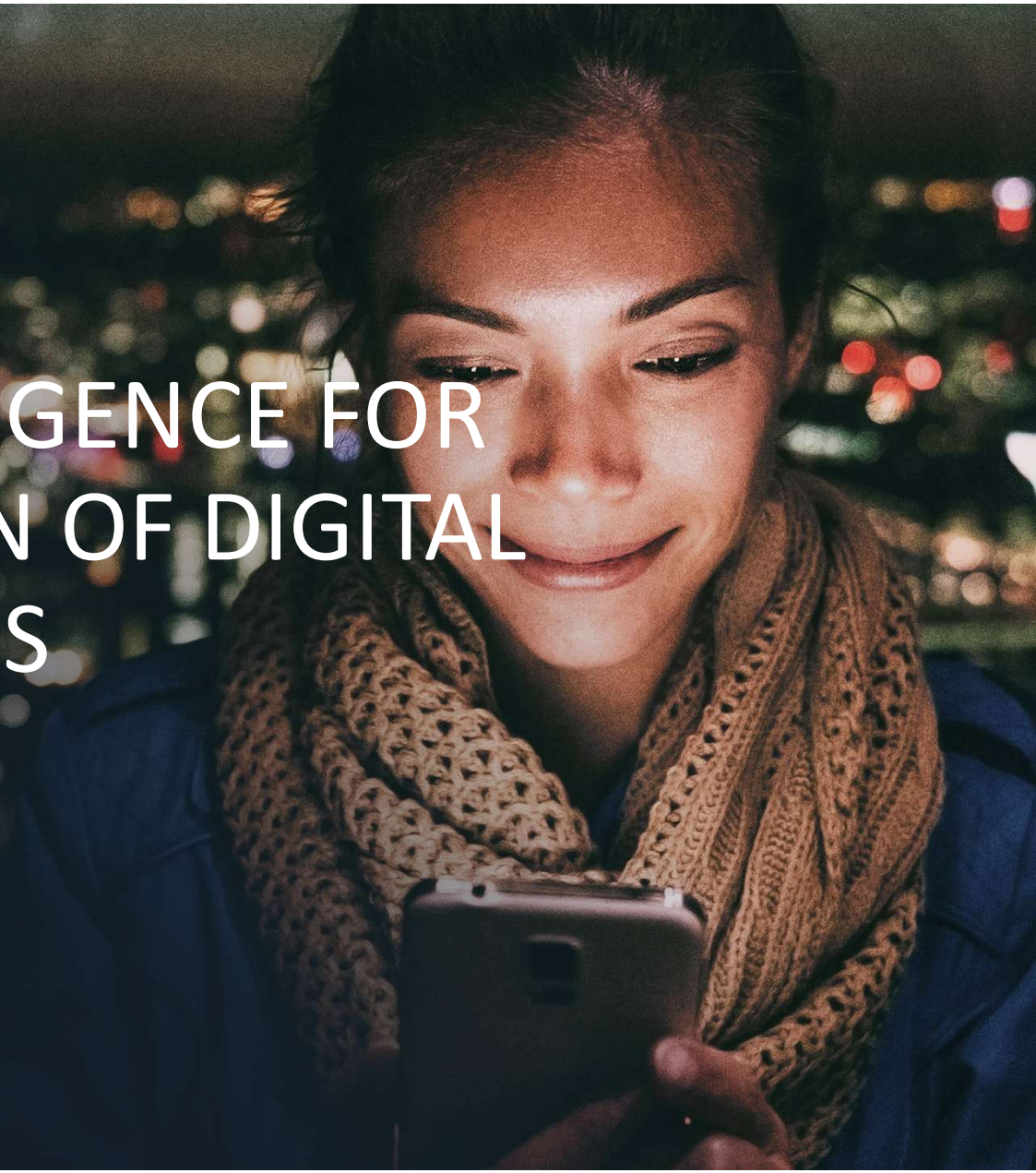
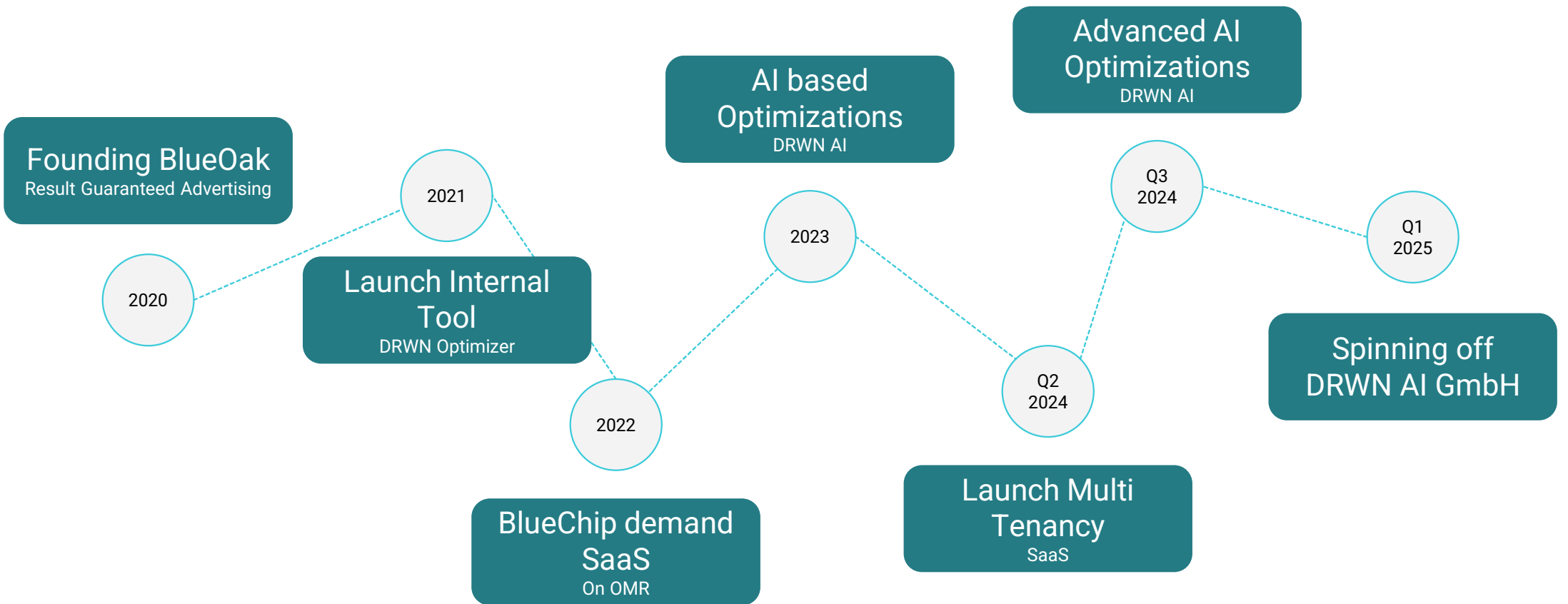




