

# Adsbob.

Make advertisers' lives easier.

## Prediction of the seasonality of the campaigns

REACH

NEXT GENERATION DATA INCUBATOR

JOT INTERNET MEDIA

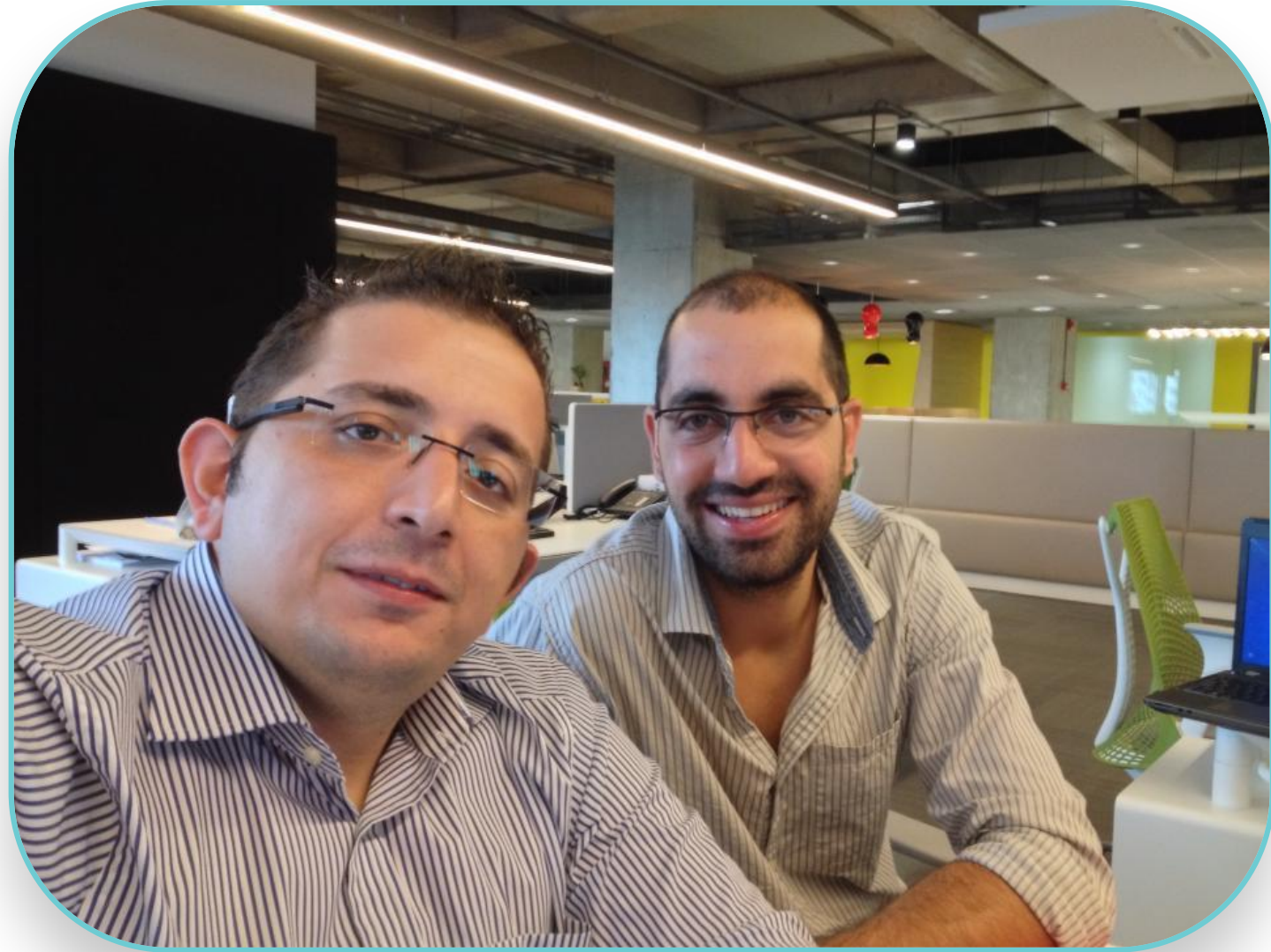
**Your report:**  
We have successfully analyzed your target.

