



ACCELERALIA

# ADWISE

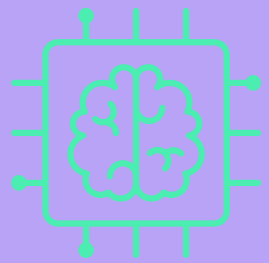
REVOLUTIONIZING DIGITAL ADVERTISING

REACH

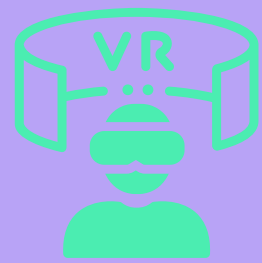
# INTRODUCING

# ACCELERALIA

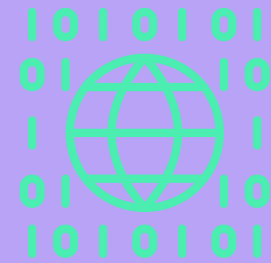
## DEEP TECH



AI  
Machine  
Learning



AR / VR



Big Data

*3 years old*

## Purpose:

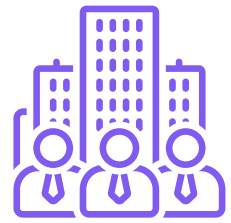
Transforming knowledge into tangible results through action.

