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Making high-performing online advertising accessible to SMEs

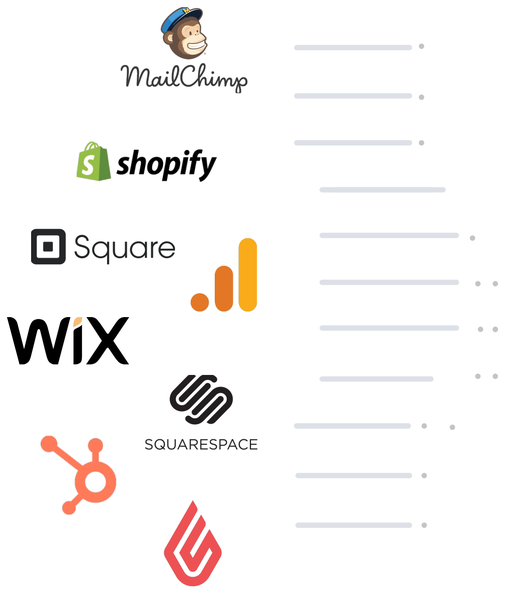
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779790

JOT INTERNET MEDIA

REACH

# Shown takes the complexity out of digital marketing

On the basis of a strong understanding of the client's business,
our AI automatically generates and manages quality marketing campaigns.

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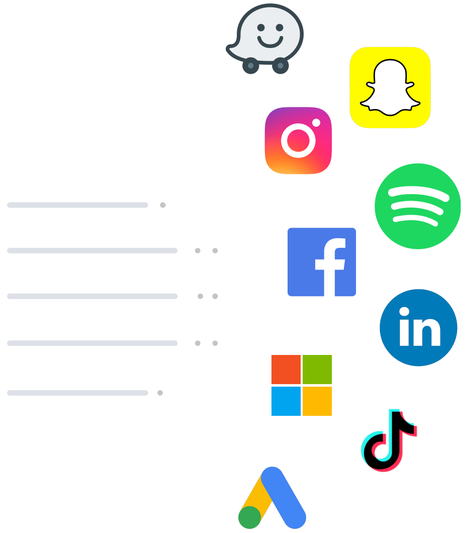
| 1. INTEGRATE | 2. ADVISE | 3. CREATE | 4. OPTIMISE |
|---|---|---|---|
| Add your business apps | Get smart custom marketing plans | Launch advanced campaigns in minutes | Follow results in real time |



