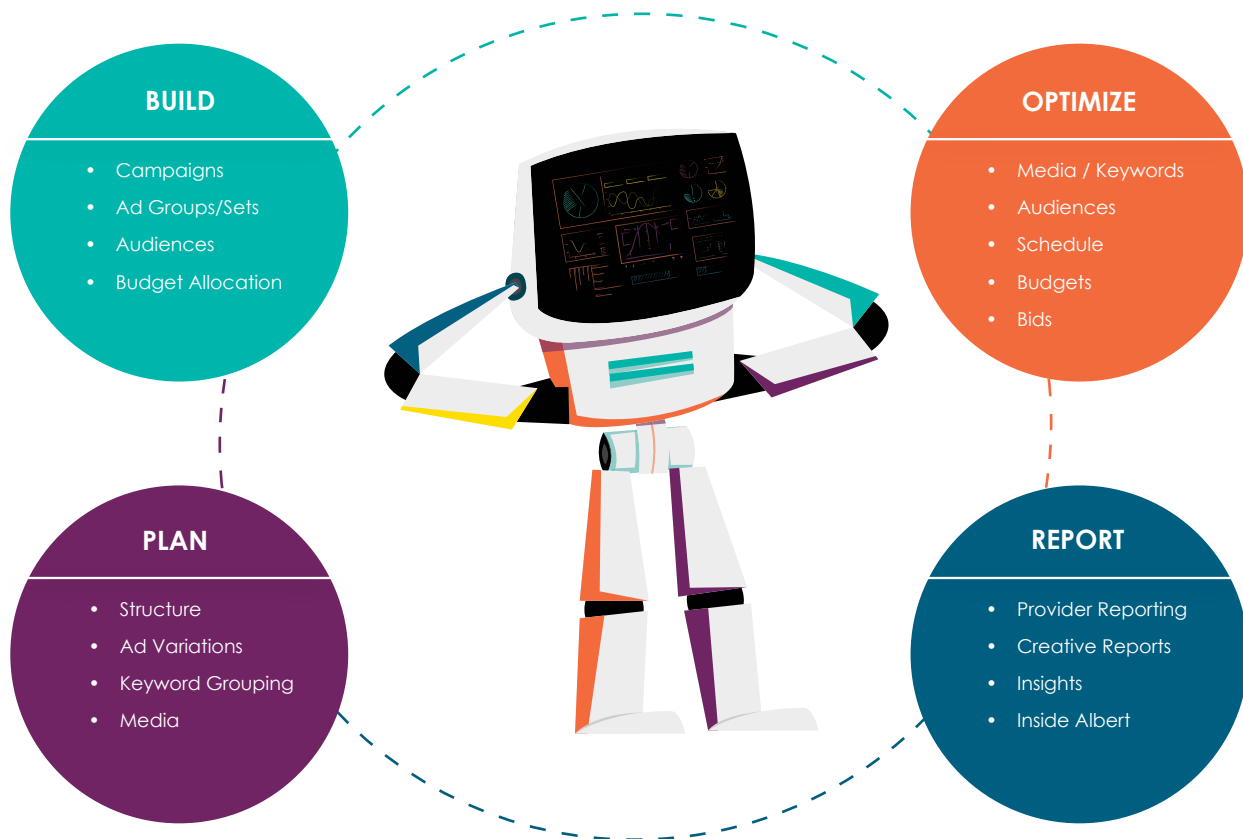# Meet Albert™

YOUR AUTONOMOUS DIGITAL MARKETER

Albert™ is your single point of execution for holistic, digital campaign orchestration; working autonomously to drive efficiency in digital ad spend, effectiveness in performance, and more personalized experiences for your customers.

Cross-Channel, Cross-Device and Full-Funnel Digital Campaign Orchestration

AT A PACE AND SCALE NOT PREVIOUSLY POSSIBLE

BUILD
- Campaigns
- Ad Groups/Sets
- Audiences
- Budget Allocation

OPTIMIZE
- Media / Keywords
- Audiences
- Schedule
- Budgets
- Bids

PLAN
- Structure
- Ad Variations
- Keyword Grouping
- Media

REPORT
- Provider Reporting
- Creative Reports
- Insights
- Inside Albert

Google AdWords · Bing · Facebook · Instagram · YouTube · DoubleClick Bid Manager · Gmail

Albert™

Benefit from Artificial Intelligence Marketing with Albert

PRIMARY FEATURES

- Increased Ad-Spend Efficiency
- Eliminates Paid Digital Siloes
- Campaign Viewability
- Helps Manage the Complexity
- Creates New Opportunities

BENEFITS

- Cost-Effective & Efficient Marketing
- Improved Performance
- Greater Transparency
- Increased Personalization
- Ownership

Additional Albert Features

TESTING AND OPTIMIZATION

Albert's ability to test and optimize at a pace and scale not humanly possible is one of the many benefits, and most important features of Albert's orchestration capabilities. Whether it's branding or direct response activity, as long as there's a KPI that can be set, Albert can optimize towards it. He leaves no stone unturned, ensuring he finds the right creative, time and place to engage your customers and helps you achieve your goals and objectives. Some of the variables he tests and optimizes for include:

- Keywords
- Match-Types
- KW Quality Score
- Budget Allocations
- Bids

- Domains / Placements
- Creative Combinations
- Site Visitor Audiences
- Audiences
- Scheduling

- Interests
- Look-alike Modeling
- Regions
- Devices
- Event Optimization

INSIGHTS AND ANALYSIS

Albert analyzes and reports out on many different campaign results and data points, and offers both informative insights on decisions he has taken, as well as proactive recommendations on strategic items outside of this AI "guardrails," and on which you must take action on. Some of his analyses and insights include:

- Pattern Identification
- KPI Trends
- Best Practice Recommendations
- Recommended Campaign Adjustments
- Budget Shifts

- Keywords Added
- Audience Performance
- Creative Performance
- Concept Performance
- Device Performance
- In and Cross-Funnel Performance

- Needed Activity Components
- Recommended Campaign Adjustments
- Budget Limitations
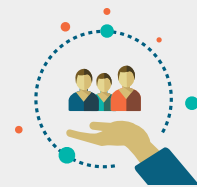- New Audience Discoveries

To learn more about what Albert can do for your brand visit us at www.albert.ai

AN IN-STORE AND ONLINE RETAILER SAW

96%

Decrease in cost per lead as Albert's work on the campaign made more effective use of campaign data, and aided in reaching channel/audience investment decisions quicker; making marketing efforts much more scalable.

A FULL SERVICE AGENCY SAW

130%

Increase in conversions using Albert's hyperlocal targeting and predictive modeling exercises, to increase audience reach and effectively optimize cross-funnel investment between lead generation and brand advertising.

LEADING, GLOBAL, CONSUMER PACKAGED GOODS SAW

150%

Increase in revenue taking advantage of Albert's ability to synergize between online and offline activities, offer full-funnel optimization and insights such as identification of high and low frequency hours for more effective optimization of channel investments.