ARTIFICIAL INTELLIGENCE FOR THE OPTIMIZATION OF DIGITAL MEDIA CAMPAIGNS



WE'VE COME A LONG WAY



PHILOSOPHY



TARGET
DEFINITION AND
TRACKING



DATA-DRIVEN
BUDGET DECISIONS
VIA ARTIFICIAL
INTELLIGENCE



MAXIMUM
RESULTS ACROSS
ALL PLATFORMS





IN GOD WE TRUST,
ALL OTHERS MUST
BRING DATA!

WILLIAM EDWARD DEMINGS

DRWN AI INTEGRATION OVERVIEW

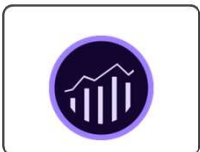
Search

Social

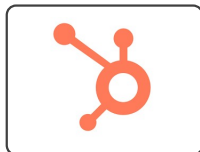
Programmatic

Commerce

Career



Analytics



CRM



USER VS AUTOMIZATION

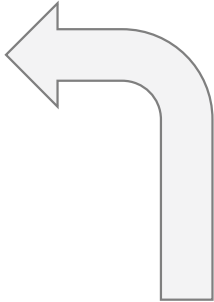
DRWN AI optimizations

$$71 \times 90 = 6.390$$

Strategies

Days

Budget Decisions



$$71^{(6)} \times 90^{(13)} = 78$$

platforms

weeks

81x more optimizations

Manually optimized



AI OPTIMIZATIONS

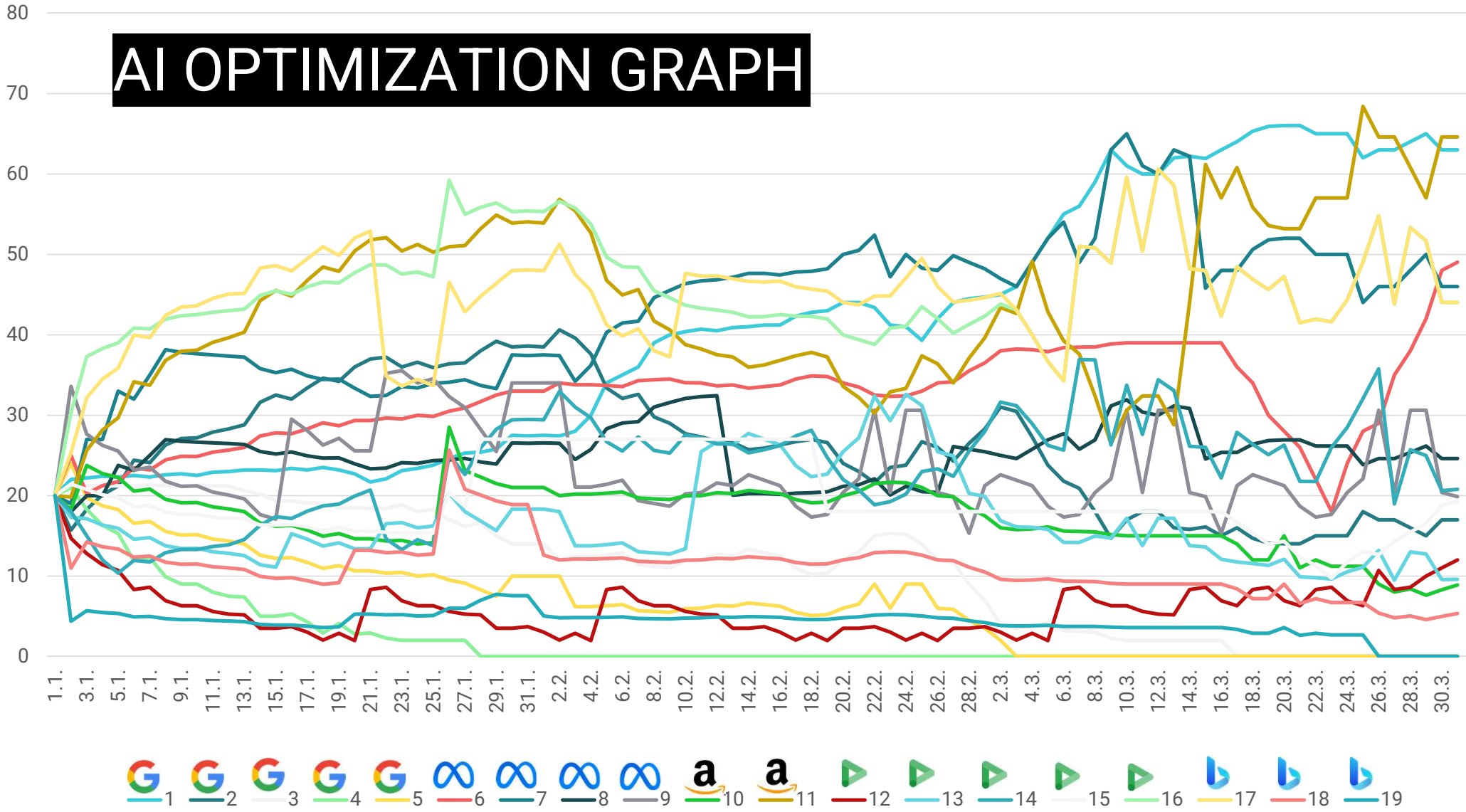
Items

- Auto Scoring Optimization (Disabled)
- Auto AI Optimization (Disabled)
- Recalculate Algorithm
- Accept Scoring Proposal
- Accept Custom Proposal
- Accept AI Proposal

Search

	Status	KPI Yesterday	Costs Yesterday	Current Daily Budget	AI Budget Prediction	Impressions	KPI Volume Yesterday	AI Updated
Retargeting_AddToCart	Live	3,070 €	18,42 €	25,00 €	22,40 €	6.869	6	16:45 02.05
Retargeting_Homepage	Live	0,161 €	5,01 €	5,00 €	5,00 €	8.251	31	16:45 02.05
Lookalike_Sale	Live	- €	4,95 €	5,00 €	5,10 €	6.709	0	16:45 02.05
