Keyword CTR Prediction as a Service for Optimizing Ad Campaigns

Next Gen Collaborative and Scalable Advertising Data Value Chain

AdVerif.ai

Or Levi, Founder and CEO

JOT INTERNET MEDIA

REACH

Problem:

SMB Advertiser

Typical small business wastes 25% of their ad budget on wrong keywords

WordStream

SEMRUSH **WordStream**

Provide estimated CPC, but not CTR

" Marketing managers do not have proper insights to select most profitable keywords.

Multiple challenges related to data analysis, volume, variability and more "

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Keywords CTR Prediction as a Service: Tailor-Made, Multi-lingual and at Scale

Ad✔

Tailor-Made

Most relevant keywords for each brand and campaign

Optimize ROI

Campaigns with ROI > 15%

Multi language

English and Spanish with more added later
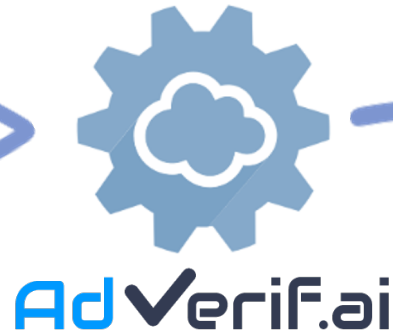
Scalable

Process 500K keywords in batch mode
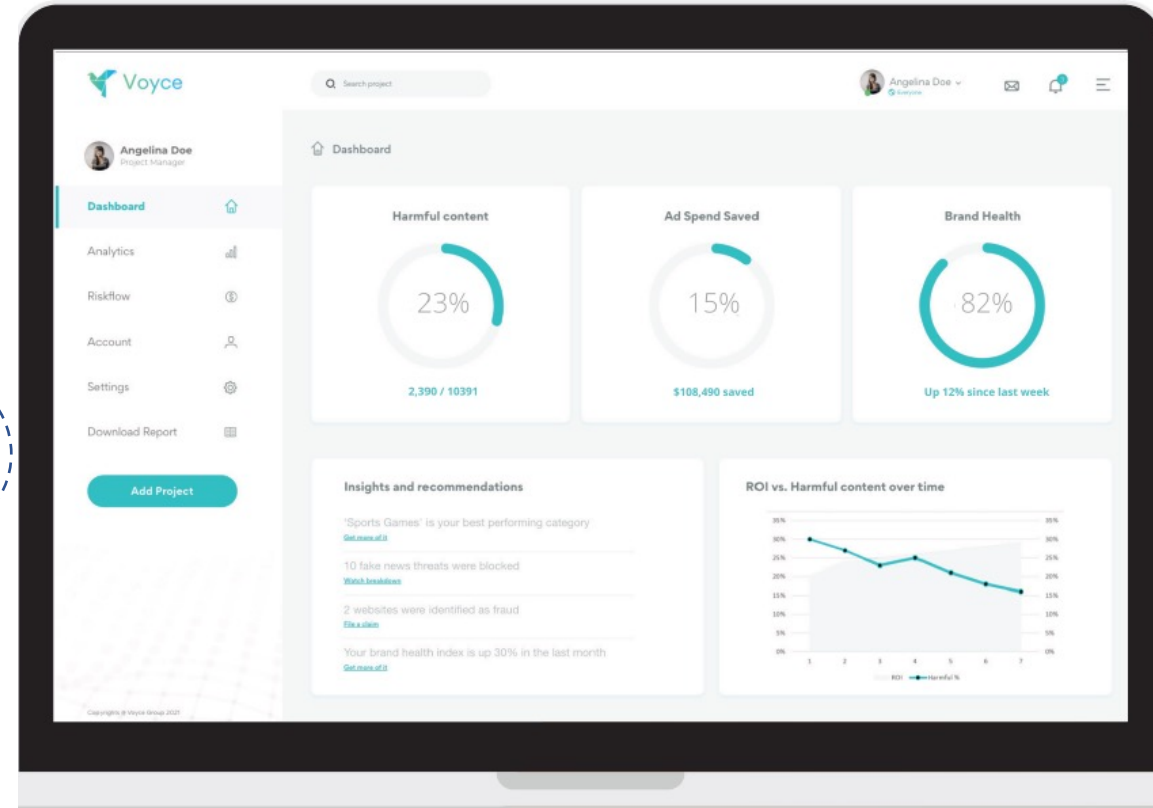
A Win-Win Business Model

