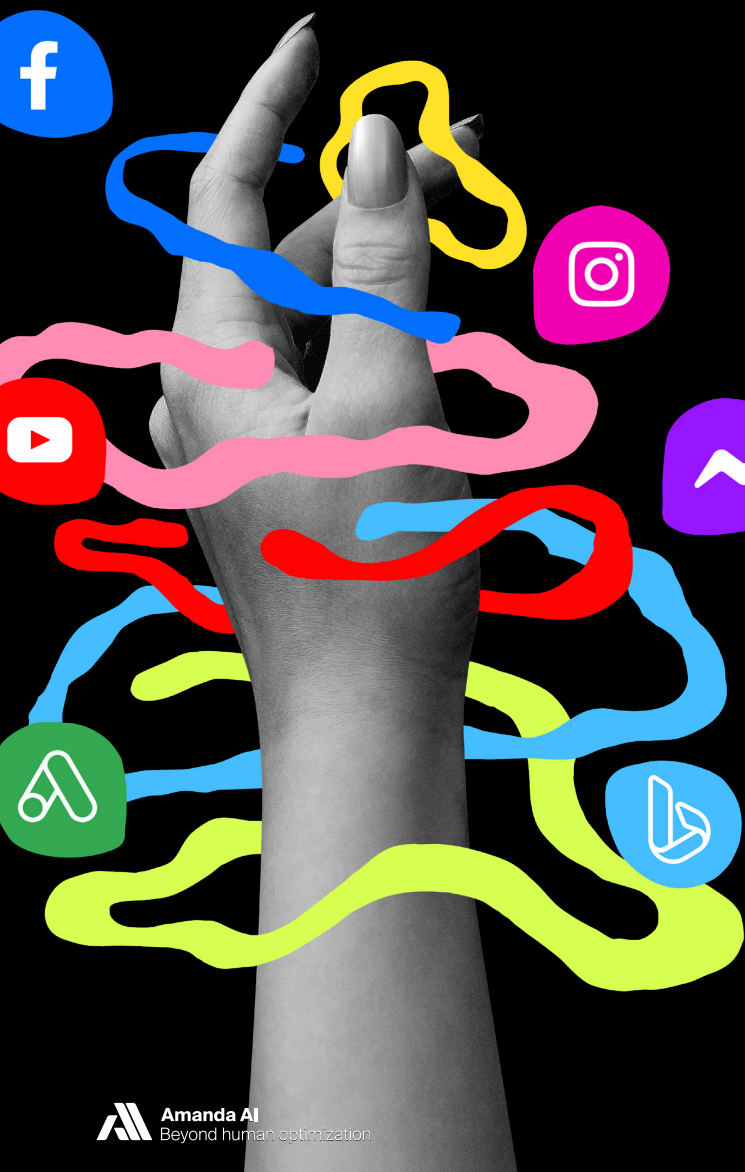


A Beginner's Guide to Ad Automation

Ad automation is an excellent way to ensure you get the most conversions from your ad budget. But how does it all work?

Let's find out.



Who we are

Amanda AI is an AI advertising robot. We built our machine to help users get the most from their advertising through constant optimization. We understand that time is your most valuable resource. Our solution takes the load off and allows you to drive sales, leads, and conversions through automation.

What we do

We built Amanda AI to help brands optimize their ads on Google, Meta, and Bing. Many different factors go into the success of an ad campaign. The main elements that you need to consider are:

Creatives

The ad itself, including images, ad copy, and messaging.

Audience

The when, where, and why of who gets shown your ad

Bidding

How much you're prepared to pay for each ad

There is a delicate interplay between each of these factors that determines whether your campaign achieves its goals. While you can try to do it manually, it's a monumental task that can get quite repetitive, which is why it's the perfect job for automation.

The marketing picture today

Digital marketing has evolved a lot over the last few years. In the not-to-distant past, simply having a digital ad account gave you an advantage, even over some of your bigger or more well-capitalized rivals. However, that's all changed.

