

# ENHANCE YOUR DATA GAME WITH ADPICKER AI



Build new target audiences and improve existing ones with AI-powered user segmentation app.

## Adpicker Is Right for You If

- You don't monetize your audiences yet
- Don't have a Data Management Platform
- Want to improve audience performance
- Spend a lot of time manually creating audiences

## Benefits



**High performing audiences**



**Cookie independent solution**



**Dedicated app for simple audience management**



**Profile based on: Interests, Socio-demographics\*, Income / Education\***  
(\* May vary by region)

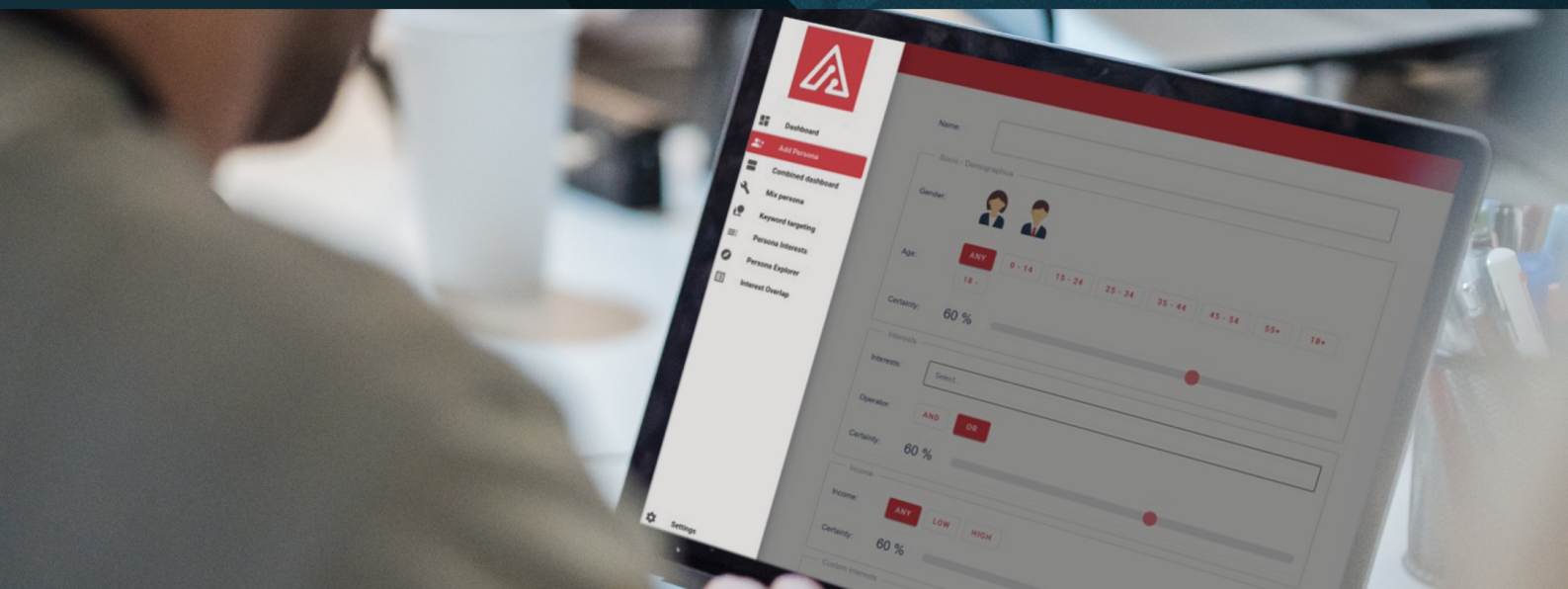
## Success Story of Our Client

**33%**

Uplift in click-through rate by leveraging personalized ad targeting

**40%**

Growth in ad impressions without compromising user experience quality



## How It Works

We connect raw data to Adpicker.



Our Data scientists set up models predicting given interest.



Interests are created and upload within app.



Audience is automatically pushed into ad platform.



Campaign specialist logs into app and create new audience.



Data are updated daily within Adpicker App and ready for use.

## Supported Technologies

adform

theTradeDesk

piano

PubMatic

Magnite

xandr

smart+

AD SERVER

## Pricing Structure



### Free Trial Version

- App access
- Pipeline setup
- Data ingest and export
- 5 basic interests



### Regular mode

- Revenue-based pricing
- 12 months contract
- Up to 5 new interest per month
- Dedicated support

## Contact



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