



Autonomous Marketing



AdPumpkin



What we do?

01

Digital Marketing Optimization

02

**Autonomous Decision Making for
Your Campaigns**

03

Executing with Artificial Intelligence



We are not?

01

Digital Agency

02

Marketing Automation Tool

03

Consultant

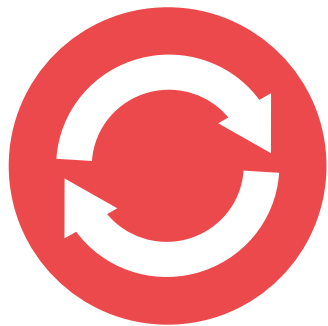
Use Cases

We know your hard works because of we have too much digital marketing experiences.



Use Cases

Digital Marketing Optimization



Marketing Transformation

Pain Points



Static Operations

Recurring manual tasks and lack of precision



Miscalculation

Spending ability and self-competition at scale



Intelligence Limitation

Humans will never be as good as machines at collecting and interpreting large volumes of data.

Solutions



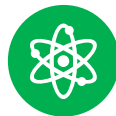
Efficiency

Automating recurring actions.



Budget Management

Adjusting budget and bids to meet KPIs



Artificial Intelligence

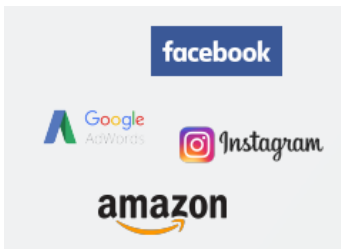
Using AI as a decision maker for all

Use Cases

Cross-Channel Decision Making and Execution



Marketing Focus



Pain Points



Monitoring

Tracking all the campaigns on numerous platforms



Decision

Budget allocation based on efficiency and spendability factors



Identification

Audience creation (keyword, placement and intent)



Output

After/Before testing

Solutions



Data collection

Data collection pipeline



Autonomous Control

Dynamic budget allocation



Channel Comparison

Audience optimization and testing

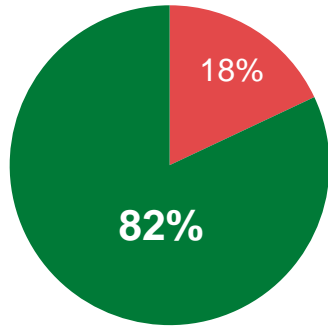


Artificial Intelligence

Cross-Platform execution layer

Use Cases

User Profile Definition



**Accuracy
Rate**

User profiling feature allows you to identify the user of the website with a various different metrics.

Metrics

- Age
- Degree
- Gender
- Device Data
- Hobbies & Interest
- Marriage
- 3rd party Data Collection
- Shopping Behaviors
- Professional Interest

What We Need to Start?

We need

- ✓ Grant advertiser level access
We only need ad manager account which related to your campaign.

- ✗ Hardware Investment
We are manage all operations and reporting to you. We have not need to any hardware.
- ✗ Campaign Operations
We are managing for increase to your efficiency.
- ✗ Human effort
All our operations has automated so you will decrease your opex costs.



Project Output

Our **Success Stories**

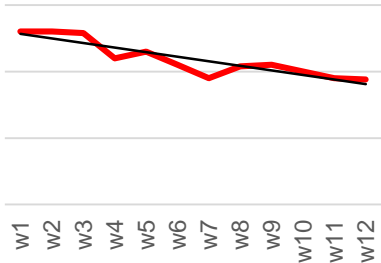


→ %53 →

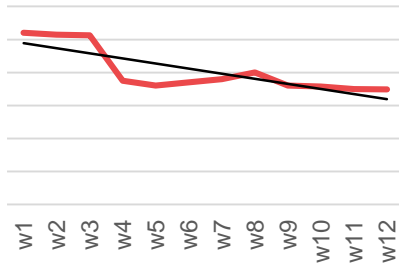
Budget \$1.3M/mo
CPP \$14

Budget \$1M/mo
CPP \$6

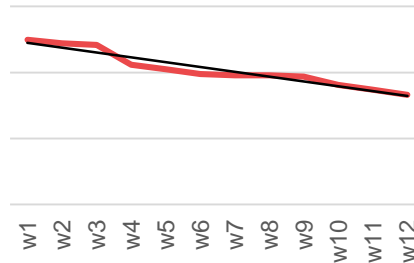
Total Cost



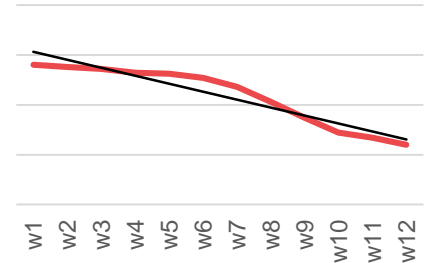
CPA



CPV



CPP



Return of Audit

AdPumpkin audits the ad accounts.



Suggestion

AdPumpkin proposes a test plan.

Thank you



AdPumpkin