2022

Frizbit

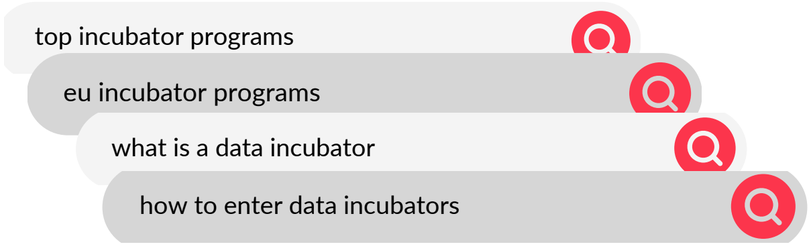
CLICK-THROUGH RATE PREDICTION

REACH

NEXT GENERATION DATA INCUBATOR

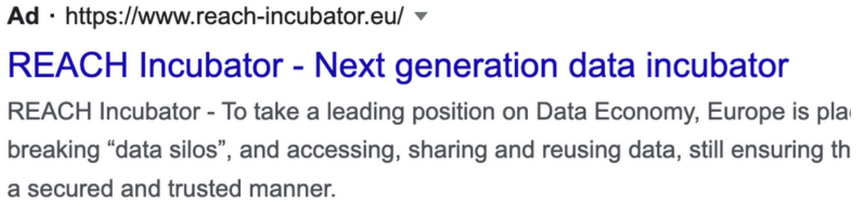
JOT INTERNET MEDIA

Daily Tasks of a **Search Marketer**



Keyword Planning

30%



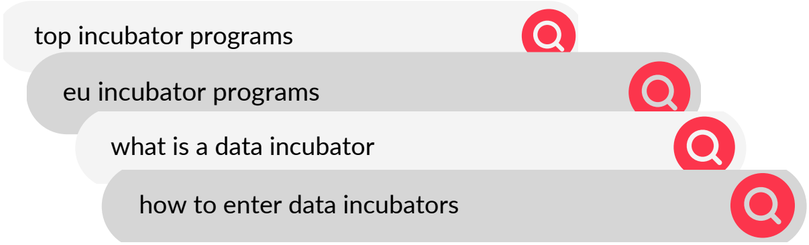
Ad Copy Writing

20%

top incubator programs	€0.30	▲ 20%
eu incubator programs	€0.25	▼ 5%
how to enter data incubators	€0.20	▲ 10%

Optimising Bids

30%

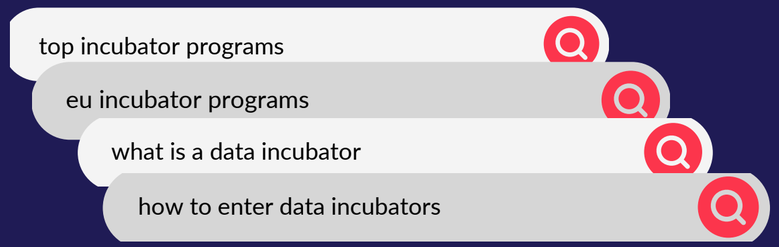


Reporting & Account Management

20%

Challenges to **maximise the profit**

Keyword Planning



OBJECTIVE:
Discover & bid on high CTR & low CPC keywords

PROBLEM:
There is no accurate keyword CTR estimation data

Bid Optimization

top incubator programs	€0.30 ▲	20%
eu incubator programs	€0.25 ▼	5%
how to enter data incubators	€0.20 ▲	10%

OBJECTIVE:
Constantly update CPC bids & budgets of keywords based on real-time data

PROBLEM:
With the complexity of thousands of keywords, no human can optimize 100%

