

# Smart Advertising

Artificial intelligence  
applied to optimizing  
digital advertising investment



Companies that make the right decisions at the right time succeed. Whether the goal is accelerate growth, control costs, make better decision faster or all of the above, the best decisions are the ones informed by data and AI.

Digital advertising is growing fast parallel to digitization where 40% of European GDP will be digitized by end of 2021.

With digital advertising owning 50% of marketing budget, the advertising to sales ratio becomes critical KPI for a company indicating the effectiveness of digital advertising strategies related to the revenue generated.

Chief Marketing Officers (CMO) are directly accountable for marketing performance and so they must be able to demonstrate clearly where budgets are being spent and how they have been spent in most efficient way.

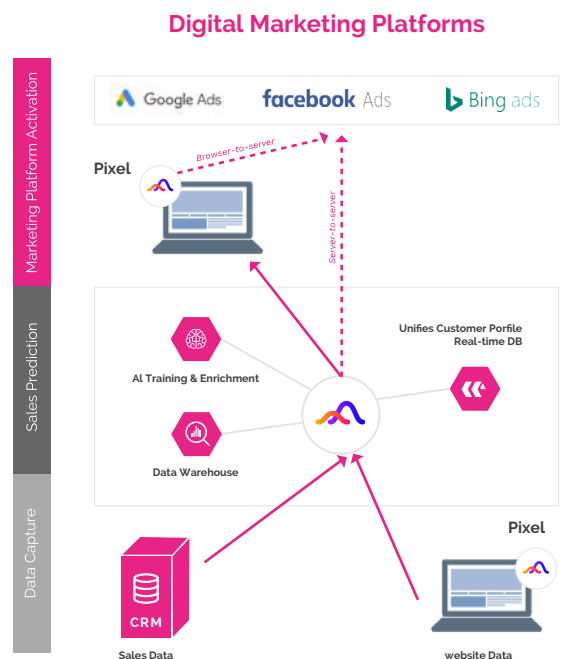
Gauss Smart Advertising allows CMO to efficient your advertising investment while displaying this information in real time allowing for quick decision making.

Gauss Smart Advertising is a technological solution based on artificial intelligence (AI) that works in three areas: data capture, sales prediction and marketing platform activation.

Data Capture is the process of gathering customers information from the website and from sales data (First Party Data).

Sales Prediction is the sum of First Party Data and AI to obtain insights about customers, such as life time value or buy propensity.

Marketing Platform Activation is the process of integrating with all main marketing platforms, enabling them access to your customer insights in real-time enriching their systems and powering your marketing campaigns.



Gauss Smart Advertising allows companies to improve and monitor key performance indicators (KPIs) such as cost per acquisition (CPA) and sales ratio.

By predicting customer behaviors and most important, by doing it in real-time it has successfully proved to increase sales by +20% and decrease CPA by -15%, speeding up your business.

**TECHNOLOGICAL PARTNERSHIPS THAT ALLOW GAUSS TO IMPROVE YOUR RESULTS**

