

# Nabler's Augmented Insights.

Augmented Insights improves how data is ingested, explored, analyzed, and adopted. Our use of AI/ML technologies dramatically extend the value of cloud computing and custom widget development. It is a must have for any insights-driven organization.



Contextual Intelligence



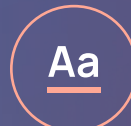
Data UX



Augmented Insights



Machine Learning



Automated Sentences



## Contextual Intelligence.

Nabler's adaptive solution allows clients to find key business context and feedback-based re-enforcement to drive a robust, contextual intelligence input to generate augmented insights.



## Data UX.

Nabler's proprietary Data UX approach allows insights and underlying, relevant trends to surface programmatically, based on the potential business impact.



## Machine Learning.

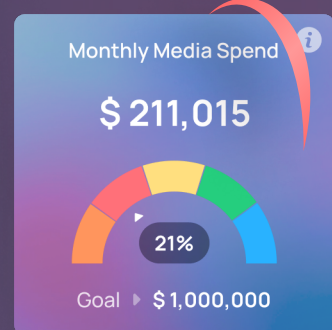
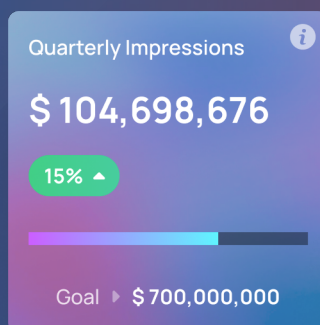
ML leverages three pillars: Dynamic Benchmarks and Forecasts, our proprietary Campaign Efficiency Score, and Anomaly Detection. Collectively, these pillars surface key scenarios that need optimization as well as possible solutions.



## Automated Sentences.

Our solution generates automated sentences through semantic libraries and business context driven keywords. This reflects criticality, resolution impact, and recommended actions.

# Nabler's Augmented Insights - Sample Observations.



## Continue, Enhance or Replicate.

- ▶ Increase Marketing Spend on Facebook Target Group\_1 to improve Campaign\_1 CPVM. It has 15% more CPVM efficiency than Target Group\_2, with 13% higher viewability.
- ▶ Target more audience to Youtube AdProduct\_1. It has higher 25% viewability than AdProduct\_2.

## Low Performance Media to Consider Pausing.

- ▶ Youtube Ad\_1 25% viewability is below minimum threshold.
- ▶ Facebook Ad\_2 CPVM above maximum threshold.

## [!] Anomaly Alert.

Compared to 2021 Jan week 1, 2021 Jan week 2, Facebook has the highest consecutive week up shift in average spend by 100.0%.

# Augmented Insights - Results.

Brands that leverage Nabler's Augmented Insights see an average incremental lift in ROAS to the tune of 20-to 30-percent.

Our clients achieve this by:

1.

Optimizing Media Spend away from the poorly Performing Campaigns and Target Audience.

2.

Optimizing Reach and Frequency Spend, which prevents saturation threshold breach.

3.

Detecting and preventing anomalous and ineffective spend.

