



THE MARTech
SUMMIT

Driving Campaign Performance in the Age of AI

Your Presenter Today



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Agenda

1

Perils & Profits in the Age of AI

2

The AI Opportunity

3

Supercharging Performance with Scibids AI



Perils & Profits in the Age of AI

What is the Street Talking About?

Unregulated, AI is a threat



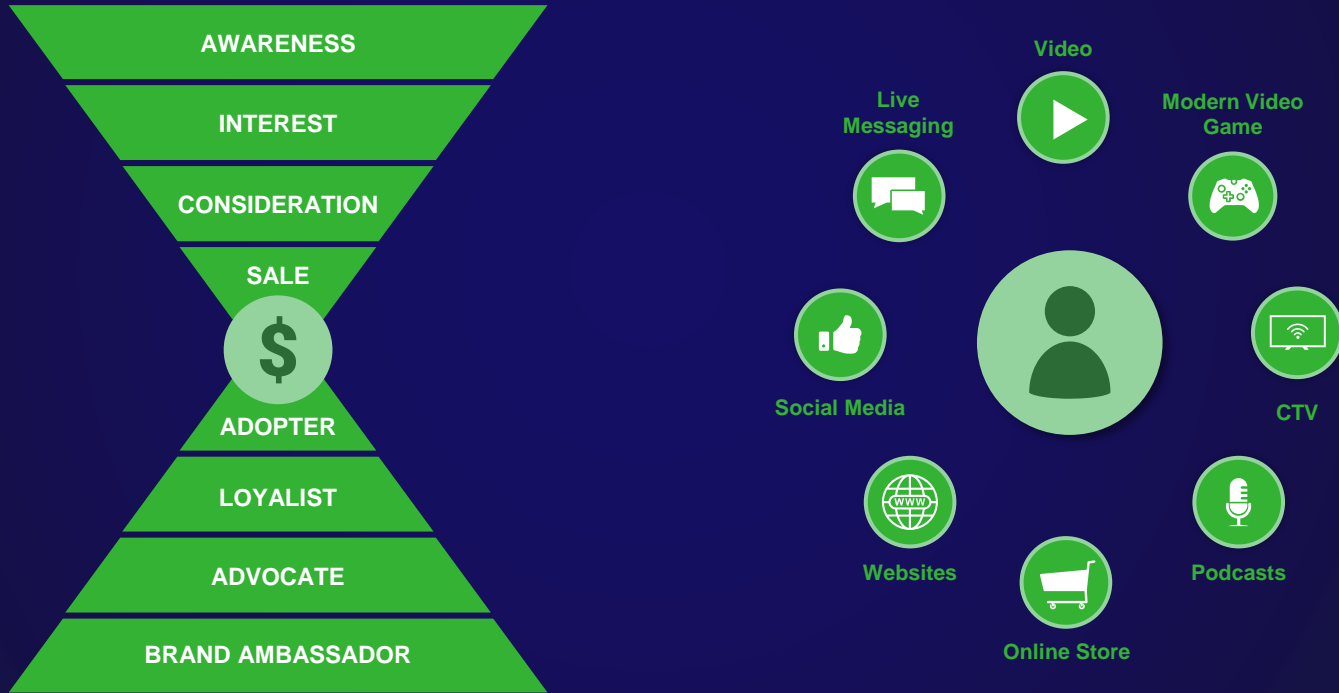
Pers dan AI: Seteru atau sekutu?