The new **AI-based SaaS** for **SEM**

01

PLAN

Predict keyword CTRs
Bid on optimum keywords

02

AUTOMATE

Allocate & shift budgets between campaigns & keywords based on ROI

03

MONITOR

Detect anomalies on live campaigns

Expected **Benefits**

INCREASE

10%

REVENUE
of Advertisers

DECREASE

30%

TIME COST
of Search Marketers

Business Model

Digital Marketing Agencies

Plan

€5K/year
per
100K keywords
estimated

Automate

1%
of total SEM
budget
managed

Advertisers

Plan + Automate

3%
of total SEM
budget
managed

The Market of *SEM*

$202B

Total SEM budget spent worldwide

$40B

Total SEM budget spent in Europe

Agencies

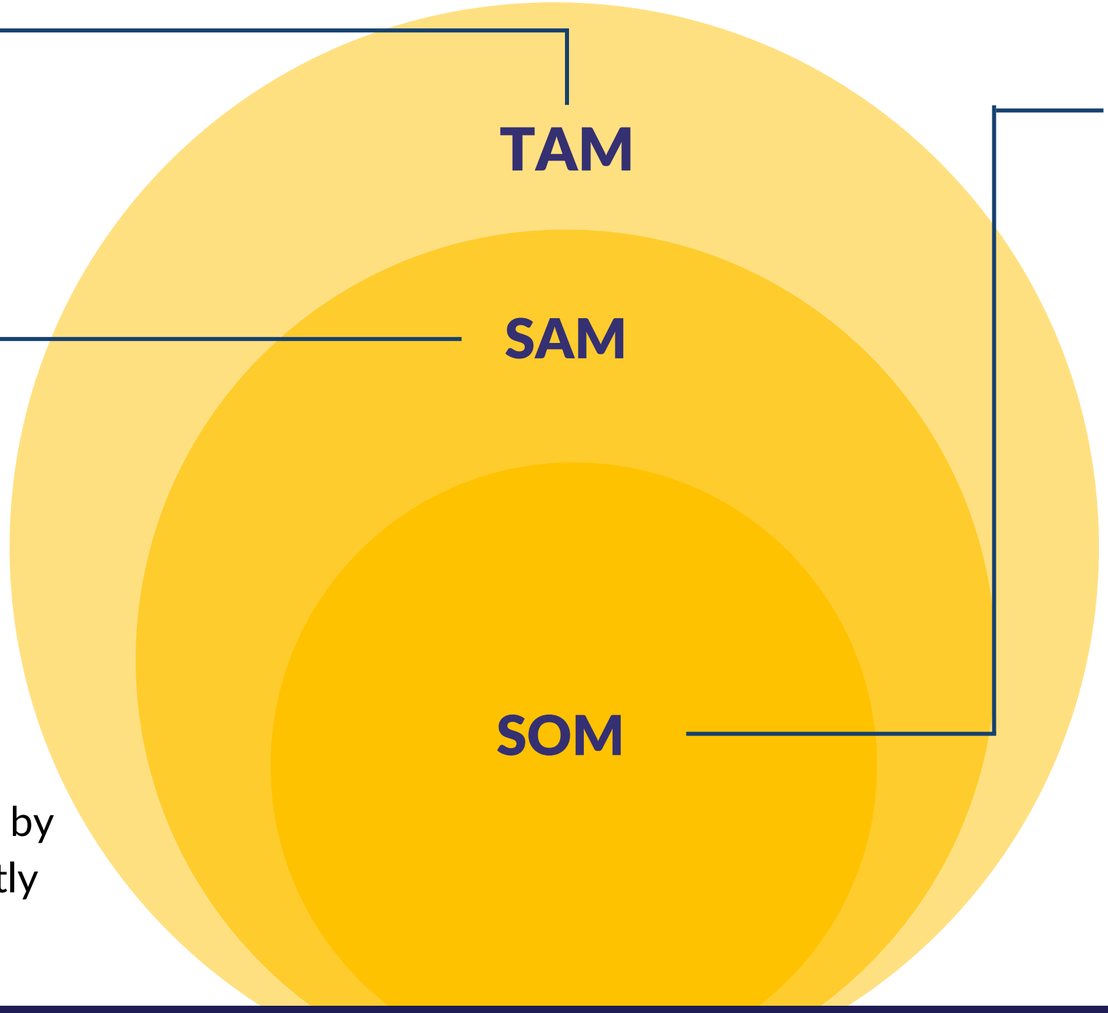
$10B

Budget managed by agencies

Advertisers

$30B

Budget managed by advertisers directly



Agencies

$1B

Commissions earned by agencies

$100M + **$900M**

Extra commissions generated for agencies + Commissions earned from advertisers

$25M + **$225M**

Estimated revenue from agencies + Estimated revenue from advertisers

Advertisers

Source: Statista

We already have a digital **marketing automation SaaS** for e-commerce **revolutionizing retargeting campaigns**