Advertisers and digital agencies

Improve ROI
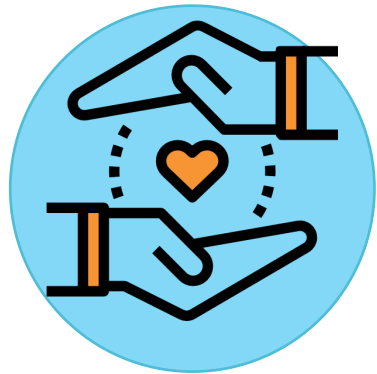
Flat rate per month
+ Pay as You Go: 1c per API call

Client Type	Small	Medium	Large
API Calls	1M	2.5M	4M
Annual Revenue	$25K	$50K	$75K

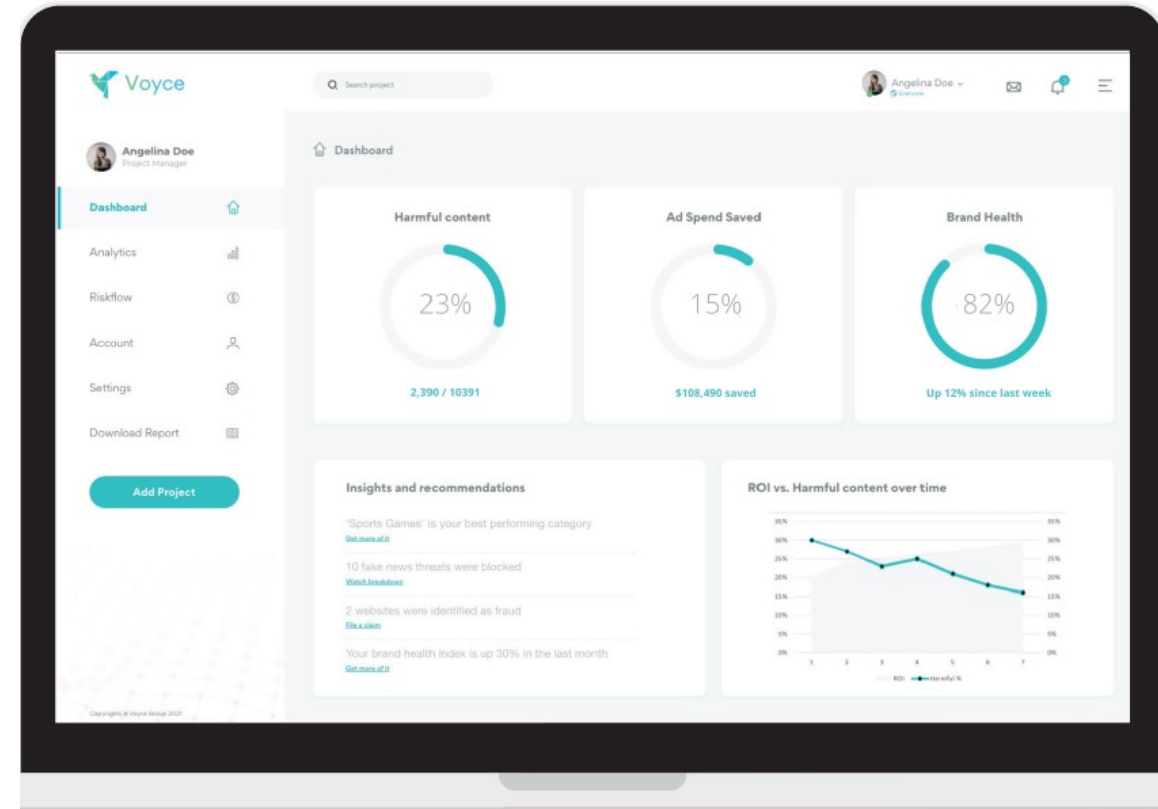# Forming a Cross-EU Data Value Chain

Multiple Datasets

↓

Big Data Infrastructure

↓

State-of-the-art xDeepFM

From Data Silos to Shared Pool

Clients can opt-in to provide data for model optimization in **anonymous, privacy compliant and secured fashion**

