conDati

conDati RevenueLift™ :

Revenue Optimization

REQUEST DEMO

conDati

Brand Campaign Optimization

OPTIMIZE

AD GROUPS

MICROSEGMENTS
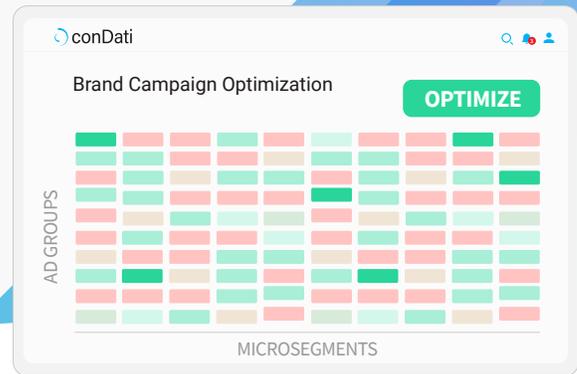
Maximize ROAS using sophisticated multi-step optimization algorithms to create bidding strategies for search and social campaigns. Optimize campaigns at scale, and save time uploading and adjusting bids. **On average conDati customers increase conversions by 10-20%.**

IDENTIFYING OPPORTUNITY USING LOWER FUNNEL METRICS

Specific optimization recommendations on where and when to stop, start and continue for higher campaign and ad spend return. One example is easily activated bid adjustments where sophisticated algorithms look for performance lift across thousands of micro-segments, taking saturation into consideration. Many businesses are experiencing 10% lift or more.

→ Specific automatically generated campaign optimization recommendations/bid adjustments

→ Optimized to increase conversions/revenue

→ Scans for lift across thousands of micro-segments - audience demographic, geographic, device, creative, and day/hour attributes

→ Driven by saturation models for optimized ad spend allocation

→ Batch upload or automation to activation platforms

SHOES FOR CREWS

> "*Since the economy reopened, we've been able to drive significant YoY comps. June 2020 was our 3rd best month for our business over the the last 4 years. And we were able to achieve that growth on a reduced marketing spend. So that's been a pretty impressive result. We were able to drop almost half a million dollars in incremental profitability down to the bottom line in just my business alone.*"

James Dollinger-McElligott, *VP Marketing & E-commerce, Shoes for Crews*

THE MATH IS COMPLEX. THE ACTIVATION IS EASY.

1 Select the date range and number of campaigns.

Filters

Date Range
Year-to-Date ⌄

Options

Number of Campaigns
8

Reset Filters   Apply Filters

Pick as many or as few campaigns to optimize as you want.

---

2 The RevenueLift AI models then do their magic looking at diminishing marginal returns and statistical significance of conversion rates to identify and recommend high potential microsegments that will return lift. They look at and compare 1,000s of variables e.g. demographic, geographic, timing, creative, device, etc. The possibilities are enormous when you think of the combinations of knobs to tweak and tune!

Large amounts of campaign data is processed to identify microsegments that will return lift.
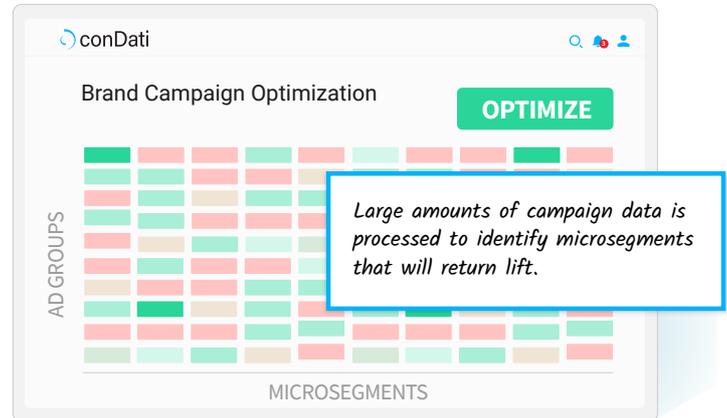
3 The output is multi-campaign, multi-attribute bid adjustment recommendations in .csv format that you can easily download, then upload to ad platforms such as Google, Bing or Facebook within minutes. This AI-driven campaign optimization approach results in revenue lift without having to change ad spend.

Thousands of bid adjustments can happen in minutes.

Getting Started is Easy

Activate within minutes. Meaningful data insights in days.

[TRY FREE]   [REQUEST DEMO]

conDati™

+883-266-3284 | marketing@condati.com | @condati_inc