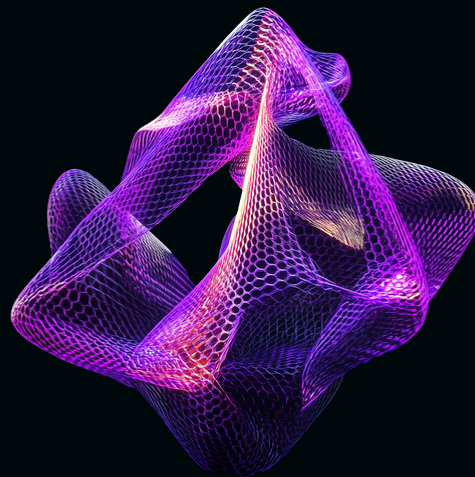




# Smart Advertising

Find your most valuable customers using predictive AI



Digital advertising is growing fast, parallel to digitization. With digital advertising owning half of marketing budget, the advertising to sales ratio becomes critical.

## Gauss Smart Advertising: predictive AI leveraging your FPD to identify high-value users in real time, optimizing campaigns for conversions and maximizing revenue

### Looking for Valuable Users



Gauss Smart Advertising **uses** data coming from sources like **activity on the site, call center and CRM (offline data)** to train the AI based on the value of your users.

### Talk Business, not Media



Gauss Smart Advertising allows you to **align your campaigns with your business goals across the sales funnel**: propensity to buy, conversion value, lifetime value.

### End-to-end customer acquisition



Gauss Smart Advertising empowers marketing platforms with real-time insights **driving double-digit campaign performance improvements**. Making the most of your advertising budgets.

### Proven results

Insurance	<b>-55% CPA</b>	<b>+16% Sales</b>
Luxury	<b>+36% Sales</b>	<b>+106% Revenue</b>
Retail	<b>+50% ROAS</b>	<b>+45% Sales</b>
Travel	<b>+230% ROAS</b>	<b>+250% Revenue</b>
Education	<b>-47% CPA</b>	<b>+80% Enrollments</b>

Gauss Smart Advertising lets you prioritize your budget based on the true value of each customer.  
Shift the focus from volume to value!

[gaussplatform.com](https://gaussplatform.com)

Technological Partnerships that allow Smart Advertising to improve your results