## ACCELERALIA PRODUCTS

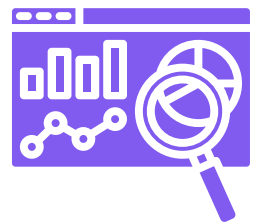


# WHY ADWISE?

## ADVERTISING AGENCIES IN THE EU

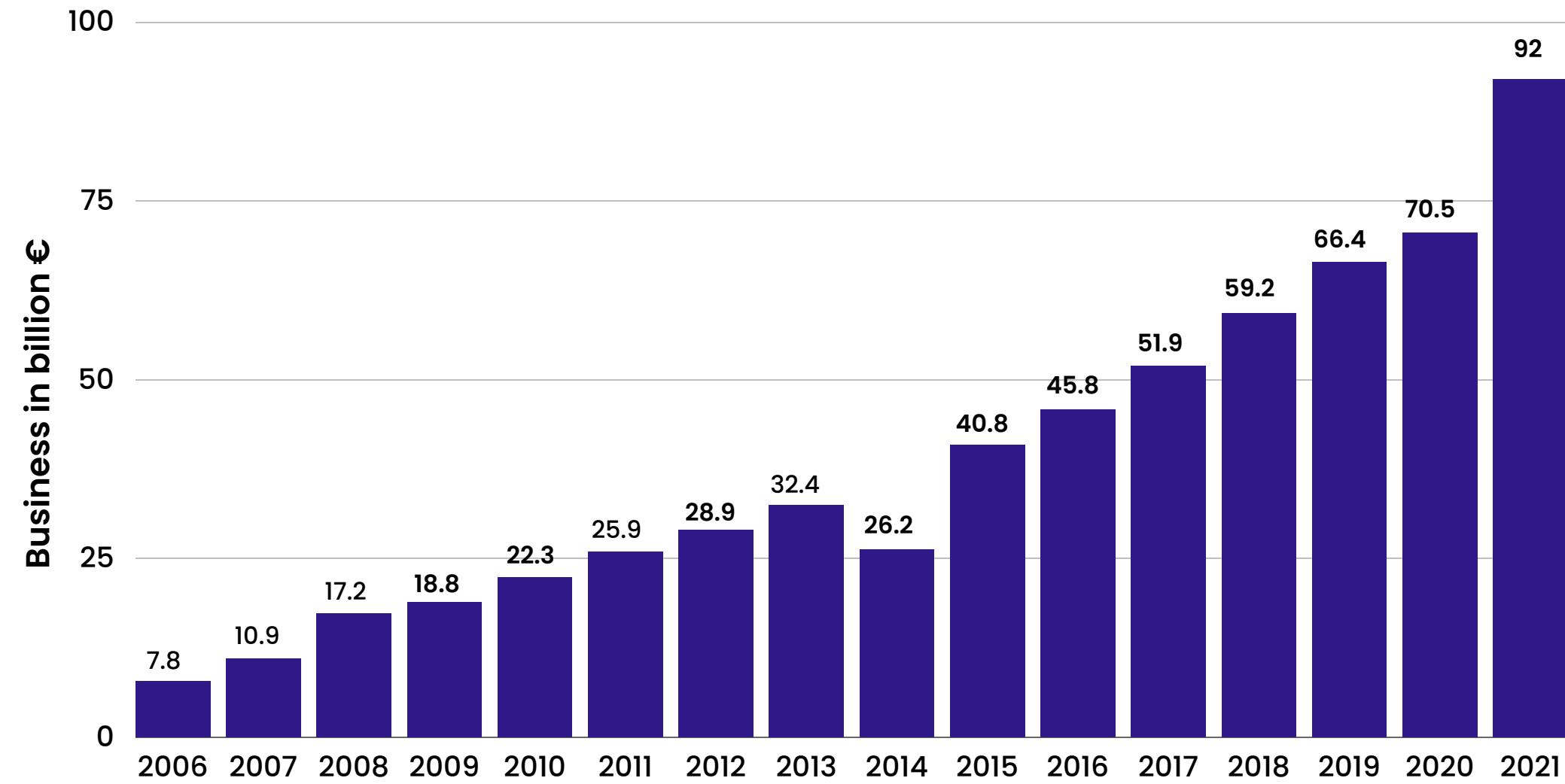


