



CELESTE AI

POWER-UP GUIDE

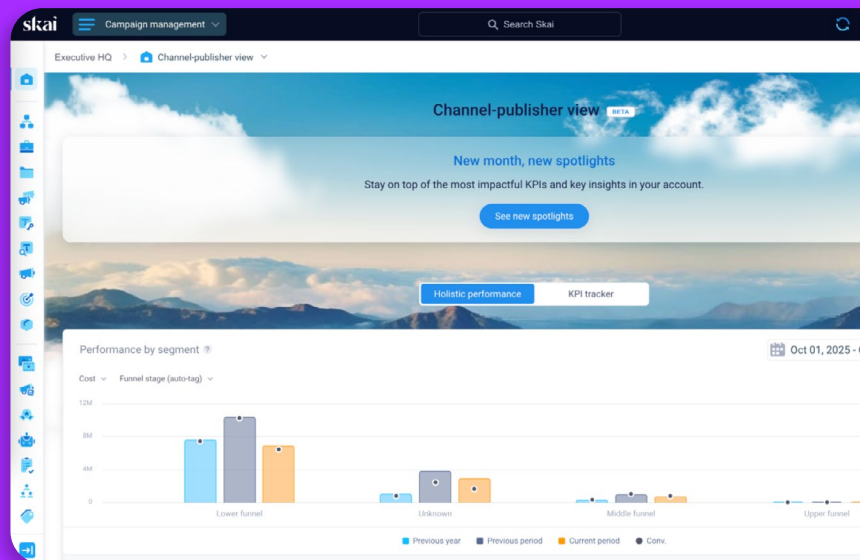
Mastering AI is like leveling up in a video game.
Think of Celeste as your expansion pack to Skai to help you
reimagine your workflows for campaign management.



START

You've mastered being an AI Cadet and are ready for the next level.

To succeed in this level, you must learn how to create cohesive workflows using Skai tools and Celeste AI.



LEVEL 2: AI STRATEGIST

You've learned how to address your workflow friction points, and you're ready to bring Celeste into this week's missions. Here, you discover how AI can streamline your ongoing tasks and upcoming projects, helping you make decisions faster and uncover opportunities.



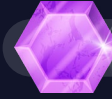
SOV VENTURE

Maximizing your share of voice



MISSION

Your scanners detect an anomaly in Competitive Insights. A competing product's SOV has dropped off and appears to be out of stock, leaving its SOV space unguarded. The window to capture share is open, and you call on Celeste to prioritize and deploy a keyword targeting plan to strike fast.



TRY IT WITH CELESTE

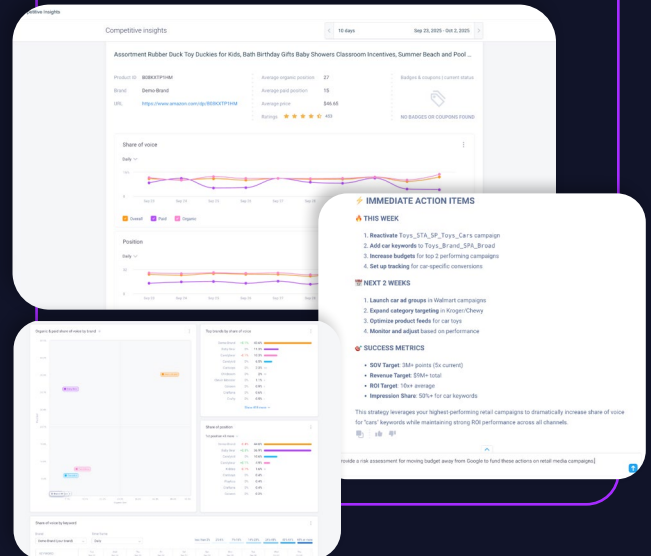
"There's an opportunity to increase our retail share of voice on keywords "____", "____", and "____". Review retail campaigns where these terms are active and construct a strategy using campaigns with the best potential to grow share based on high traffic and revenue driving results."



FOLLOW-UP PROMPT

Celeste highlights critical findings, immediate action priorities, and strategic moves you can take. The recommendation is to reduce spending on the low-performing Google assets and targets listed to reallocate budgets to fund these retail actions.

To assess the impact on Google ads you ask: "Provide a risk assessment for moving budget away from Google to fund these actions on retail media campaigns."



NEXT STEPS

You shift from insights straight into action, determining that the potential value in shifting budget to retail ads outweighs any short-term negative impact on Google ads.

Over the next week, you closely watch trends in your SOV data and adjust your strategy depending on the patterns you observe



SKAI TIP

Celeste cannot yet directly interact with Skai Portfolio or Budget Navigator. Use your expertise to align your tool settings with Celeste's recommendations instead of making manual optimizations in the analysis grid.



POWER UP

Coming Soon! Celeste will be able to directly access Competitive Insights data to help you analyze and strategize for the maximal share of voice.

DATA RECON

Dashboard monthly reporting



MISSION

Month-end alert: your omnichannel Dashboard flags a traffic drop on retail publishers, affecting Amazon and Walmart sales. You call on Celeste to spelunk through the data and map the terrain.



TRY IT WITH CELESTE

"Pull October 2025 performance data for Google and Bing campaigns vs Amazon and Walmart campaigns. Compare month-over-month changes in clicks, impressions, and CTR. Show me which channel had the biggest traffic decline and identify the top 3 contributing factors."