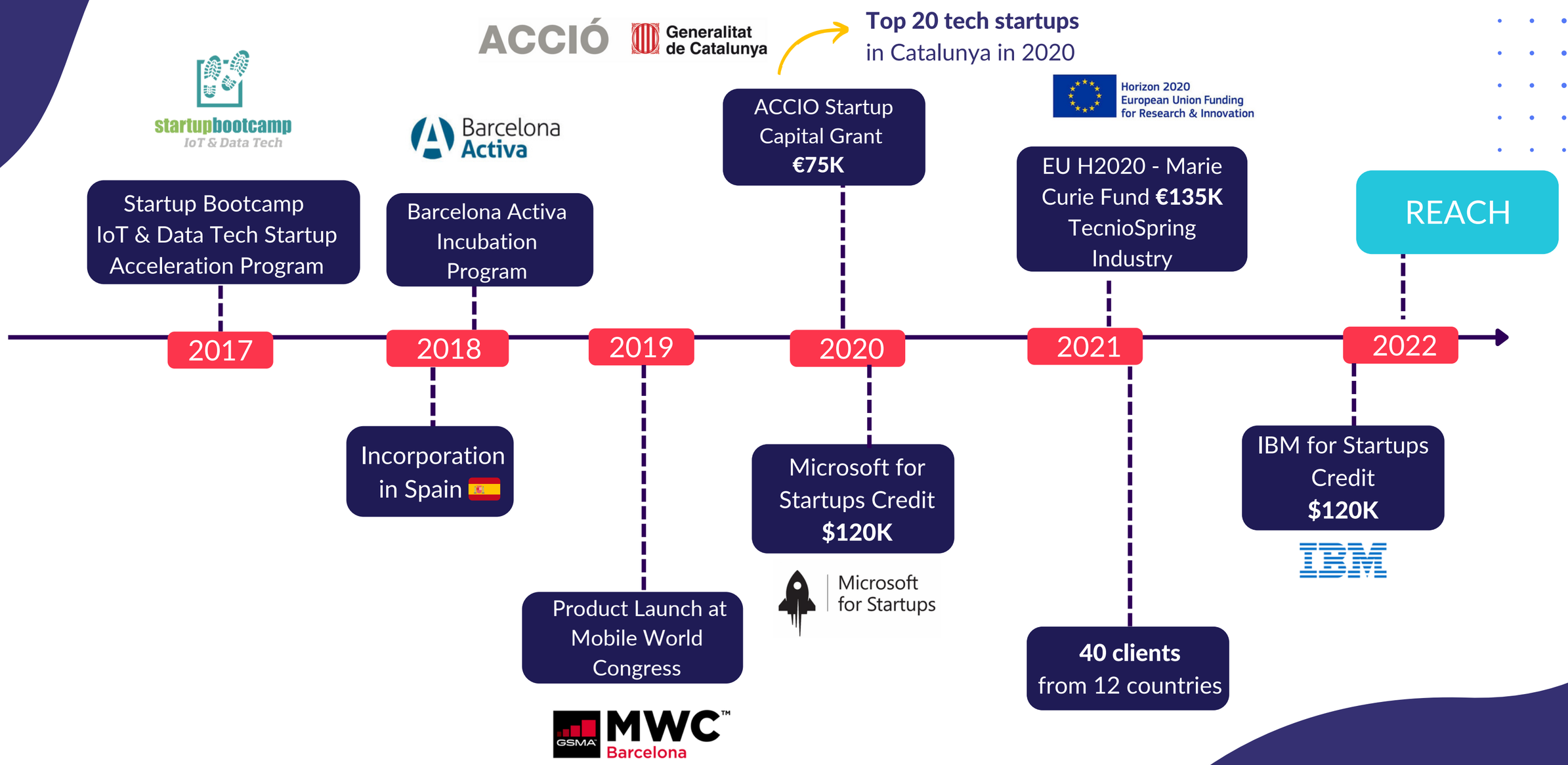
Web Push

E-mail

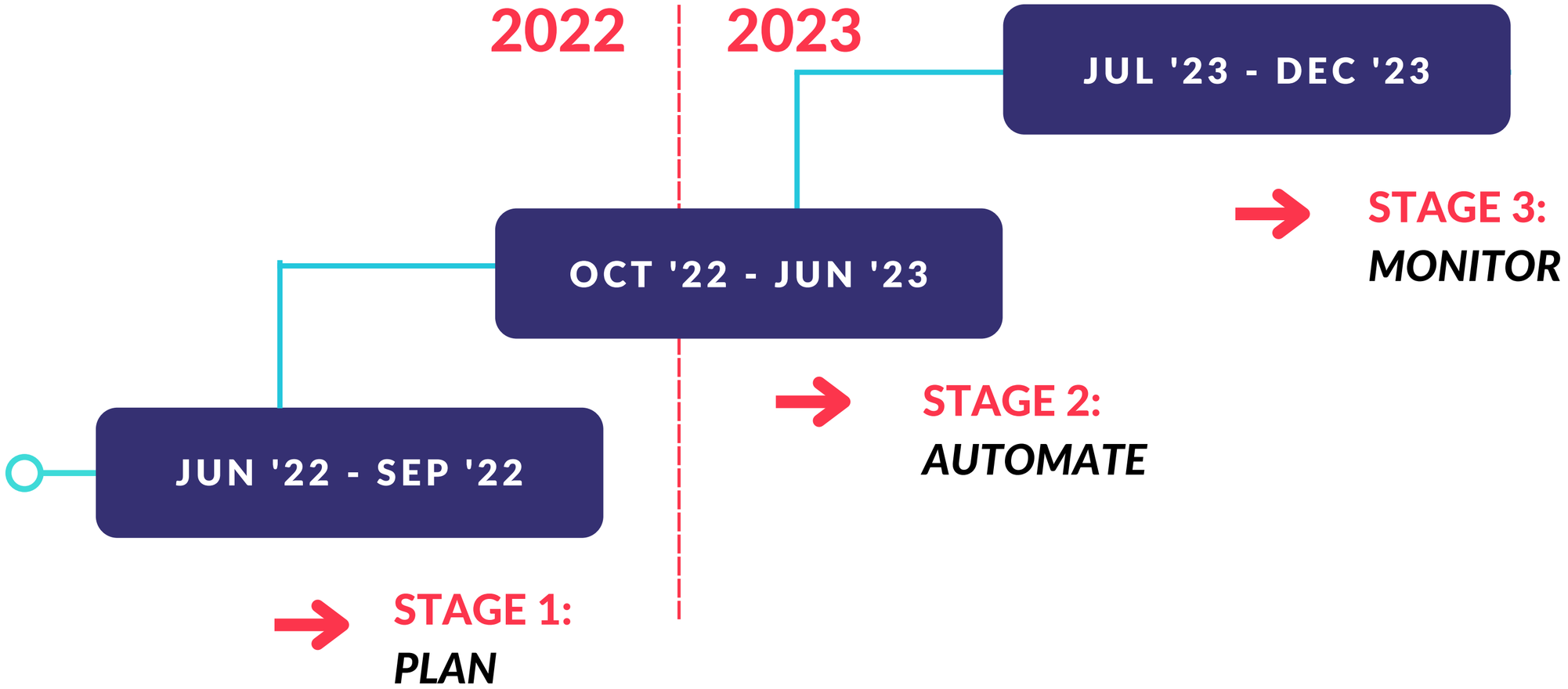
SMS

App Push
(roadmap)

Achieved Milestones with *Recognition & Awards*



The *Roadmap* with REACH



Founding **Team**

of **industry experts**
with experience
in **building startups**
and **R&D** projects

CEO
Ata Gur

B.Sc. Industrial Engineering
M.A. Entrepreneurship

Digital Marketing, Business Development, eCommerce

EvArkadaşı.co (2011-14)

LOCBY (2014-15)

CPO
İlhan Adıyaman

B.Sc. Computer Engineering
M.Sc. Computer Science (drop-off)

Data Science & AI, Product Management, Front-End Dev

(2011-)

CTO
Tevfik İnce

B.Sc. Computer Engineering

Cloud Architecture, Big Data, Back-End Dev

3 registered patents

Frizbit

Ata GUR

CEO

ata@frizbit.com

REACH

NEXT GENERATION DATA INCUBATOR

ACCIÓ Generalitat de Catalunya | Ajuntament de Barcelona Barcelona Activa | Microsoft for Startups | startupbootcamp IoT & Data Tech | Türk Telekom