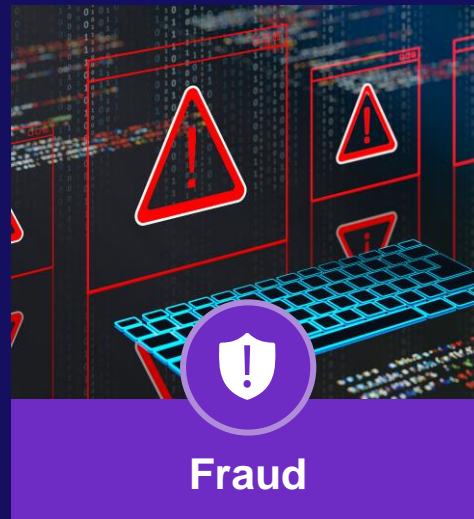
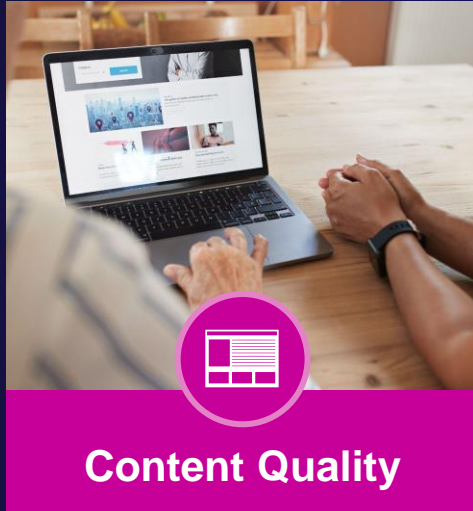
**Dampak AI terhadap Lapangan Usaha di
Indonesia**



The Complex Marketing Landscape



AI Creates New Market Challenges



Content Quality: Inflammatory News & Disinformation



A Bigger Megaphone

Election season risks: **26-36x** surge in high-risk hate speech and inflammatory politics & news rates¹

Mis/dis-information generated by AI is **more convincing**

19% increase YoY of MFA impression volume

AI-Driven Fraud & SIVT



By The Numbers

58% more streaming fraud schemes and variants

+269% in average number of variants
per streaming scheme

2x as many mobile app investigations

Scale & Complexity: Short Form UGC



New Challenges

Reels, Shorts and TikTok eating the ad world

167M hours of video streamed per minute on TikTok alone

34M videos a day uploaded on TikTok




Video, images, text, audio

Capturing the AI Opportunity



AI-Powered Innovation at DV

Solving key advertiser challenges with AI

-  **1** **Brand safety and suitability at scale**
-  **2** **Analyzing and detecting fraud**
-  **3** **Maximizing outcomes with custom algorithms**

AI-Powered Innovation at DV

Solving key advertiser challenges with AI



1

Brand safety and suitability at scale

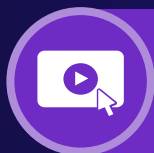
AI-Powered Classification Technology

DV Universal Classification Intelligence™ offers accurate classification, at scale, across all environments and empowers brands to deliver ads within brand safe, suitable and contextually relevant content.

The screenshot displays the DV Universal Content Intelligence interface. At the top left is the logo 'DV UNIVERSAL CONTENT INTELLIGENCE'. A search bar at the top right contains the text 'Select a video: Come to dinner with me #londonrestaurants #londonmichelin #mic...'. The main area shows a video player with a scene of a waiter pouring wine. The video player has a play button, a progress bar at 0:20 / 0:50, and a scene description 'Scene 12: a dining table...'. Overlaid on the video are several classification boxes: 'Wine Bottle', 'Wine Glass', 'Handbag', and 'Char'. To the right of the video player is a 'Contextual Understanding' panel with a 'Dining at a Restaurant' button. Below this is a 'Sentiment' panel with a 'Positive' button. Further down are 'Avoidance Categories' (Alcohol: Low Risk) and 'Contextual Categories' (IAB: Travel, IAB: Dining Out, IAB: Food & Drink, IAB: Hotels, IAB: Luxury). A 'Detected Elements' panel on the right lists 'Product Logos (1)', 'Notable Objects (5)', and 'On-Screen Text (62)'. Below that is a 'Visual Analysis' panel with 'Settings/Background (1)' and 'Gesture/Action (1)'. A 'Sentiment' callout box is positioned above the 'Contextual Understanding' panel. A 'Avoidance Categories' callout box is positioned above the 'Avoidance Categories' panel. A 'Contextual Categories' callout box is positioned above the 'Contextual Categories' panel.

