

# AI POWERED BID OPTIMIZATION

for insurance brands at scale who need unmatched ROI.

We understand the unique needs of the highly competitive insurance industry, which is why we created a technology to generate higher quality leads while lowering the Cost-per-Customer.

In a market where online Cost-per-Click ranges between \$50-\$200, billion dollar budgets are a high risk investment. That's why we've developed a proven way to decrease risk with a more controlled way to increase ROI.



## HIGHER QUALITY LEADS

Integrate CRM data to optimize for higher quality leads.



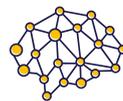
## GREATER SCALE THAN IN-HOUSE SYSTEMS

PredictiveBid works 24/7 to optimize your bids on the latest data, putting valuable internal resources back to work on other projects.



## LOWER COST-PER-CUSTOMER

Real-time bid optimization delivers average of 25% improvement to Cost-per-Customer.



## POWERED BY AI/MACHINE LEARNING

PredictiveBid uses the latest in machine learning to process more data, faster, generating more predictable results. The results speak for themselves.



## MORE CONVERSIONS

Maximize search ad conversions, not just clicks.

TAKE CONTROL OF  
THE PRIORITY LIST.

BETTER RESULTS,  
EVERY TIME.

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# CUSTOMER SUCCESS STORY

How PredictiveBid Increased Highly Targeted PPC Lead Generation by 35%.

## WHO

A B2B and finance firm with 1,000+ clients, including leading global brands like Virgin, Cisco and MasterCard.

## CHALLENGE

### Manual Bidding Got in the Way of Growth

With only manual bidding, our client had to assign the same value to every lead, which took a lot of time. They weren't able to determine the quality of their leads, which meant targeting more keywords wasn't possible without a significant increase in their cost per lead.

## SOLUTION

### A Customized AI Optimization Platform that Takes Control Over the Bidding Process and Generates Higher Quality Leads

Lead score integration allows you to combine ad parameters and predicts the right bid amount:

Predictivebid scores leads based on age, gender, location, time of day and company position – among others – and assigns a higher bid amount to higher quality leads. "We are now getting leads from companies that are better suitable to buy our product, and have a higher chance to convert" – company's CMO.

Salesforce (CRM/BI) data integration connects online and offline data for more accurate targeting:

Predictivebid takes data from sales calls and meetings, among others, into bid considerations.

Our bidding platform is orchestrated by an intelligent AI algorithm program: Designed by our top-notch algorithmic data scientists, the algorithms present a major opportunity to improve the bidding processes and analyze vast amounts of data 24/7.

When we expanded the account with Predictivebid, it helped us increase efficiency by 30% and it helped the revenue increase dramatically

- Performance Marketing Director

## IMPRESSIVE, EASY TO SCALE RESULTS

15x increase in campaign keywords within 6 months.