Number of Agencies:  
**265,283**

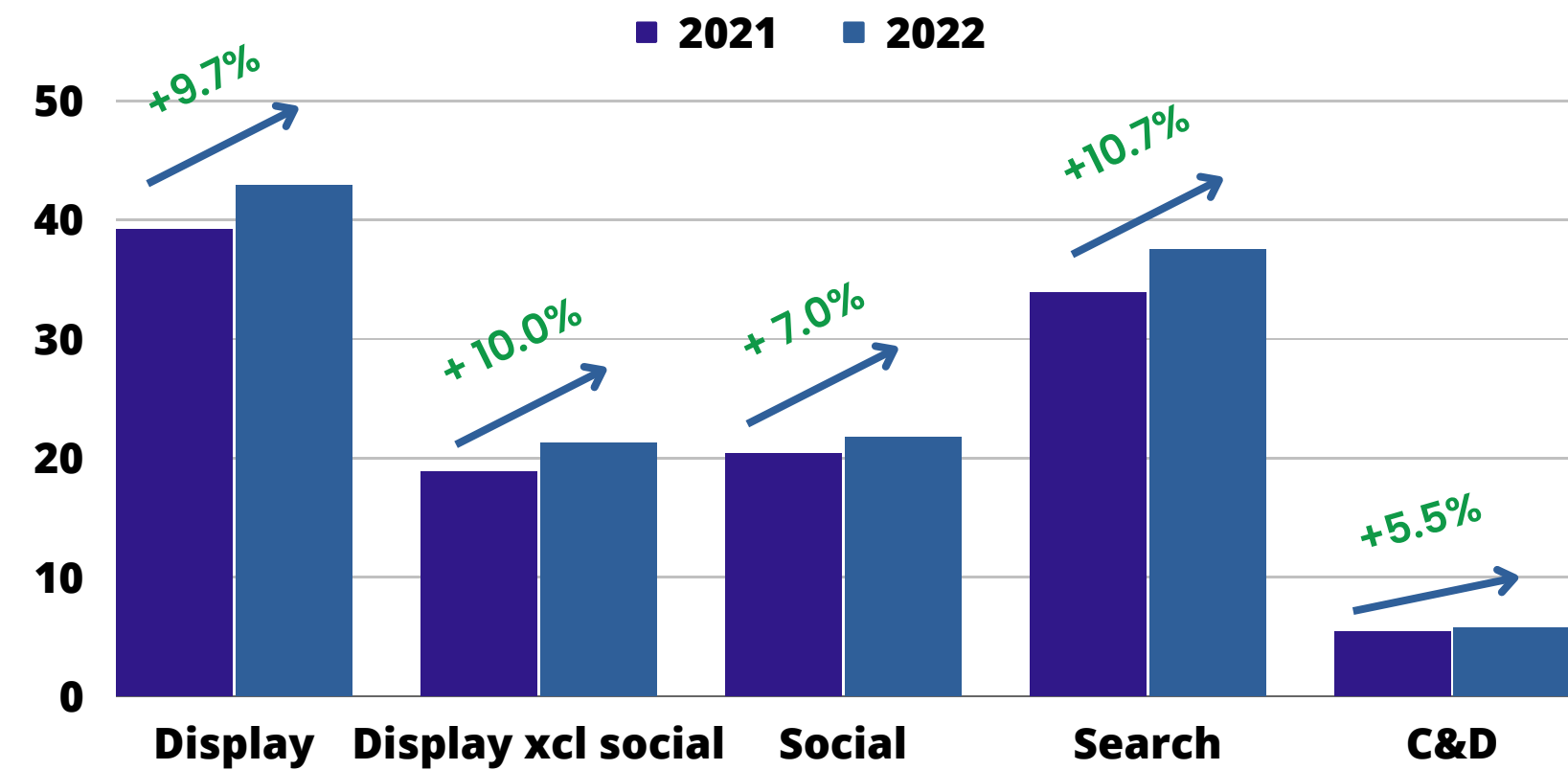
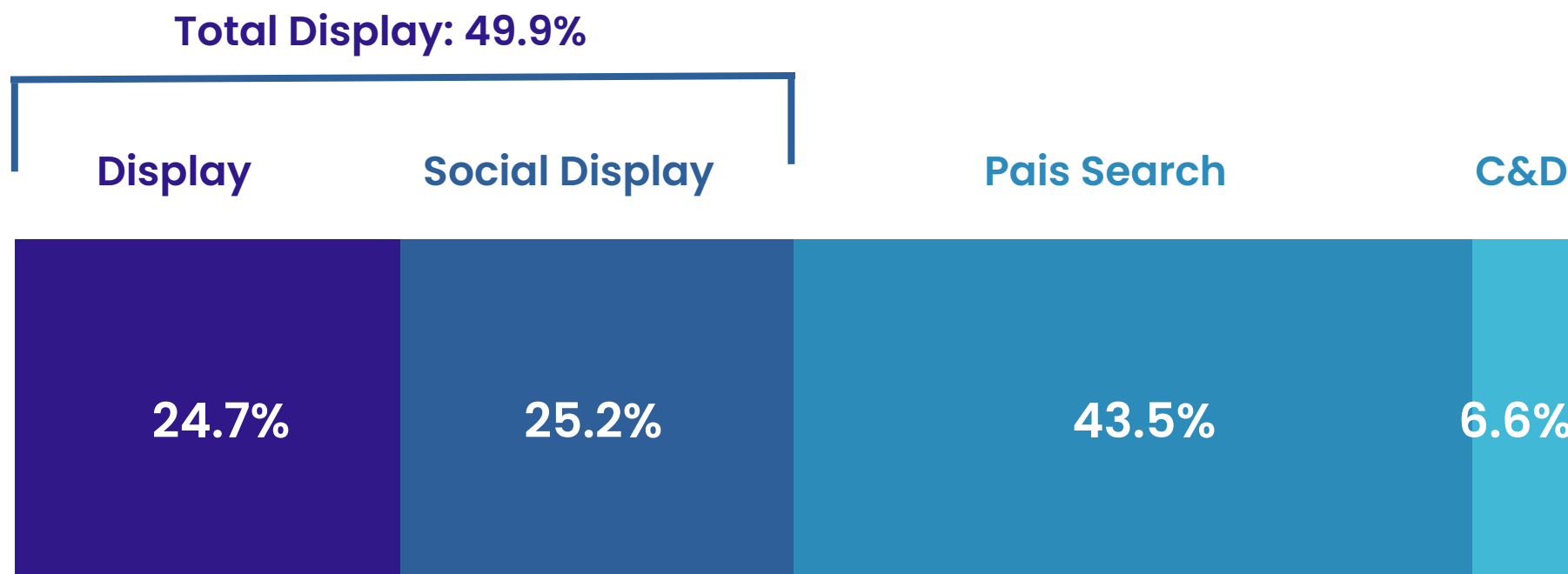