## KEY METRICS

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**600.000+**
Signups

**6.500+**
Monthly active users

**1.500+**
Paid clients

**145+**
Countries

**260.000€**
Monthy Revenue

**400%**
YoY growth

# TEAM

**Gregory D'harveng**

Cofounder & CEO

Google

**Patrick De Caluwé**

Cofounder & CTO

esa

**Carlos Mandeiro**

Cofounder & head of AI

CERN

## Engineering team

Sajad Mousavi

Mohammed Erraysy

Dmitriy Lezhnev

Rachid Es-Sahki

## Customer success team

Halima Rahmani

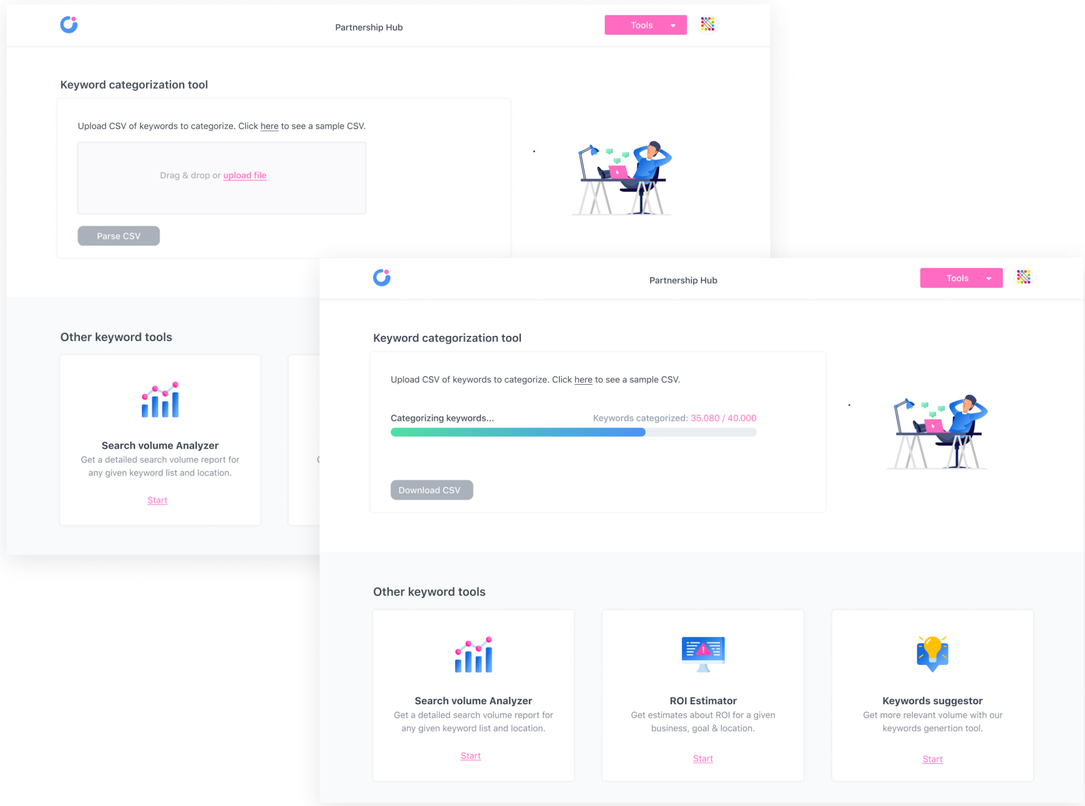
Yarkin Tiras

**Challenge:** keyword clustering to improve search ads campaigns results.

Solution: **AI-based** keyword clustering accessible via **interface** or API, where **partners** can upload CSVs of keywords & launch optimised search campaigns with the righ keywords **clusters (adgroups)**.

Key expected benefits for our partner (JOT-im):

- Better ad experience for their clients.
- 10% increase in campaign performances thanks to improved campaign structure for smart bidding.
- Be less dependent to Google's future changes.



# Double impact for Shown with REACH project

A perfect program fit resulting in a double impact on Shown technology and target audience.

### Better Product

Improve service offered to larger SMEs.

**Better Retention Rate**

Our objective is to **increase the retention rate by 15%,** by improving our technology

### New Market

Open our platform to partner agencies

**New Revenue Stream**

We want to achieve **100k€ partnership revenues** by the end of 2022

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# New business model & existing traction.

| | Small & medium enterprises | Agencies & enterprises |
|---|---|---|
| Business model | • SaaS freemium model<br>• % of advertising spend | • Value-based pricing for API access |
| Traction | 6500 monthly active users<br>> 1500 on paid plans<br>250k monthly revenue | +500 partnership demands |