AI-Powered Innovation at DV

Solving key advertiser challenges with AI



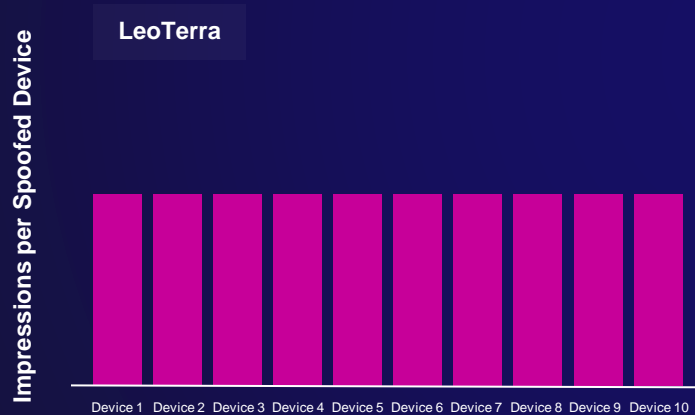
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Analyzing and detecting fraud

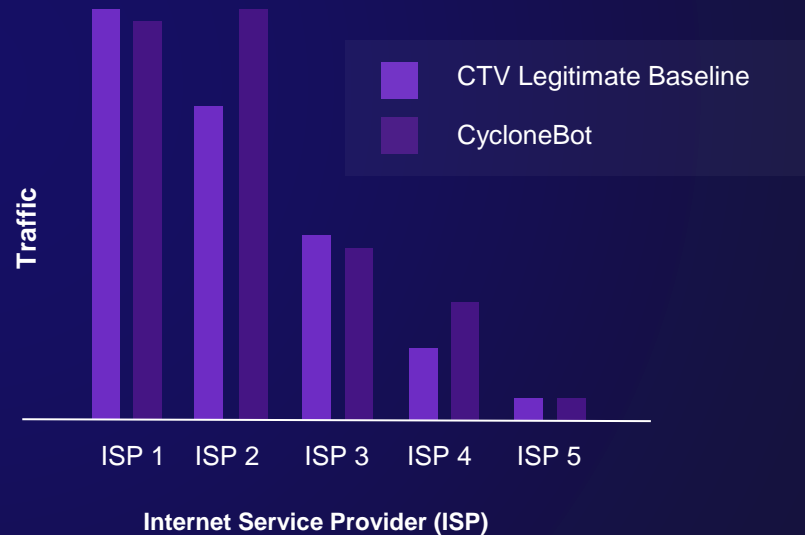
Advanced Detection of AI-Driven Fraud & SIVT

