TRULY PERSONALIZED MARKETING

What customers want and what businesses think they want are often two different things. Here is how to close this gap.

CUSTOMER JOURNEY SCENARIOS
Make your marketing funnel more efficient

Use tools that **fit your existing marketing strategy**. Reach your customers at every step of their purchasing journey with sophisticated, custom retargeting scenarios.

INDUSTRY-BASED CUSTOMER SEGMENTATION
Treat your customers uniquely

Use the flexibility of our technology to **create different customer segments that are appropriate for your business**. Set unique goals and deliver tailored creatives for each segment of your customers to offer products that they actually want.

Fashion	Classifieds	Travel
Loyal clients who make purchases frequently	Users looking for properties to buy	Users looking for domestic flights
New clients who have never purchased before	Users looking for properties to rent	Users looking for foreign flights

DEEP LEARNING OPTIMIZATION
Benefit from state-of-the-art technology

Deep Learning algorithms make your campaigns perform better and allow you to generate content more accurately tailored to your customers' profiles. Campaigns utilizing Deep Learning are **up to 50% more efficient** compared to those using standard machine learning approaches.

TRANSPARENT REPORTING & 24/7 GOALS MONITORING

Monitor, manage & optimize your campaign in one place

Your campaign's goals and stats are monitored around the clock and displayed in real-time. You get access to detailed information on your campaign, from a general overview, to deep **campaign analytics**, narrowing down to a single-creative preview level.

EVEN MORE OPPORTUNITIES TO EXPLORE

CROSS-DEVICE
Reach your customers on every device they use (smartphones, smart TVs, PCs, etc.).

OMNI-CHANNEL INTEGRATION
Integrate your retargeting campaign with your CRM data to boost sales even more.

IN-APPS
Get the most out of retargeting for your in-apps users.

EXCELLENT TECH SUPPORT
Experience great turnaround times and proactiveness.

CUSTOMIZED REPORTS
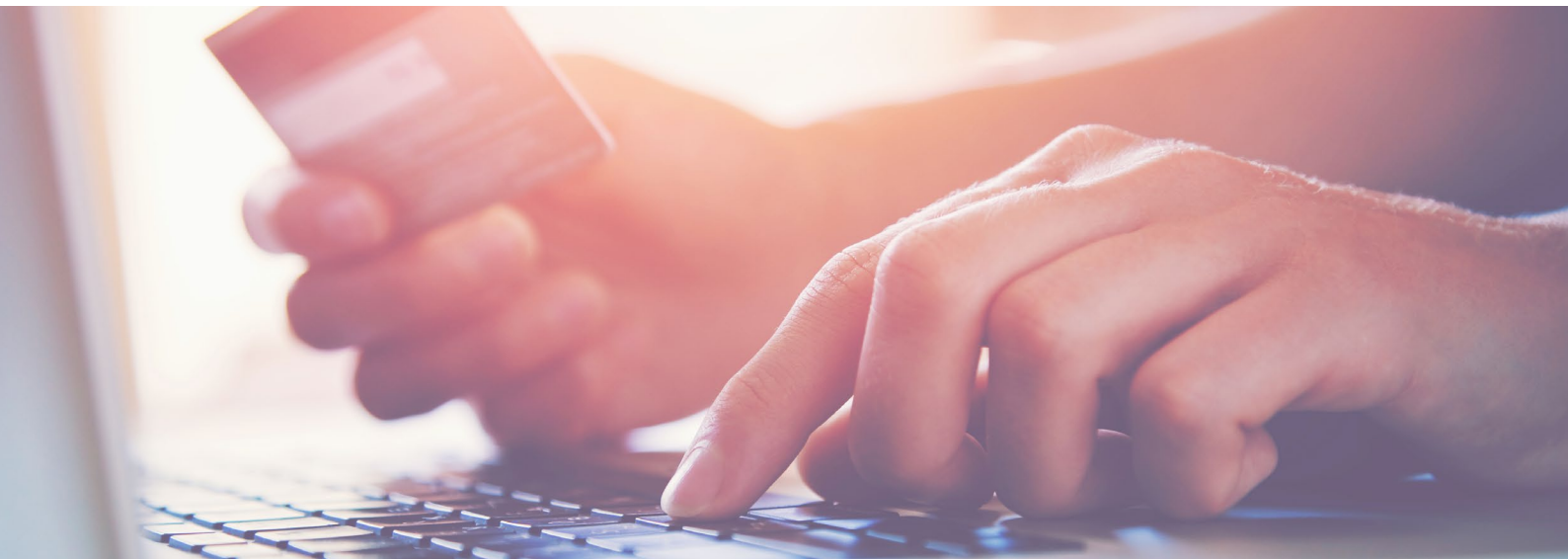Analyze only the data you need, on-demand.

API
Analyze your campaigns through your own or third party solution.

OUTSTANDING CREATIVES
Delight your customers with best-in-class, personalized creatives.

RTB HOUSE

RTB House is a global company that provides state-of-the-art marketing technologies for top brands and agencies worldwide. Its proprietary ad buying engine is the first in the world to be powered entirely by Deep Learning algorithms, enabling advertisers to generate outstanding results and reach their goals at every stage of the funnel. Founded in 2012, the RTB House team comprises 1000+ specialists in over 30 locations around the globe. It serves more than 3,000 campaigns for clients across the EMEA, APAC, and Americas regions. After successfully deploying Deep Learning into 100 percent of its algorithms in 2018, RTB House has continued its research in the field of AI. The AI Marketing Lab and Creative Lab were set up as new divisions of the company focused on inventing and advancing MarTech products. The company's AI-based product offering includes retargeting solutions and branding campaigns with ultra-effective Video Ads.

Learn more at www.rtbhouse.com