

AI in Performance Marketing



Berlin



Loading



Neel Pandya

CEO, EMEA & APAC, Pixis



**Why should you pay
attention?**

The background features a dark blue gradient with a series of glowing, curved lines in shades of cyan, blue, and purple. These lines appear to be light trails or data paths that converge towards the center of the frame, creating a sense of depth and movement. The overall aesthetic is futuristic and digital.

\$627 Bn Dollars at Stake



Global Digital Ad Spends:
\$627 Billion

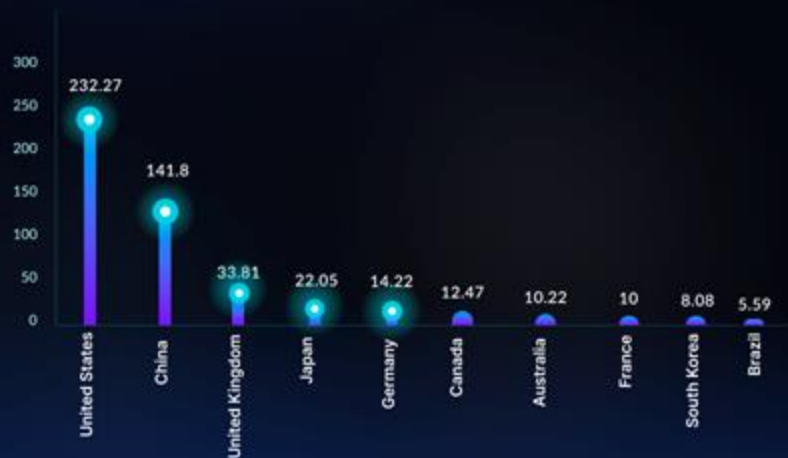


Europe Digital Ad Spends:
\$122Bn

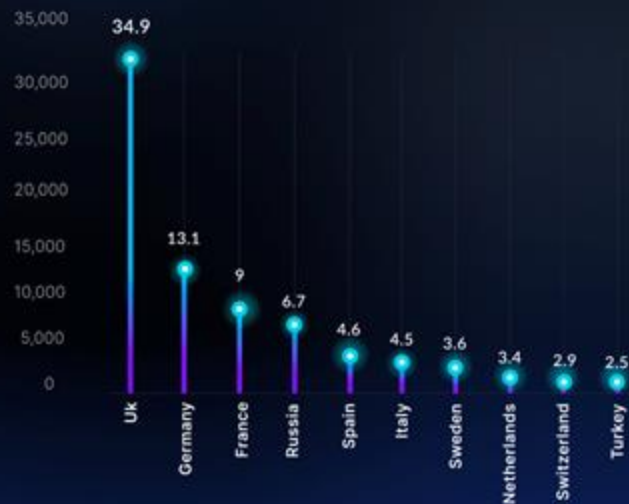
Social: 46%

Search: 26%

Display: 27%

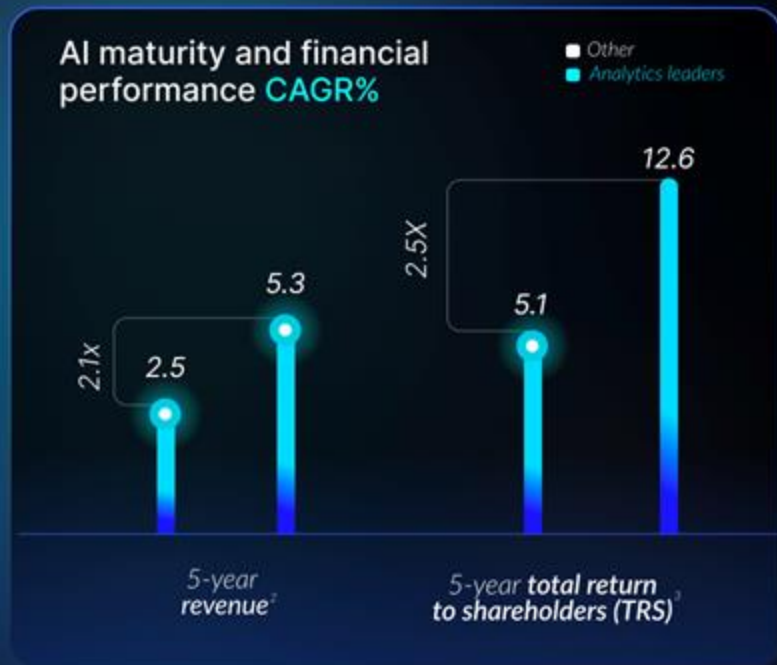


Top Ad Spenders around the world(\$Bn)