As brands realized that digital ads offered incredible reach and precise targeting at a bargain price, everyone moved online. Now, the landscape is super competitive, with companies of all sizes wising up to the advantages of digital marketing.

The competition for ad space has had several effects.

Higher CAC

With more competition for keywords and ad space, we have seen a rise in customer acquisition costs (CAC) over the last few years.

CAC is one of the most important digital marketing metrics. When it gets too high relative to the amount of revenue your ads generate, it means that your ad budget won't go far enough. Businesses need to find a way to lower the cost of acquiring customers without decreasing the effectiveness of their campaigns.

Audience

Winning treasured ad space isn't just about making the highest bid. There are other factors to consider, such as your ad score and quality and the landing page you're directing to.

The market is crowded. Connecting with potential consumers is a constant battle that requires endless adjustments and keyword research. Even niche products have a hard time making their ads stand out these days due to the rise in competition.

More sophisticated rivals

As digital marketing became more commonplace, brands developed slick techniques that allowed them to compete. Better knowledge and more available information on digital marketing have pushed up the standard. As the industry has matured, most brands are well aware of the best practices. It's not just that more people are using digital ads; they're also better at using them.

Add on top of this that many platforms offer some form of ad optimization. For example, Google now provides Performance Max to help brands improve their advertising. However, as more teams adopt these tools, it becomes harder for anyone to stand out. You need to find a way to go beyond the standard optimization tools everyone uses if you want to get the best results.

Less third-party data

Data privacy concerns over the last few years have hurt most advertisers' ability to use third-party data for precise targeting. With less data on potential customers, digital ads can't surgically target users like they did in the past. In many ways, marketing teams had things too good for too long. New approaches are required.

Reduced budgets

With challenging economic conditions, high interest rates, and

inflation, many businesses are becoming defensive. Marketing budgets are under scrutiny, with CMOs and marketing managers feeling pressured to justify ad spend.

Amanda AI helps you increase ROI and ROAS by providing tangible results. Cutting budgets during economic downturns can have catastrophic long-term effects on brands. Don't get left behind.

What we've learned

Finding a genuine edge in digital marketing is a challenge when everyone uses the same tips and techniques. Less precise targeting and more competition have driven up the costs of digital ads, bringing into question the overall profitability of marketing efforts.

However, all is not lost. There is another way.

Over the years of running campaigns for our clients, we've learned a lot of things. The most important lesson is that ad optimization is crucial for getting results.

However, making manual changes and coming out on top is almost impossible. The market is too dynamic, with too many players jostling for keywords and ad placement. Additionally, customers respond to different creatives and copy.

The only way to outwork your rivals is by fine-tuning your ads and seeing what they don't.

Free up your time

The other significant factor to consider is that time is constantly dwindling away. Digital marketing teams have many tasks to do, from strategy to messaging to research and delivering value across the entire customer journey. Optimizing and monitoring ads is time intensive. Automation offers a way out.

The rise of AI and ML has afforded many opportunities. Brands have been able to use digital tools to automate much of their operations. By building automated workflows, digital advertising has become more efficient and optimized.

The key thing here to consider is that humans and machines excel at different tasks. This point is valid in all walks of life, not just digital advertising.

Humans have general intelligence. We're creative, adaptable, and phenomenal at building connections. Robots, on the other hand, are excellent specialists. They can process information quickly and make sense of massive data sets, which they can mine for underlying patterns.

When it comes to complex data sets, robots have the edge. AI tools are quicker and better suited to analyzing data and finding the relationships between various inputs. While they may not "understand" the data like a human, they can build sophisticated models that make light work of tasks like connecting the right ads to the right people at the right times.

Digital advertising is the kind of task that has become too complex and time-consuming for humans to do alone. While it's possible that you could outwork a machine if you had unlimited time and budget to run endless tests, that's not even guaranteed. Machines can make subtle or counterintuitive moves that we'd never think of that increase sales and conversions over the long run.