Fraudsters use AI to accurately mimic real user behaviors

Past Fraud Schemes



New Fraud Schemes



AI-Powered Innovation at DV

Solving key advertiser challenges with AI



3

Maximizing outcomes with custom algorithms

Dynamic AI Activation

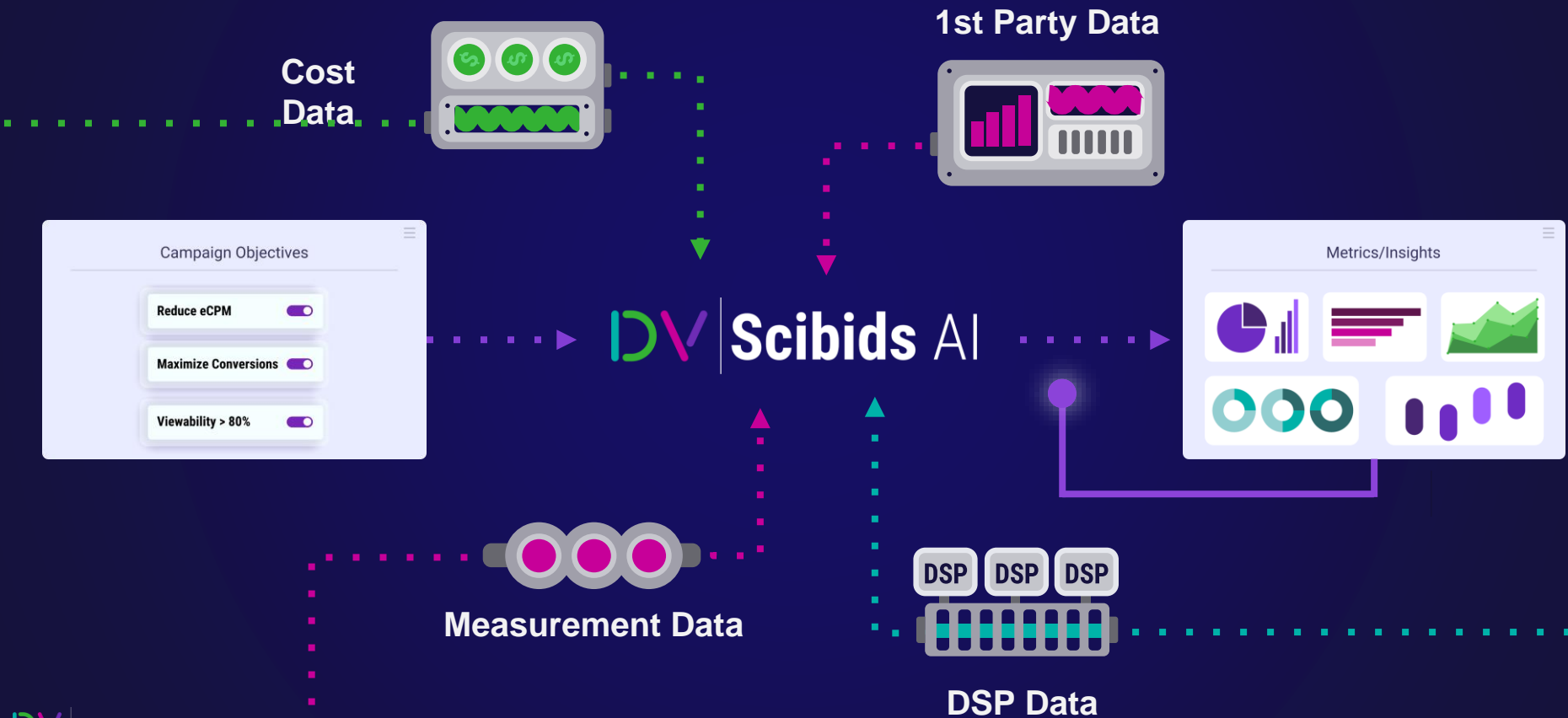


**GLOBAL IMPRESSION
LEVEL DATA AT SCALE**

**REAL-TIME OPTIMIZATION
POWERED BY AI**

**PROVEN TO DRIVE REAL
BUSINESS OUTCOMES**

Scibids AI Powers Programmatic Activation



AI - A Marketer's Friend?



Operational efficiency with automation of repetitive tasks



Dynamic optimization to meet brand specific KPIs



Meaningful insights on campaign effectiveness



Smarter strategic planning and faster decision-making

Maximizing Outcomes for Advertisers



Drive Media Efficiency



Increase ROAS



Increase Attention

Colgate Increased Quality Reach by 92% With Scibids AI

The Challenge

Colgate aimed to increase awareness of its oral care brand and utilized media mix modeling to create a qCPM formula as a proxy for ROAS