Market Size:  
**€98bn**

## MARKET SIZE EVOLUTION IN EU



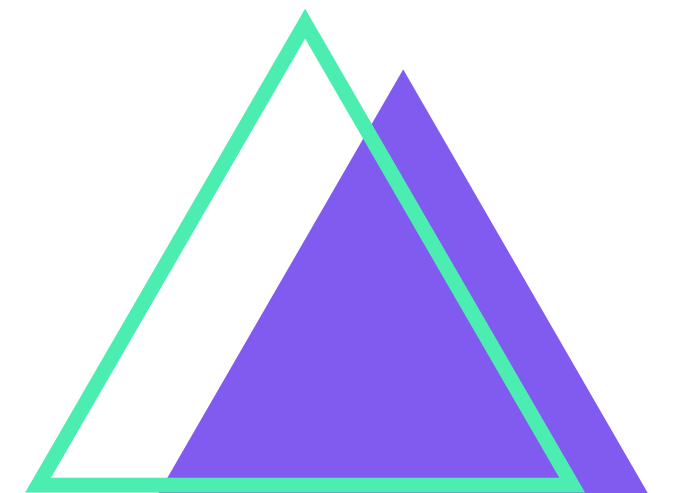
## DIGITAL ADVERTISING SHARE IN EUROPE





**DIGITAL ADVERTISING IS  
AN EXTREMELY  
COMPETITIVE MARKET**

***SMALL DETAILS MAKE  
THE DIFFERENCE***



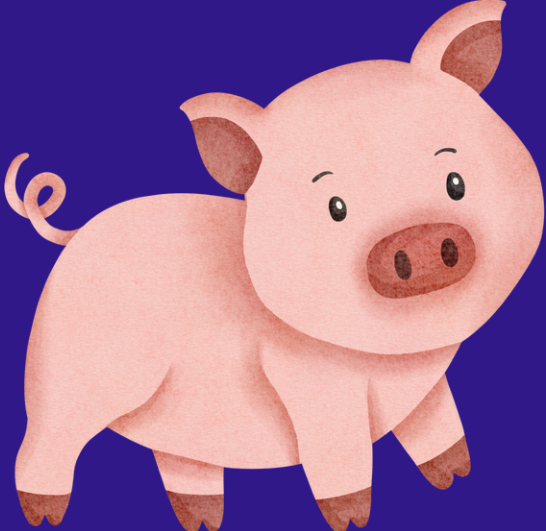
# SOMETHING WENT WRONG...

