

We offer end-to-end **AI solutions** for **modern marketing teams**.

Marketing team

Tech Partner

Ad Platforms

Our Solutions

PREDICTIVE MODELS

Leverage AI to forecast customer behavior and optimize marketing strategies proactively.

- 1. Lifetime Value
- 2. Demand Profiling
- 3. Predictive Audience Segmentation
- 4. Owned Media Content
- 5. Churn Prediction
- 6. Discounts and Cross-Selling

MEASUREMENT & ATTRIBUTION

- 1. Multi-Touch Data Driven Attribution (MTA)
Identifies which ads & touch-points drive conversions and their contribution throughout the customer journey.
- 2. Marketing Mix Modelling (MMM)
Quantifies the overall impact of all marketing efforts on sales.
- 3. Lift Tests (Incrementality)
Measures the true sales impact of specific marketing changes.

PAID MEDIA OPTIMIZER POWERED BY AI

- 1. Optimizer
AI-driven strategy selection to maximize ROI on ad spend.
- 2. Planner
Optimizes budgets effectively across marketing channels.
- 3. Pacer
Continuous, automated optimization of ad spend over time.
- 4. Data Connector
Unifies campaign data to deliver performance insights.

Trusted by Leading Companies



TrafileaRappiClaro...and many more industry leaders.

Our Partners



ASTRONJMERAppsFlyer

Success Stories

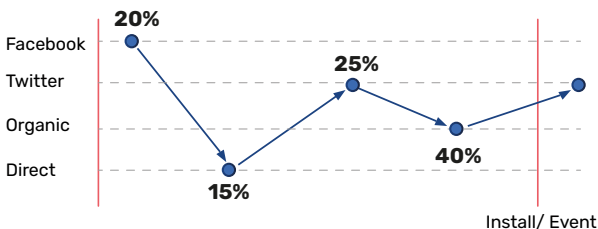


Data-Driven Attribution (MTA)

We developed an advanced attribution model that accurately identifies which ads and touchpoints genuinely drive sales. This solution empowered their marketing teams with granular insights into each stage of the customer journey, enabling smarter and more strategic decision-making.

Results

- Enabled measurement of every customer interaction, from the **initial ad exposure** to the **final purchase**.
- Revealed top-performing marketing **strategies** to optimize their campaigns accordingly.

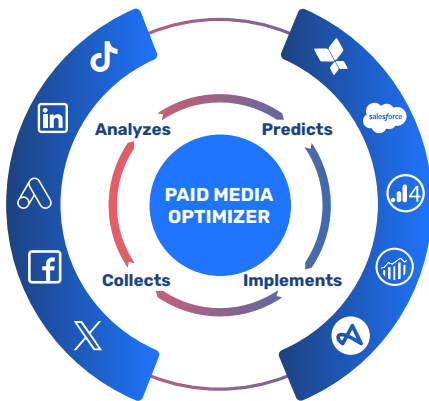


Paid Media Optimization with Artificial Intelligence

We developed a tool that automatically optimizes ad spend to maximize performance and minimize manual campaign management.

Outstanding Results

- +9.6% ROAS increase for Mercado Libre.
- 55% time spent on campaign management.



Unlock Expert Insights

Book a free 30-minute consultation with our team to discuss your business challenges and explore tailored AI-driven marketing solutions.

Book a Call