



Meet your self-learning digital marketing ally.



## DISCOVER UNPRECEDENTED IMPACT

Albert manages campaigns in your existing search, social and programmatic accounts, giving you full visibility.

Always aware of the entire landscape, he analyzes the unanalyzable, taking purposeful action and flexibly optimizing against your business goal.

### The result:

better allocation of budget against channels, audiences and tactics in your key digital channels.



### Plan:

- Structure
- Ad Variations
- Keyword Grouping
- Media



### Build:

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



### Optimize:

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



### Report

- Provider Reporting
- Creative Reports
- Insights
- Inside Albert



## RELENTLESS CAMPAIGN EVOLUTION

Albert tests and learns using complex, multivariate calculations at machine pace and scale. Set a KPI and Albert will optimize towards it, learning which creative, time and place engages your customers and moves you toward your goal. Some of the variables and optimizations Albert uses:

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

## HOLISTIC INSIGHTS + ANALYSIS

Albert reports discoveries he has acted on and also offers recommendations for items outside of his “AI guardrails,” that require action from his human colleagues. These 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

**96%**

### OMNICHANNEL RETAILER

Decrease in cost per lead as Albert made more effective use of campaign data to reach channel/audience investment decisions quicker; making marketing efforts much more scalable.

**130%**

### FULL-SERVICE AGENCY CLIENT

Increase in conversions thanks to Albert’s hyperlocal targeting and predictive modeling skills. Albert autonomously increased audience reach and optimized cross channel investment between brand and performance advertising.

**150%**

### LEADING GLOBAL CPG/FMCG

Increase in revenue thanks to Albert’s skill looking across online and offline, uncovering insights like high and low frequency hours, translating to more effective channel investments.