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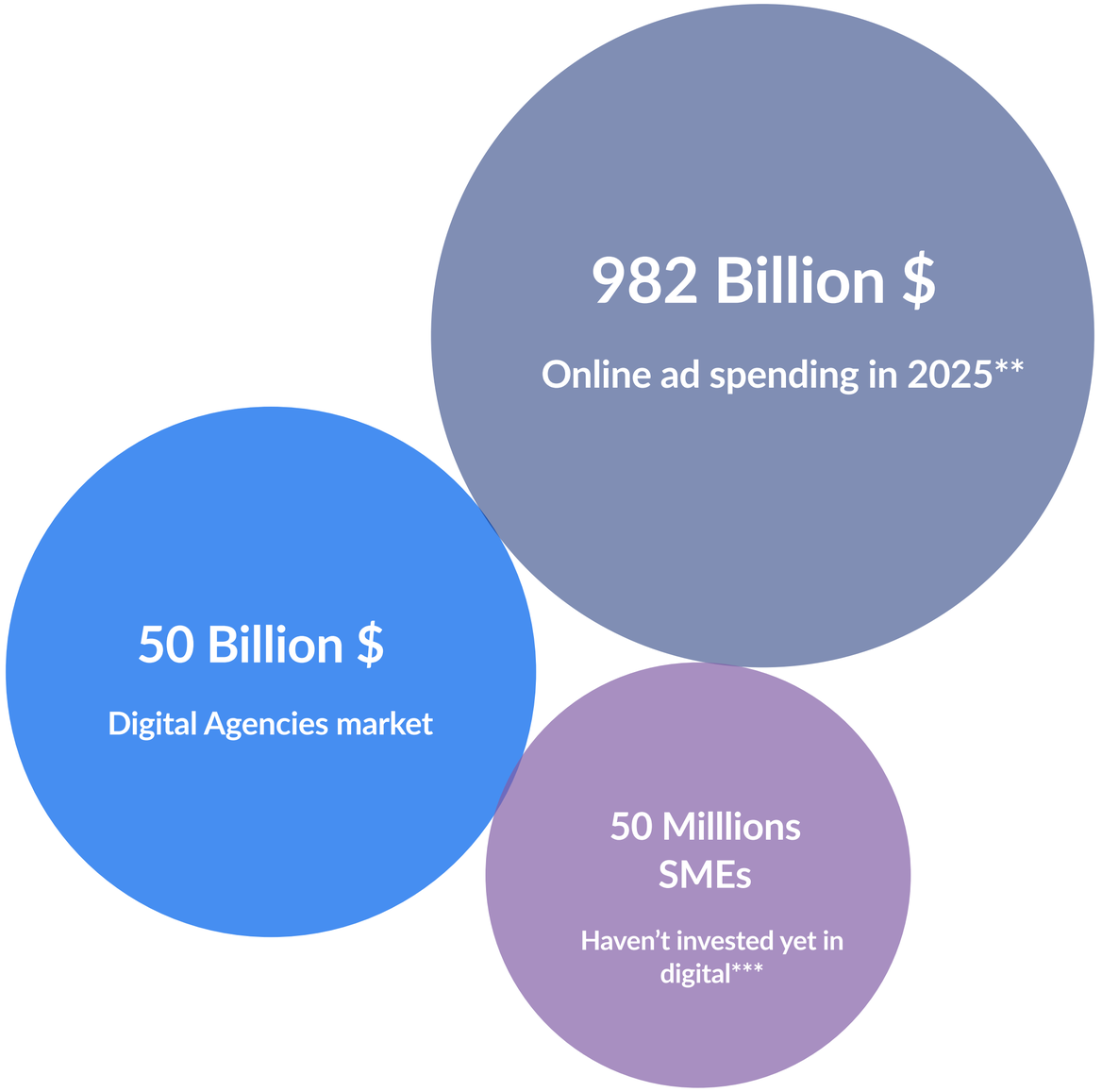
# Example: value-based pricing for API access

| | Custom plan | API Plus | API Basic |
|---|---|---|---|
| Number of keyword categorization per day | Unlimited | 50.000 | 15.000 |
| Number of keyword suggestions per day | Unlimited | 50.000 | 15.000 |
| Number of ads generated per day | Unlimited | 1.000 | 200 |
| Price | **Price on request** | **1500€/month** | **899€/month** |

- Total advertising is expected to reach 982B $ by 2025. The growth will be fueled by SMEs.
- **Our serviceable market** are SMEs with monthly advertising budget lower than 10.000€

## Opening new opportunities...

- With REACH project, we can start addressing the agency market which represents a 50B$ opportunity*.




*Thrive Analytics SMB surveys, 2019, Instaon estimates

**Morder Intelligence: Online advertising market - growth, trends, and forecast (2020 - 2025)

***EMEA SMB (>10 employees), Eurostat/OECD 2017, Instaon estimates

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# THANK YOU

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