



Media Execution

Paid Search	Paid Social	Local	Retail Media	App Marketing	Incrementality
Supported Publishers					
Fully Supported <ul style="list-style-type: none">GoogleMicrosoft AdvertisingPinterest Partners Supported <ul style="list-style-type: none">BaiduYahoo! JapanYandex	Fully Supported <ul style="list-style-type: none">FacebookInstagramPinterest Supported <ul style="list-style-type: none">SnapchatTwitterLinkedIn	Fully supported <ul style="list-style-type: none">GoogleMicrosoft Advertising Supported <ul style="list-style-type: none">BaiduYahoo! JapanYandex	<ul style="list-style-type: none">Amazon AdvertisingWalmart ConnectGoPuffCirtusAdRoundel/TargetInstacartShiptMacy'sSee full list	<ul style="list-style-type: none">Apple Search AdsFacebookInstagramGoogleSnapchat	<ul style="list-style-type: none">Any channel or publisher that supports geo-based targeting and reporting
Skai Differentiators					
Performance <ul style="list-style-type: none">Holistic optimizationAutomation at scaleOptimization features—powered by advanced AI and machine learning—to maximize the ROI of paid search programs Productivity <ul style="list-style-type: none">Streamlined workflow tools to save time, reduce errors, and automate common tasks24/7 customer supportLimitless integrationAutomation at scaleAutomated end-to-end auditing Decisioning <ul style="list-style-type: none">AI, always on search term insights and Keyword harvesting for improved targeting and performanceSurface data-driven insights for smart investment strategies within search campaigns, between media and across channelsTest and learn while accelerating activation with AI and automationRich, multi-publisher dataIncremental performance insightsIndependent and unbiasedComprehensive integrations	Performance <ul style="list-style-type: none">Machine learning-powered optimizationsAutomated Actions to optimize campaigns based on performance trends, predetermined conditions, TV commercials and weather conditionsFeed-Driven creative enabling brands to upload a tailored feed and create tailored adsAudience management / 3rd party audiences Productivity <ul style="list-style-type: none">Automatic campaign enhancementsStreamlined workflowCreative management Decisioning <ul style="list-style-type: none">AI-driven Insights informing marketers of which ads are depleting in performance and audience interestAutomated Insights informing marketers of which of the products they are promoting that are also trending on e-Commerce sitesAI-Driven Insights alert marketers of their ad's sentiment (positive or negative)Comprehensive integrations	Performance <ul style="list-style-type: none">Automated auditingLocal budget pacingAutomated Actions Productivity <ul style="list-style-type: none">Onboarding at scaleCampaign MirroringInventory-Based CampaignsSelf-service call tracking Decisioning <ul style="list-style-type: none">Consolidate and analyze performance data across channelsAutomate search campaign call tracking workflows through comprehensive integrationsExport data to external destinationsScheduled reportsComprehensive integrations	Performance <ul style="list-style-type: none">Optimize towards custom metricsEvenly pace budgets over timeForecast delivery & performanceDayparting Productivity <ul style="list-style-type: none">Holistically manage publisher campaigns in one placeBulk create & edit campaignsAutomatically update campaigns with custom rulesManage all of Amazon's ad products in one place, including SD, DSP. Decisioning <ul style="list-style-type: none">Unify publisher reportingMonitor organic & paid share of voiceDefine & track custom metricsFilter, sort & analyze data at scaleConnect data via FTP, S3 & Google CloudComprehensive integrationsAI, always on cross channel search term insights and Keyword harvesting for improved targeting and performance	Performance <ul style="list-style-type: none">Activate high app store ranking to reach and acquire new, lasting customersDelivers campaigns that reach your customers in discovery mode at scale and across all the publishers that matterFull MMP Integration Productivity <ul style="list-style-type: none">Run multi-publisher campaigns from one placeFull funnel optimizations of ads and in-app user actionsRobust campaign, creative management, and cross-publisher budget management Decisioning <ul style="list-style-type: none">Granular cohort analyses, reporting, and insightsAnalyze monetization behaviorUnderstand funnel maturity over time	Performance <ul style="list-style-type: none">Ability to run multiple real marketing experimentsOpen-ended flexible testing designAccurately measure true incremental impact across all audience segmentsDesign and monitor testing for any media channel, on or off Skai Productivity <ul style="list-style-type: none">Measures your channels' incremental impactAudit media investments impact on KPIsAdjust based on real data and experiments Decisioning <ul style="list-style-type: none">Readout on current consumer response to different marketing tacticsDrive accuracy and success with forward-looking insights
Training & Support *Support Add-Ons					
Client Success <ul style="list-style-type: none">Dedicated Client Success teamOnboarding & integration planningBenchmarking & Planning SessionsOngoing release updatesRegularly scheduled business reviewsMonthly/bi-monthly/weekly office hours as neededThought leadership		Training: <ul style="list-style-type: none">Platform specific trainingWorkshops, on-going education, and certificationCustom training solutions*		Support: <ul style="list-style-type: none">skai 24/7 Case SubmissionsCase escalation managementTransitional Services*Custom strategy engagements*Executive Sponsor Program*	