Maximize: **Clicks, CTR**    Level: **Category**    Country: **USA**

Category    Language

Dining & Nightlife     Real Estate

Category	Quality Score	CPC	Clicks	CTR	Impressions	Cost	Day of week	Week of Month	Month
Dining & Nightlife -	9	0.5	9	0.23	38	18.09	3	4	January
Group 1 -	9	0.5	53	0.2	287	86	3	4	January
Restaurants	9	0.72	4	0.16	30	10	3	4	January
Bars	9	0.25	8	0.10	62	20	3	4	January
Nightclubs	9	0.19	15	0.25	40	15	3	4	January
Fine dining	9	0.25	14	0.45	41	22	3	4	January
Entertainment	9	0.35	12	0.10	114	18	3	4	January
Group 2 +	9	0.5	50	0.2	300	95	3	4	January



**20 March 2013 Istanbul**



**29 August 2014 Istanbul**

# Problems of Digital Marketers

## Overload of manual tasks

30% Planning

30% Managing campaigns

30% Reporting

10% Analyze & Strategy

 Revenue loss

 Inefficient human force

 Inefficient budget spending

# Challenges

## Finding data patterns

Discover temporal patterns of high click and high CTR

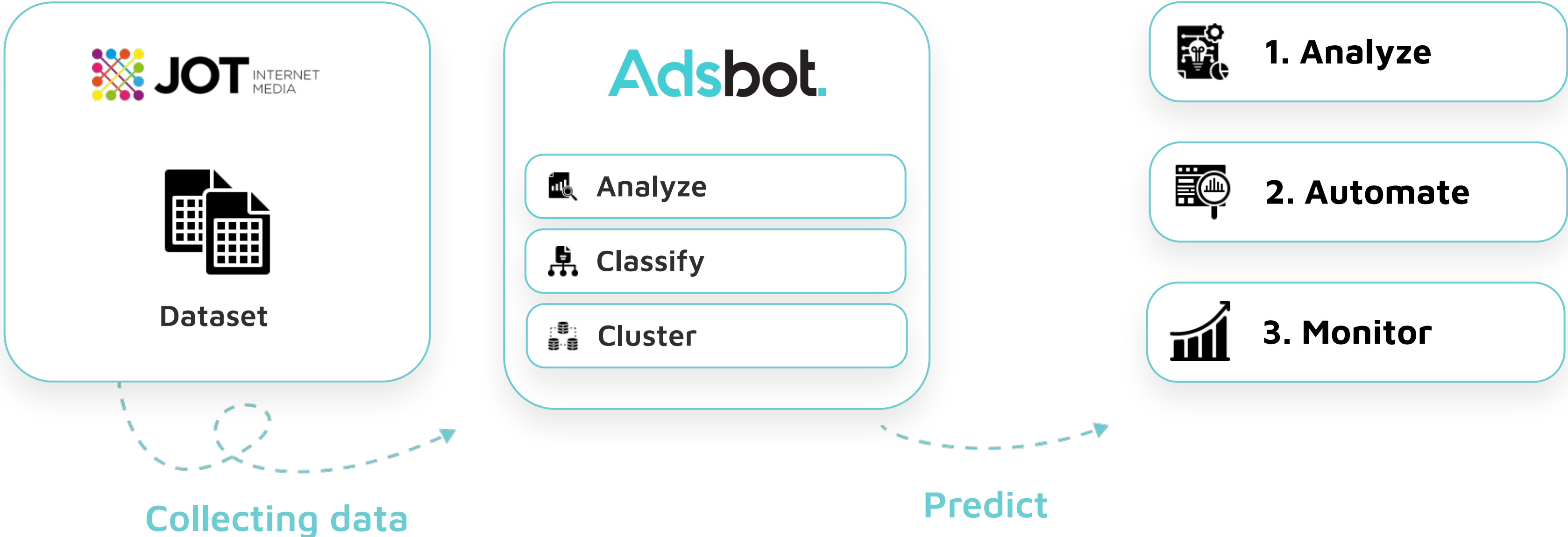
With complexity of data, no human can make these analyze accurately.

