ENHANCE YOUR DATA GAME WITH ADPICKER AI

Build new target audiences and improve existing ones with AI-powered user segmentation app.

Adpicker Is Right for You If

- You don't monetize your audiences yet
- Don't have a Data Management Platform
- Want to improve audience performance
- Spend a lot of time manually creating audiences

Benefits

High performing audiences

Cookie independent solution

Dedicated app for simple audience management

Profile based on: Interests, Socio-demographics*, Income / Education*
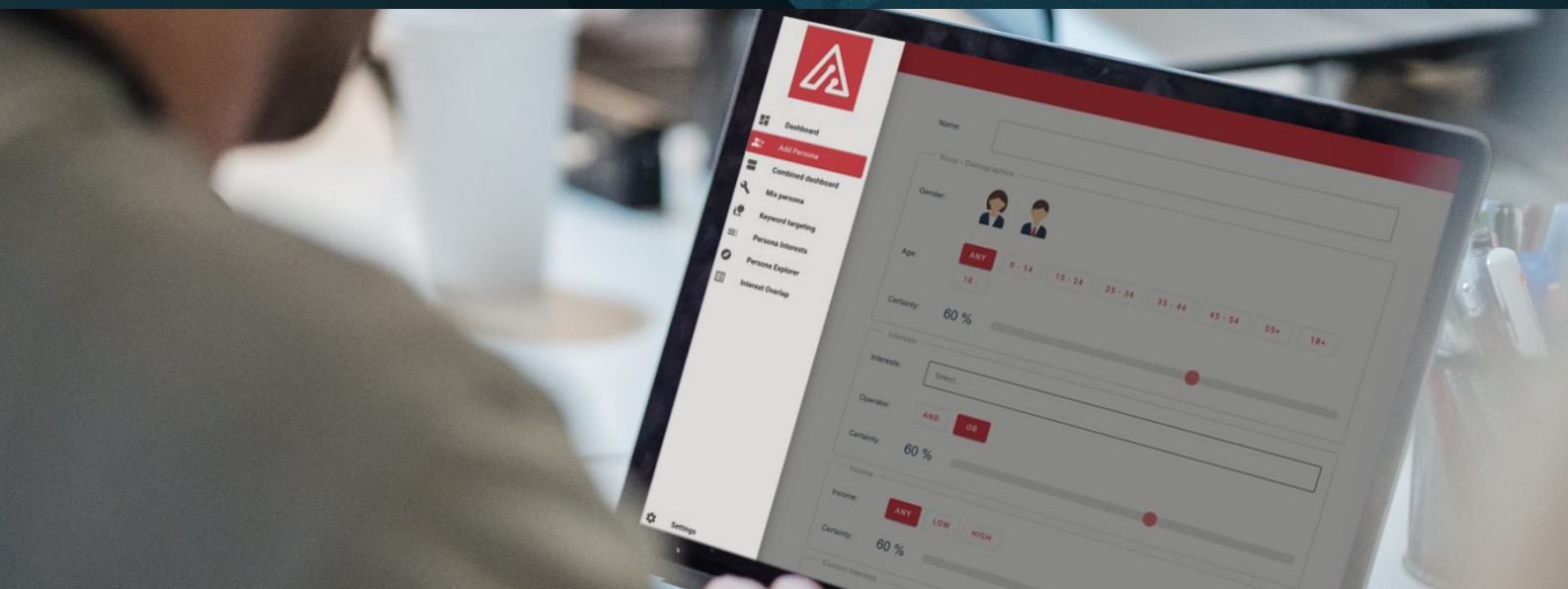(* May vary by region)

Success Story of Our Client

33% Uplift in click-through rate by leveraging personalized ad targeting

40% Growth in ad impressions without compromising user experience quality

How It Works

We connect raw data to Adpicker.

Our Data scientists set up models predicting given interest.

Interests are created and upload within app.

Audience is automatically pushed into ad platform.

Campaign specialist logs into app and create new audience.

Data are updated daily within Adpicker App and ready for use.

Supported Technologies

adform theTradeDesk piano PubMatic Magnite xandr smart AD SERVER

Pricing Structure

Free Trial Version
- App access
- Pipeline setup
- Data ingest and export
- 5 basic interests

Regular mode
- Revenue-based pricing
- 12 months contract
- Up to 5 new interest per month
- Dedicated support

Contact

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