Audience_Female_30-39	Live	0,834 €	5,00 €	5,00 €	5,00 €	5.809	6	16:45 02.05
Audience_Female_40-49	Live	0,354 €	35,00 €	35,00 €	25,80 €	39.647	99	16:45 02.05
Affinity_Sitelist	Live	0,129 €	15,01 €	15,00 €	12,60 €	20.519	116	16:45 02.05
Intent_Keywords	Live	2,001 €	10,01 €	10,00 €	9,50 €	10.430	5	16:45 02.05
Brand Keywords	Live	0,203 €	15,01 €	15,00 €	12,00 €	25.686	74	16:45 02.05
Promo_Products	Inactive	- €	0,00 €	25,00 €	0,00 €	0	0	22:45 24.04
Hyperlocal_Stores	Live	3,247 €	22,73 €	50,00 €	21,40 €	14.294	7	16:45 02.05
Brand Keywords	Live	0,588 €	29,99 €	30,00 €	25,10 €	16.894	51	16:45 02.05

AI OPTIMIZATION GRAPH



NUMBERS

+1000

Campaigns

Live since

02/2021

Development

100% in GER



+220

Clients

+7200

Daily
optimizations

SaaS since

Q2/2024

Currently campaigns in **18 countries**



FOR ADVERTISERS



**WITH
INHOUSE
EXPERTISE**

Full data ownership

Independent expertise

No conflicts of interests



**WITH
MIXED
TEAMS**

Combined expertise

Efficient collaboration

Fast scaling



**WITH
AGENCY
PARTNERSHIPS**

Agency expertise

Powerful steering

Full budget control



**WITH
LOW
RESSOURCES**

Guaranteed results

Full service package

Full transparency





THANK YOU!



Infomaterial



Connect



Book a meeting

DRWN AI GmbH
Pariser Straße 2
65552 Limburg
support@drwn.tech



Sebastian Trosch
Founder | Managing Partner | Product Owner DRWN AI
seb@drwn.tech