MUSLIMS



PRINGLES

PORK



# NOT SO MUCH TOO SAY...

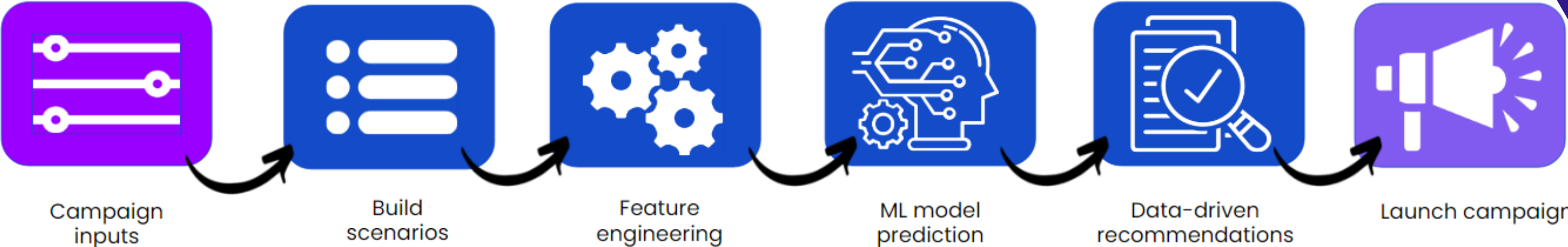


**PLAYSTATION**

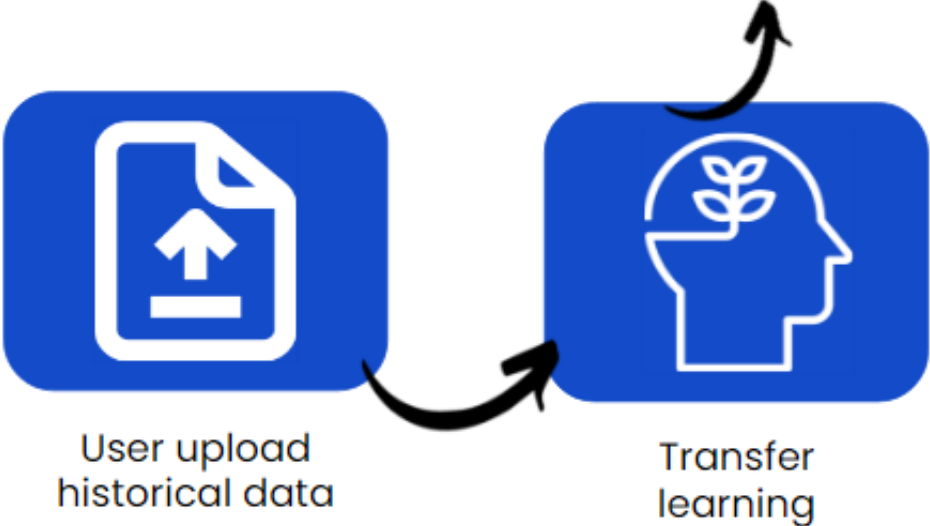
# OUR SOLUTION

AdWise focuses on creating a robust decision-making system designed to optimize online marketing campaign performance on Google.com and its related networks.