## Optimizing the account

By understanding patterns of metrics, accounts should be optimized constantly.

Not possible with manual work. Automation should be applied

# AI based SAAS Solution



# Expected Benefits



**15%**

**Increase revenue**

Predicting best performing patterns for targeted metrics



**35%**

**Save time**

Automate keywords based on prediction



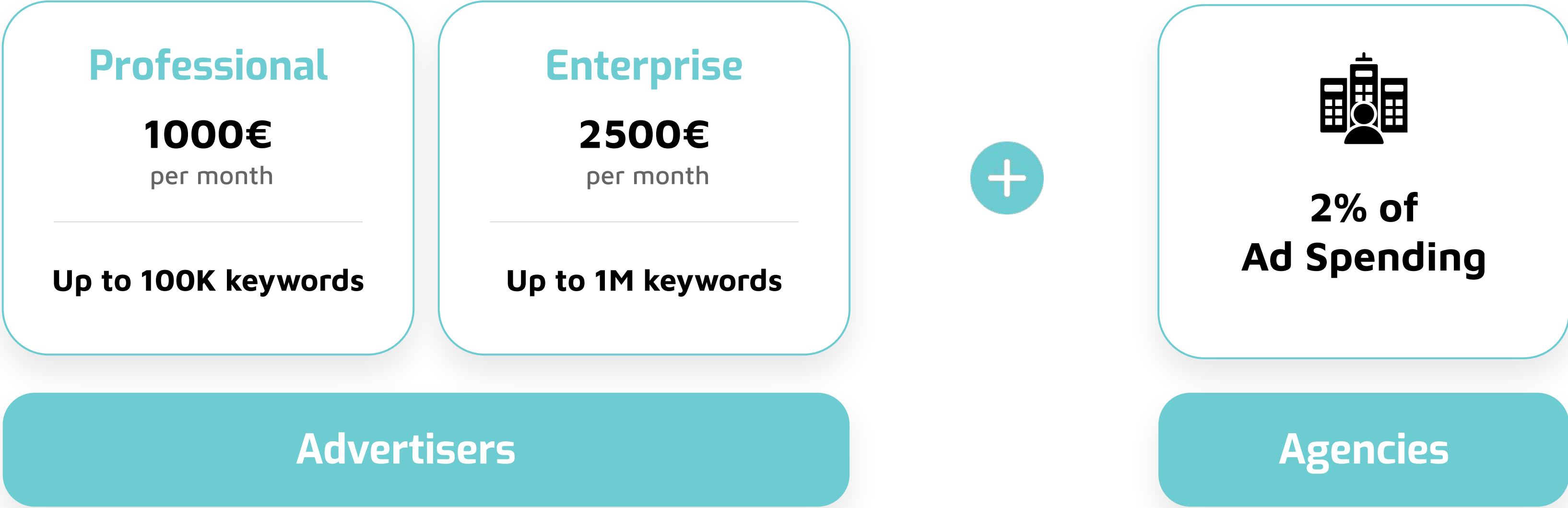
**25%**

**Reduce costs**

Detecting the low performing patterns

# Business Model

## Monthly Online Subscription

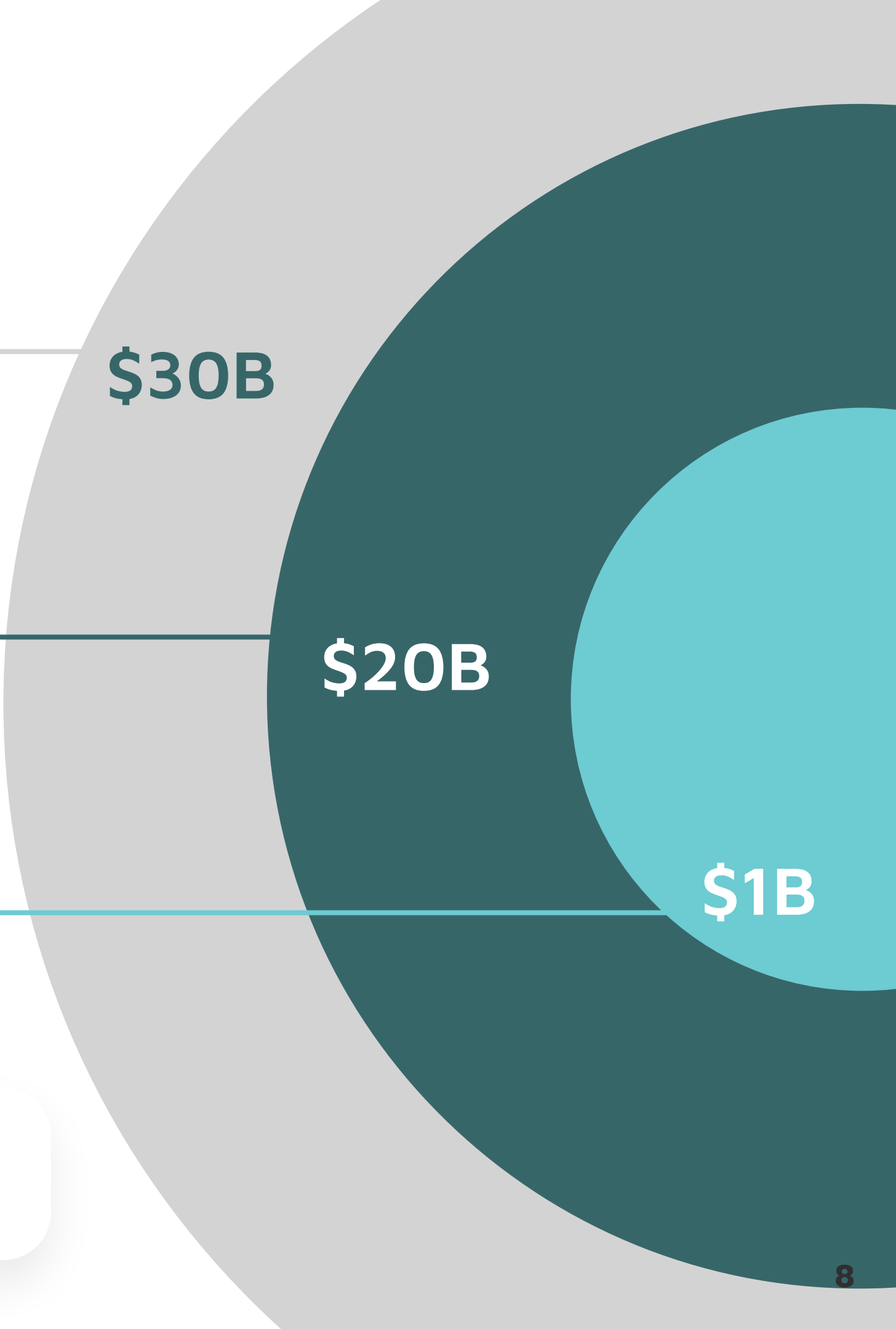


# Market Size

**Total Available Market**  
\$30 billion

**Serviceable Available Market**  
\$20 billion

**Serviceable Obtainable Market**  
\$1 billion



Adsbot.