Digital Spend by Market (\$Bn)

People using Artificial Intelligence are Seeing Growth



Leaders adopting AI exhibit stronger financial performance



Pixis is sector-agnostic

AI in Performance Marketing

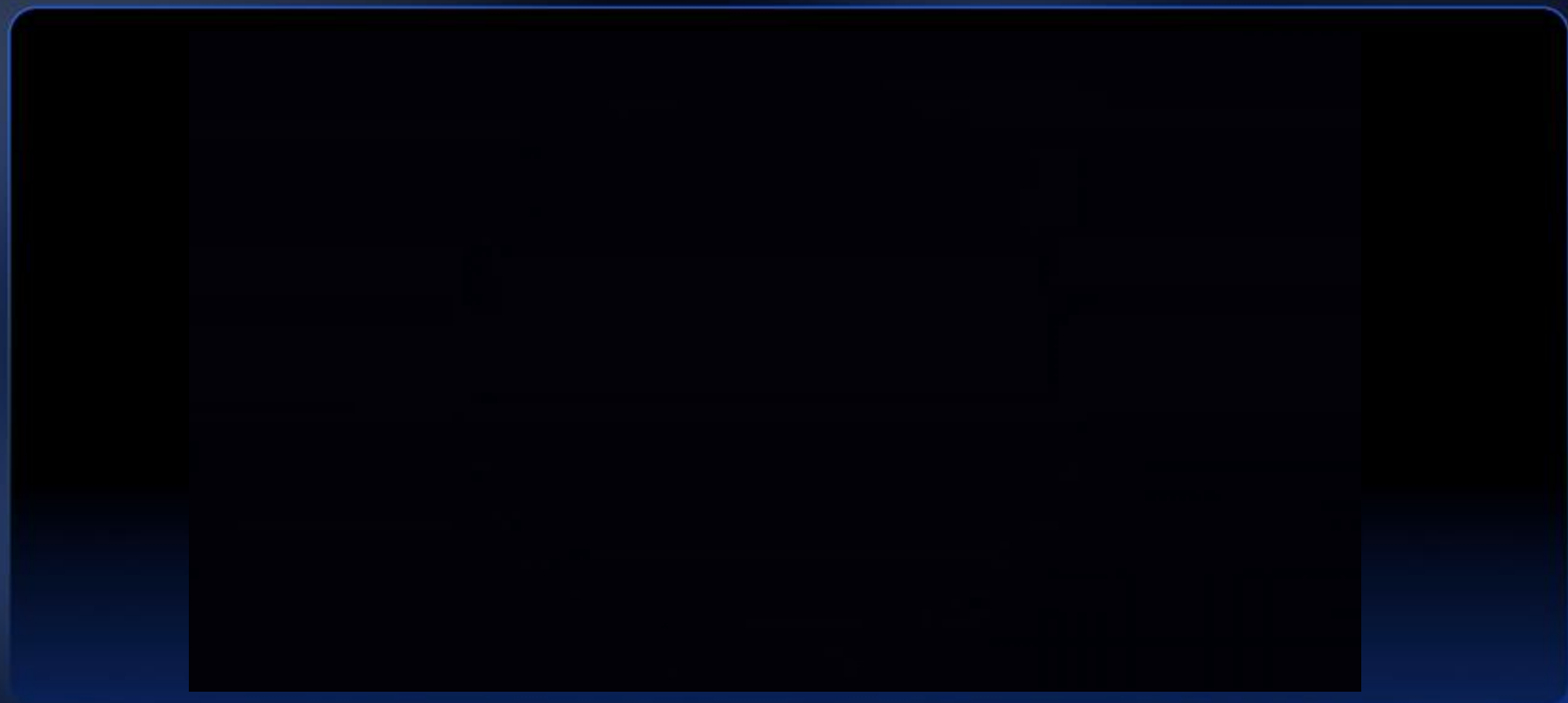


Sanup Balakrishnan

Global Head of Digital Marketing & MarTech,
DHL Express Global

Let's take a look at the most common challenges faced by marketers & how they can leverage AI to tackle them

DHL & Pixis Partnership



DHL & Pixis Partnership Results

35%

Increase in Click
Through Rate (CTR)