**Express diagnosis process:**



**Tailored engine process:**



# ADWISE SCALABILITY AND FLEXIBILITY

- Multi-channel



- Multi-KPI prediction



CPC

CPM

ROAS

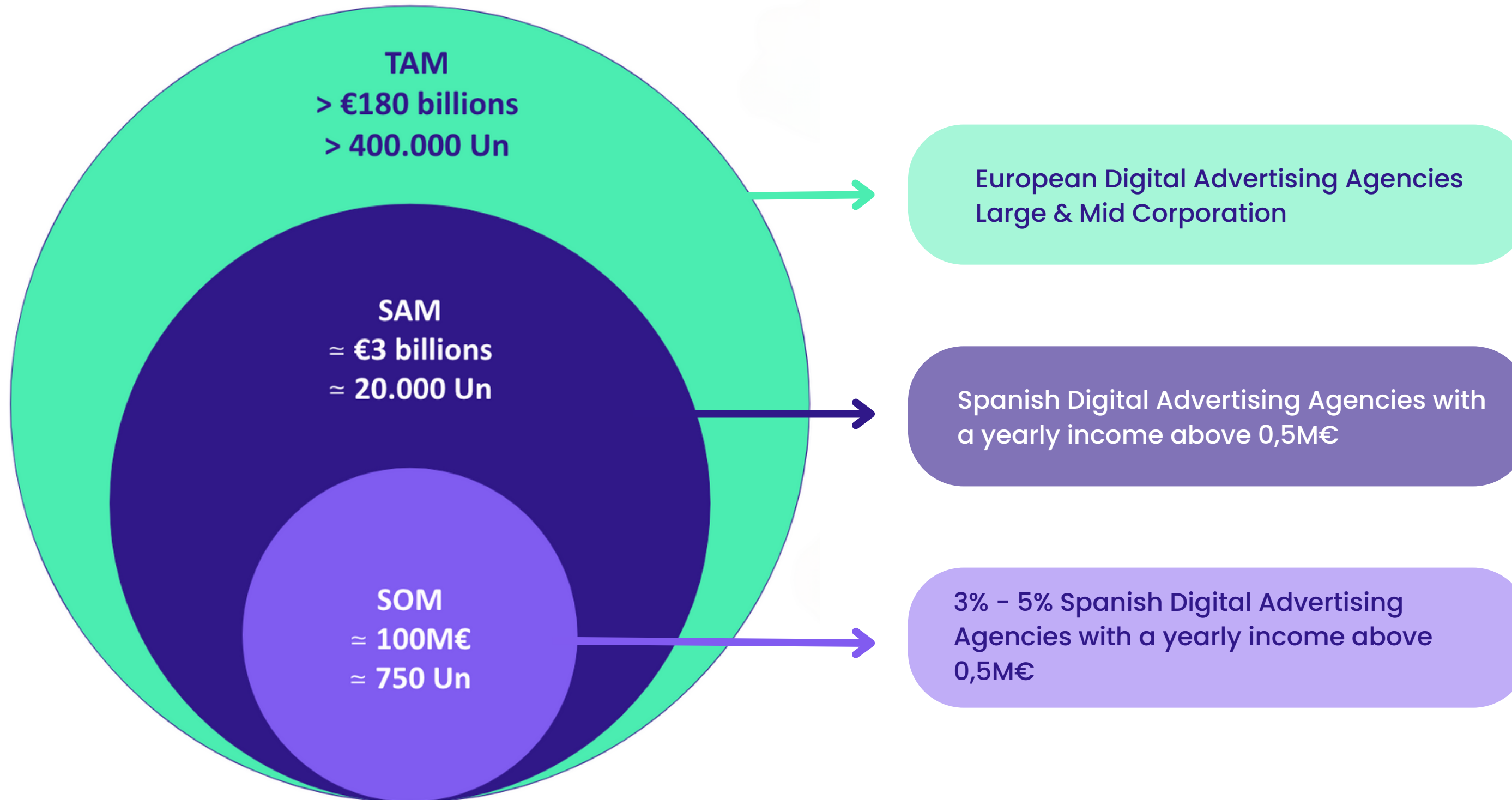
Conversion Rates

Impresions

...