A
B
C
→ **Shared Data** → **Prediction Model** → $

Mutual benefit of the ecosystem

✓ **Multiple eCommerce Domains**

✓ **Multiple Languages**
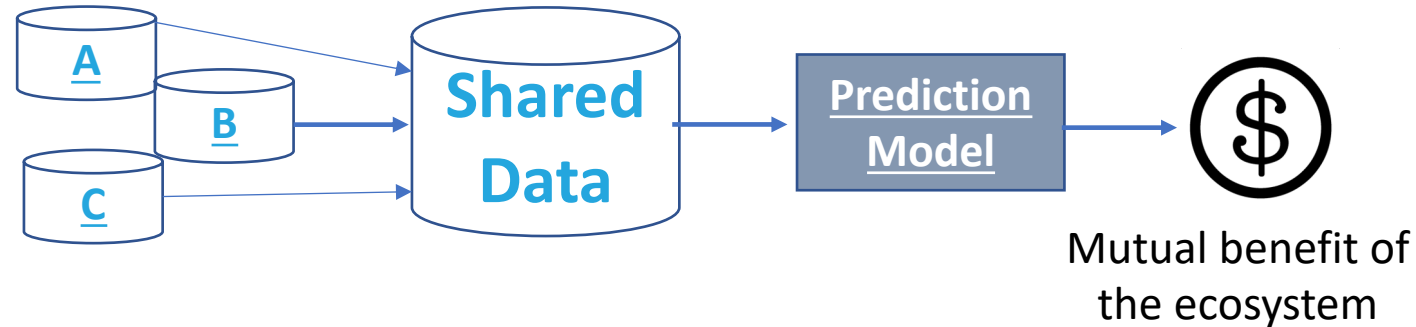
✓ **Proprietary Data = Defensible Edge**

GO TO MARKET AND KEY MILTSTONES

Digital Marketing Software:
$44 Billion a Year. 18% CAGR until 2027
-- Grand View Research

Product and
Plan Defined

Ready to go

Scale up technology
And Go To Market Strategy

Funding

Expand Data Value Chain.
More revenue streams

R&D and IP

2021   **2022**   **2023**   **2024**   **2025**

Product/Market Fit
5 Case Studies

Launch

Accelerate via
Strategic Partners

Grow the Business

1B Keywords/Month.
Self-Sustaining Cross-EU
Data Value Chain

Economic and Societal Impact

Thank You!

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GO TO MARKET

Digital Marketing Software: **$44 Billion a Year** 18% CAGR until 2027

-- Grand View Research

▶ **PRODUCT/MARKET FIT VIA CASE STUDIES**

Generate awareness and establish market leadership

▶ **ACCELERATE VIA STRATEGIC PARTNERSHIPS**

- Partner with top-tier digital agencies
- Leverage Nielsen's credibility and client base for up-selling

▶ **EXPAND TO MORE REVENUE STREAMS**

Display Advertising + Model Licensing

GO TO MARKET AND KEY MILTSTONES

Product and
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2021　　　　　　　　**2022**　　**2023**　　**2024**　　　　**2025**

Develop Product.
Product/Market Fit

REACH

Accelerate via
5 Strategic Partners

nielsen **XWAX** INTERACTIVE

1B Keywords/Month.
Self-Sustaining Cross-EU
Data Value Eco-system

Launch

Grow the Business

Economic and Societal Impact

**Traction
Forecast**

Assuming ARR: $25K
(1M API calls)

	Clients	5	20	60	200
	Revenue	Case Studies	$500K	$1.5M	$5M