13%

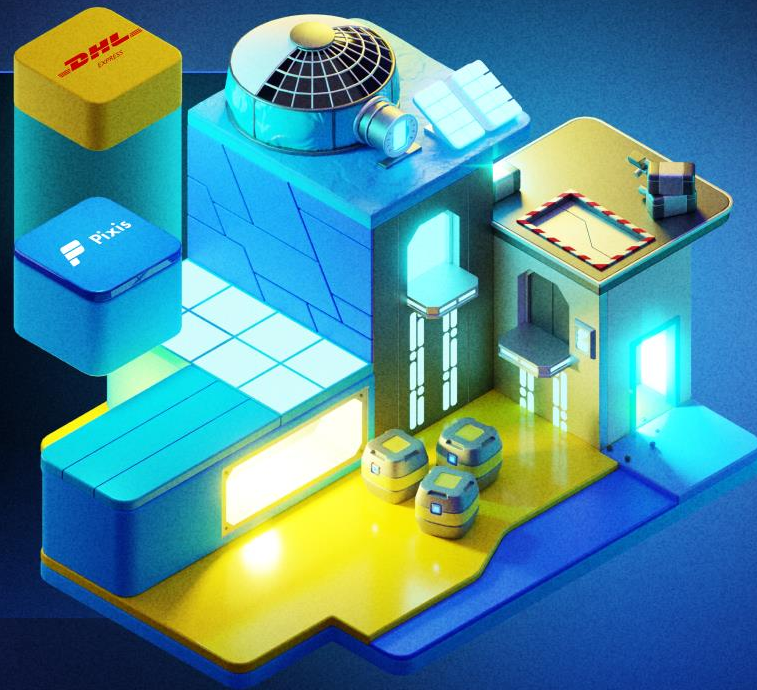
Reduction in
CPP

39%

Account Scale-Up

49%

Cost Savings
Across Campaigns



Fireside Chat: AI in Performance Marketing

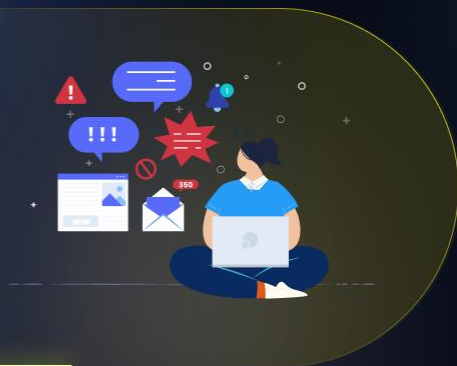
*Sanup
Balakrishnan*

*Neel
Pandya*



Privacy Changes

Data privacy & transparency controls are changing how you market to generate demand.



Without AI

Track-and-Target Strategy
FAILURE! (Cookies, iOS14,
GDPR, and CCPA)



With AI

99% Targeting &
Prediction Accuracy in
Data Dark World

Walled Gardens

Multichannel marketing for successful cross-channel communication is getting tough!



Without AI

Need of a holistic approach for delivering consistently high ROI in the Digital Marketing Mix

Cross-Platform Optimization using Real-time Performance Attribution & Bid & Budget Allocation.

With AI

Trading Strategy for Execution

Closing the gap between strategy and execution remains a massive challenge.



Without AI

Insufficient Visibility & Control,
Short-term 'Firefighting'
execution, Creative Fatigue



Automated Monitoring,
Execution, Reporting &
Optimization (Platform Agnostic)



With AI

Personalization at Scale

Need of a holistic approach for delivering increasingly personalized content at scale.



Without AI

Ineffective Personalisation,
Creative Fatigue, Massive
Tech Stack,



Performance based Contextual
Creative & Communication
Delivery in Real-time



With AI

Marketing in 2023!

Playing offence into
Recession

Targeting The Future
of Wealth Generations

Integrated Suite
Approach (No Code)

Shared Definition of
RELEVANCE!



Company Overview

34%

Avg CAC Reduction

28%

Avg Increase in ROAS

200+

Customers

80+

AI Models

8 Sec

AI Activation Time

\$124M

Total Funding



PLATFORMS

ACTIVE ●



UPCOMING ●



Pixis Challenge

Easy

Codless AI Plugins deploys within **8 seconds**

Control

Build-in workflow/approval functionality & insight keep you in **control of every decision**

Powerful

10 - 15%*

Guaranteed Target KPI Improvement

within 4 -6 weeks of pilot

Compatible

Seamless integration with your **existing tech stack**

Compliant

SOC-2 certified, fully compliant with **CCPA, GDPR**

*100k per platform per month spends

Meet Team Pixis at our Booth



Micheal

Program Manager



Rishi

Head of Performance, Latam and
Insights, Americas



Mrudula

Head Of MENA

Thank you

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