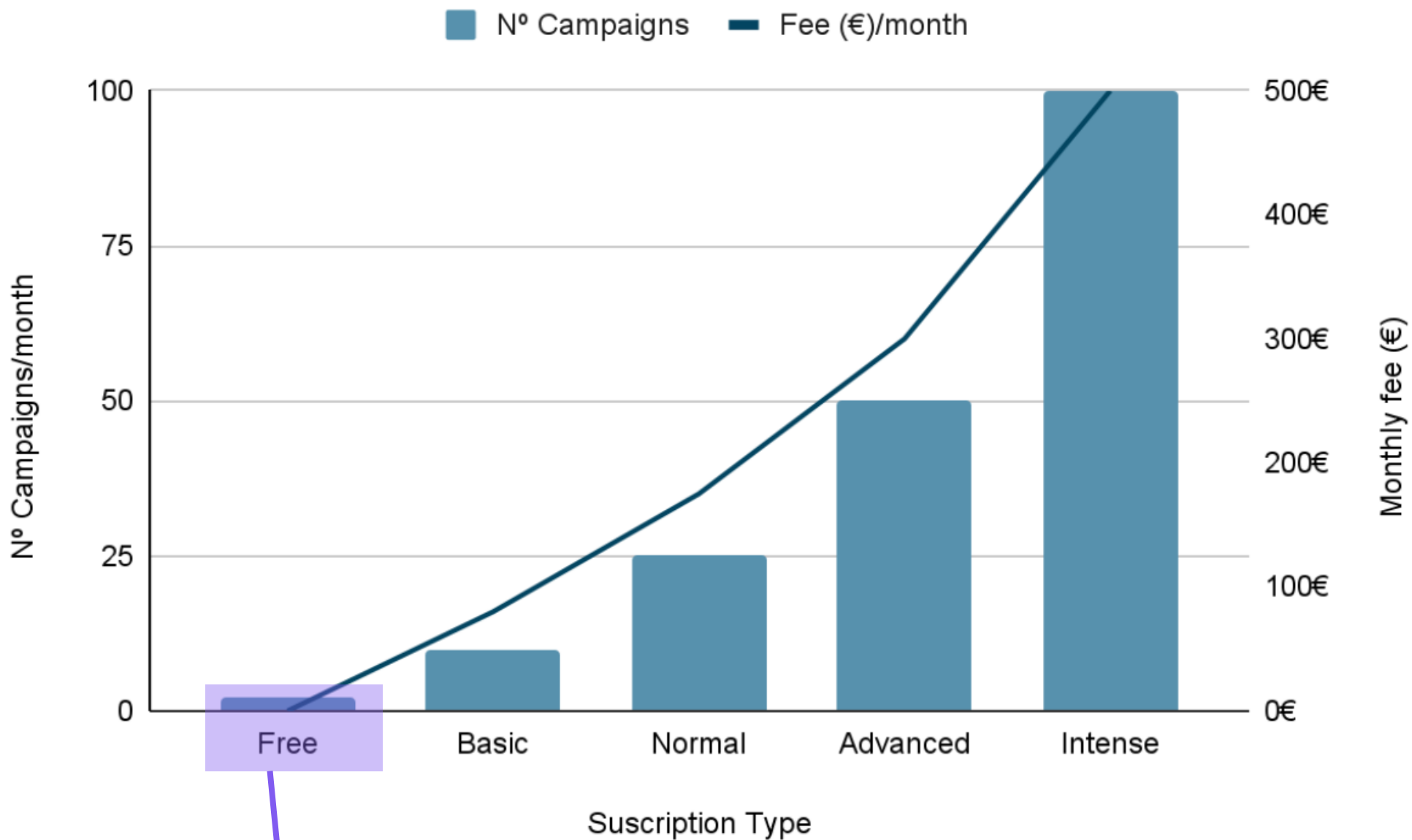
# ADDRESSABLE MARKET



Note: All monetary values are related to industry income



# ADWISE – BUSINESS MODEL



Promote the usage of AdWise for collecting data and enrich the accuracy of the algorithm

# MEET OUR BEST TEAM

We have an exceptional team, whose high level of expertise in each area is united in the same enthusiasm and passion for new technologies.



## CEO & FOUNDER

[Ton Guardiet](#)

+20 years of experience as CEO of different companies, boasting a successful entrepreneurial history.



## CMO

[Irene Marcaide](#)

+7 years of experience in digital marketing strategy design and implementation.



## CFO

[Sandra Castejon](#)

+6 years of experience in financial management gained acquired working for a wide range of companies.



## STRATEGIC PARTNER

[Jose Luis Juan](#)

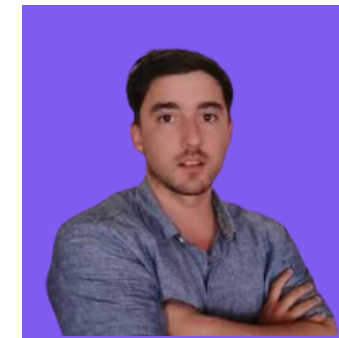
+17 years of experience as entrepreneur, leading strategy definition and implementation at J.JUAN (now owned by Brembo SPA).



## TECH LEAD

[Jose Antonio Nuevo](#)

+10 years of experience in Full Stack Developer | Expertise in PHP, Laravel, JavaScript, JQuery, VueJs | Skilled in managing MySQL databases, AWS resources, and ensuring compliance.



## CTO

[Jose Granifo](#)

Data-driven transformation specialist and data science expert. Proven success in formulating strategies, managing complex projects, and driving data-informed outcomes. CEO, leveraging business intelligence to foster innovation and achieve growth.



## CPM

[Gabriela Balcázar](#)

+6 years of experience as developer and architect of advanced cloud IT solutions for relevant companies (Everis, Altran, etc).



## DATA SCIENTIST AND MACHINE LEARNING ENGINEER

[José Manuel Carpinteyro](#)

Experienced professional in Google Cloud Engineering, Data Science, and Predictive Modeling. Expertise in Data Visualization, NLP, Linux, Computer Vision, and Natural Language Processing. Ideal profile to drive success and innovation in data and technology projects.

**A HUMBLE ADVICE FROM  
OUR SIDE:**

**USE ADWISE**



**THANK  
YOU**



**ACCELERALIA**