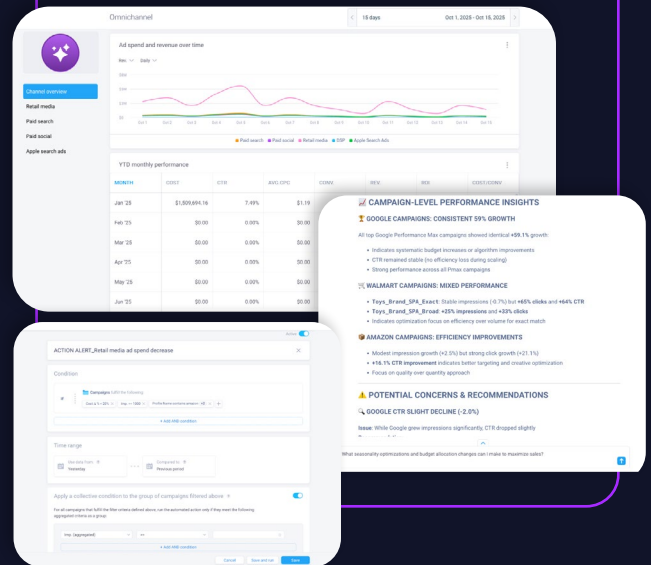


FOLLOW-UP PROMPT

Celeste identifies possible causes: Ad spend changes due to budget allocations and seasonality, which impact behaviors to favor search over retail media, as it captures broader intent.

To take your next steps strategically, you ask:

"What seasonality optimizations and budget allocation changes can I make to maximize sales?"



NEXT STEPS

You disagree with two optimization suggestions, so you paste them back into Celeste with added parameters and goals for refinement.

Then, set up Automated Action alerts for major metric changes. During weekly reviews, remind Celeste of recent updates and ask for a performance check and recommendations to stay on track in the coming weeks.



GLITCH ALERT

If Celeste gets overloaded with the depth of the question or the amount of data that it has to fetch and times out, but that doesn't mean it's game over. Respond with "Continue" to restart the process.

SPRING SURGE

Seasonal campaign activation



MISSION

Spring has arrived. It's time to power up campaigns for warm-weather products. You call on Celeste to optimize targeting, reboot key campaigns, and assemble your seasonal plan for maximum impact.



FOLLOW-UP PROMPT

Celeste notes your ads perform well on branded terms but underperform on non-branded ones. To improve reach and ROI, it recommends:

- Keeping only profitable category keywords and adding key negatives
- Separating brand and non-brand campaigns
- Reducing broad match coverage and increasing exact match or adding more negatives
- Celeste then generates a 5-day execution plan with a completion checklist.

After reviewing and making a few tweaks to the plan, you follow up with this question: "How should I transition my budget allocation when moving from the current campaigns to the new optimized structure?"



NEXT STEPS

After launching your new Sponsored Product ads in Skai, you review performance weekly. Instead of checking each ad individually, you ask Celeste: "Review active Sponsored Product ads with the Dimension 'Summer Ads 2026.' Highlight what's performing well, what's lagging since activation, and list optimization steps I can take this week to keep building momentum."

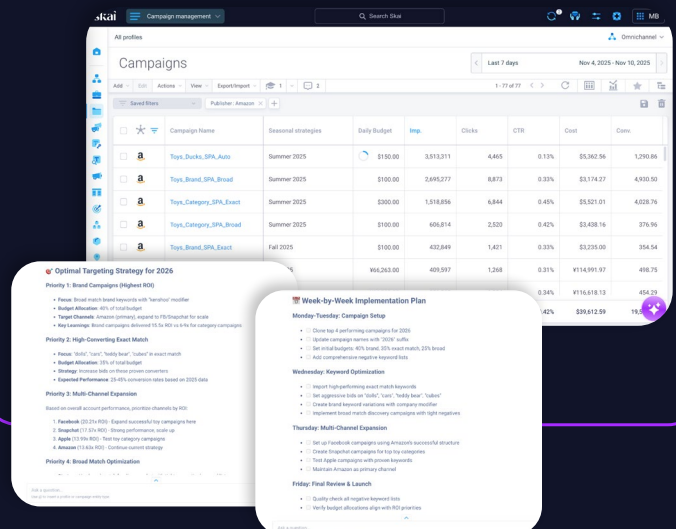


TRY IT WITH CELESTE

Analyze 2025 results for campaigns with the Dimension "Summer Ads 2025". I need to reactivate or relaunch these ads for our 2026 season by the end of this week.

Please do the following:

1. Review the performance of the old ads and identify key learnings that can guide the new ads.
2. Suggest the optimal targeting for each reactivated ad, leveraging insights from my multi-channel campaigns to maximize reach and ROI.
3. Flag any potential negative keywords or targeting conflicts that should be avoided.
4. Format this into a plan where I can complete these changes by the end of this week



CHEAT CODE

Before submitting a question, use Celeste's prompt intelligence to refine it. Celeste will review your prompt, suggest an improved version, and highlight any additional details needed to deliver the best answer.



VICTORY STORY

Seasonality optimizations conquered

MARSHALL

ZUP

Marshall partnered with Zup to use Celeste for analyzing annual keyword trends. By identifying seasonal shifts and optimizing targeting ahead of peak season, the team unlocked new performance gains and stayed ahead of the competition.

-44%
CPC

+34%
ROI



LEVEL UP

About Skai

Skai is an omnichannel advertising platform, uniquely enabling brands and agencies to run data-driven programs across commerce media. It empowers both media leaders and activation teams to drive impactful results from their advertising program with AI-powered decisioning, activation, and optimization solutions. Its partners include Google, Amazon Ads, Microsoft, Walmart Connect, Instacart, Criteo, TikTok, Snap, Pinterest, Meta, and more.

For over a decade, Skai has earned trust from notable brands such as Adidas, DoorDash, Haleon, Sony, Philips, and Pepsi. Renowned for innovation and a values-driven culture, Skai is headquartered in San Francisco and has eight international locations.

Visit skai.io for more information.