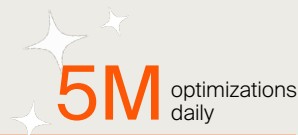
How can Amanda AI help

Running a winning ad campaign is about timing. Modern prospects need multiple touchpoints to make a purchase. Your ads must serve all stages of the funnel, from awareness to action.

Showing up with the right message is one thing. But you need to present it at the right time to people ready to buy. Amanda AI leverages the power of Google, Meta, and Bing targeting alongside testing, optimization, and keyword research to get effective ads in front of audiences.

Amanda AI is the first truly autonomous advertising robot. It uses an impact-driven model that doesn't need third-party information to ensure a strong ROI.

By making up to

5M optimizations daily

Amanda AI can get to the heart of what works and what doesn't very quickly. As a result, your campaigns can hit the ground running and begin producing results quickly. Here are some of the main ways Amanda AI can help your business.

Automated ad creation

Some marketing professionals love creating ads. It's certainly fun to play around with headlines and images and try to find the right combinations that cut through the noise and drive sales and conversions. However, for most people, it's a bit of a chore.

We're all busy, and experimenting with ads requires a serious investment of time. This is especially true if you run an eCommerce store with many products.

We built Amanda AI to lighten the load. Our robot crawls your website and finds product photos, copy, and prices to make thousands of unique ads. Additionally, our machine translates your ads into over 90 languages and makes adjustments based on various factors, like audience segments, keywords, seasons, and more.

Instead of pouring over data and trying to find the combinations that get results, you can outsource the tasks to our advertising robot. Automation doesn't get easier than this. All you need to do is sit back and enjoy the results.

Effect optimization

Of course, having countless versions of ads is one thing. Getting them in front of the right customers is another. We built Amanda AI to outperform humans at getting results.

Amanda AI uses an impact-driven effect model to test and evaluate how each ad performs against your target group. Our machines make up to 5 million optimizations daily with subtle adjustments of messaging, images, and ad placements.

Instead of running static ads, Amanda AI brings a hardworking dynamism to your marketing efforts. It finds patterns within the data so you serve the most impactful ads to people who want to buy.

No more agonizing over decisions. Just hand Amanda AI the reins and watch it go.

Budget allocation

Budget allocation is another challenge for marketing professionals. Knowing where you should invest your resources takes a lot of testing, time, and data. Too often, opportunities pop up for a short window, and by the time you figure out where the edge lies, everyone else is already pressing home the advantage.

Amanda AI can help you spend your money in the best way possible. It uses sales and conversion data – alongside many other factors – to get the most ROI and ROAS from your budget.

Of course, many marketing professionals might feel uncomfortable letting a robot call the shots. However, while Amanda AI is autonomous, you still set the parameters and stay in control.

We understand that transparency is essential when it comes to allocating your budget. You can monitor everything from your dashboard to understand how Amanda AI assigns spending to each campaign, platform, and individual ad.

What channels can Amanda AI serve?

There are lots of different marketing channels out there. However, Amanda AI concentrates on three that give the best mix of volume and reach: Google, Meta, and Bing.

Between these three ad accounts, you have access to billions of people. However, many teams struggle with where to divide their budget across each platform. Once again, this is an area where Amanda AI can help.

Our advertising robot can decide the most efficient platforms for your ads. Moreover, it can help you understand the best type of ads you need inside each platform. For example, what combination of Display, Search, or Video ads will bring you the best results?

Try Amanda AI today

Manually optimizing your ads is a huge task. There are so many factors and complexities to consider that even a big team will struggle to get results. Amanda AI is here to take these repetitive and mundane tasks off your hands.

The result is that you will have the following best results?

More time to do value-driven tasks, like running your business.

Better results thanks to constant optimization.

More efficient use of your precious advertising budget.

If you think you would benefit from one or all of these advantages, get in touch so we can show you what Amanda AI can do.

The digital marketing space is getting competitive. If you want to grow and scale your business, you need to find an edge.

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