITIONAL APPROACH

Guesswork planning

Manual setup

Wasted ad spend

Delayed insights

Uncertain results

AI DONE RIGHT

Predictive intelligence

Pre-optimised parameters

Smart budget allocation

Real-time visibility

Confidence in outcomes



An **integrated solution** built with automation in mind

Proprietary
Targeting

AI and ML
Automation and
Optimisation

Identity and
Measurement

Channel
Solutions

Dynamic
Creatives and
Image Generation

Brand Safety
and Verification

Reporting
and Insights

Vertical
Solutions

A person wearing a headset, seen from the back, in a dark setting. The person is wearing a denim jacket. The background is dark and out of focus.

**Every impression.
Every decision.
Powered by AI.**



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**THANK
YOU**

d3con