The Solution

Leveraged Scibids AI to optimize towards consumers' engagement at scale

The Results

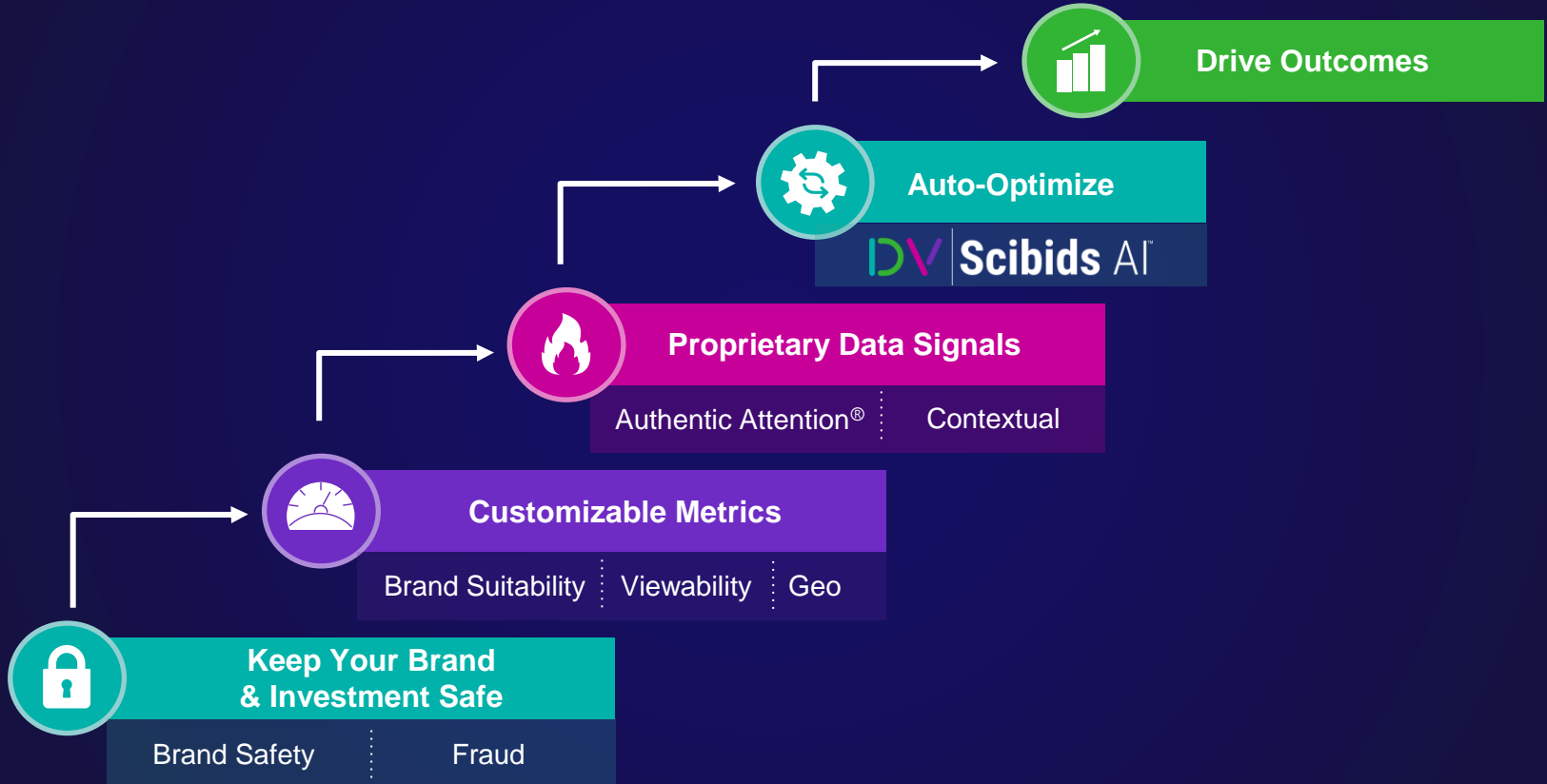
x2

Unique Reach

-52%

qCPM

Building Brands in The Age of AI



Thank You
See you at our booth!



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