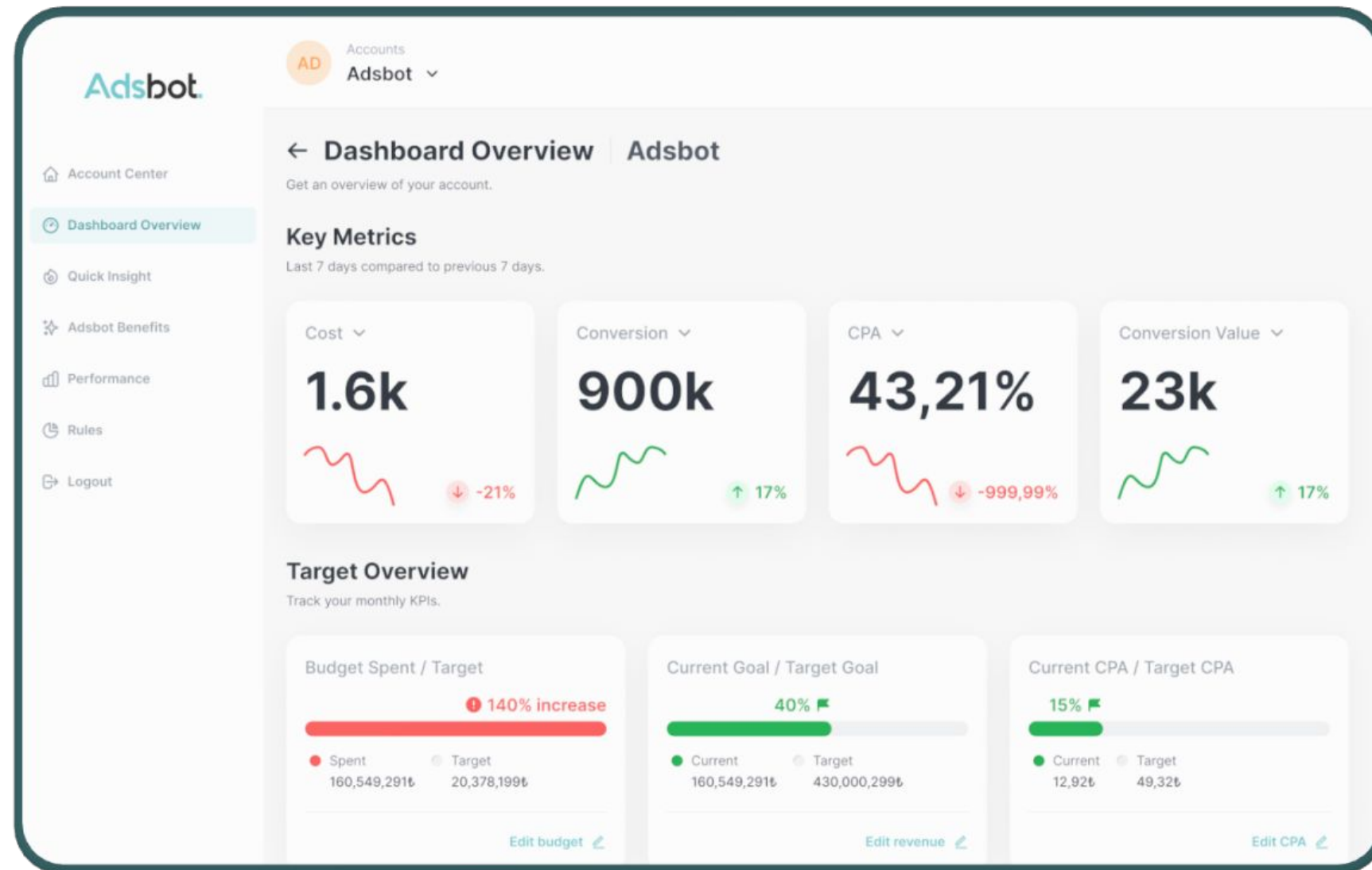
**Agencies**  
\$150 M



**Advertisers**  
\$250 M



# Adsbot is defining a new era in marketing optimization.



No code platform



Multi-channel dashboard



Customizable tool



Transparent

# Milestones & Awards



**Turkish State R&D Fund**



**AWS Credit**



**500+ customers from 60+ countries**

**Agencies**

**Scale-ups**

**Enterprise customers**



**Microsoft for Startups**

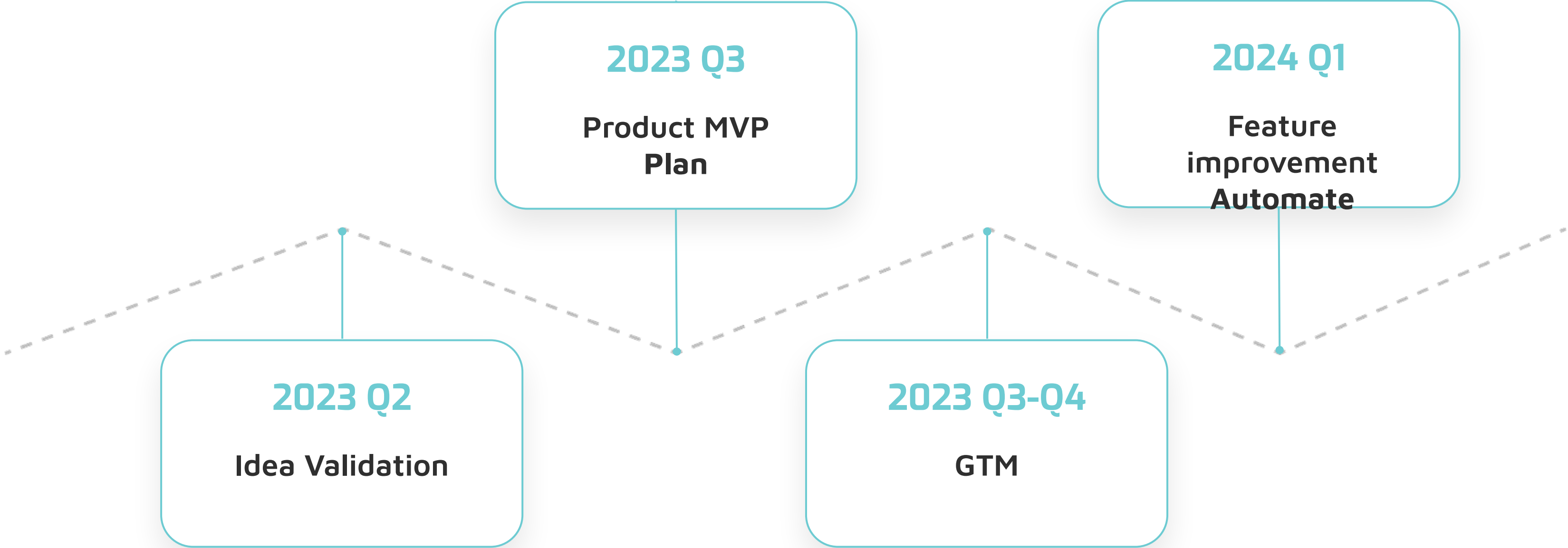


**Google for Startups**

# 500+ customers from 60+ countries



# Reach Roadmap



# Go-To-Market Strategy



**Paid Marketing**



**Sponsorships**



**Partnership with agencies**



**Business development**



**Search Engine Optimization**



**Content Marketing**

# Founding Team



**Can Kivanç**

10+ years in Digital Marketing

BA, Bogazici University



sahibinden.com

d:g'metr:



**Ümit Mustafa**

10+ years in Digital Marketing

BA, Bogazici University  
MA, KU, Leuven Belgium

SEM

d:g'metr:



**Gökçe Argun**

10+ years in Digital Marketing

BS, Bogazici University

NOKIA

webloyalty

d:g'metr:



**Burak Dağlı**

10+ years in Software Development

5+ years in AI

BA, Istanbul Technical Uni.  
MS, Bogazici University



YapıKredi

n11.com



**Ömer Faruk Çelebi**

10+ years in Software Development

BA, Bogazici University  
MS, Ozyegin University  
PhD, Istanbul Medeniyet Uni.

sahibinden.com

blutv

# The Team



**Ahmet Tavlı**

10+ years in Data Science  
PhD, Ozyegin University  
Phd Candidate  
AI Researcher



**Onur Aydın**

10+ years in Data Science  
PhD, Istanbul Technical University  
Phd Candidate  
AI Researcher



**Berkay Bilge**

Product Designer



**Muhammed Bakırhan**

Lead Developer



**Onurcan Ermen**

Backend Developer



**Emre Işıldaklı**

Frontend Developer

# Adsbob.

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**Reach us anytime.  
We are always by your side**

Can Kivanç  
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