



CELESTE AI

POWER-UP GUIDE

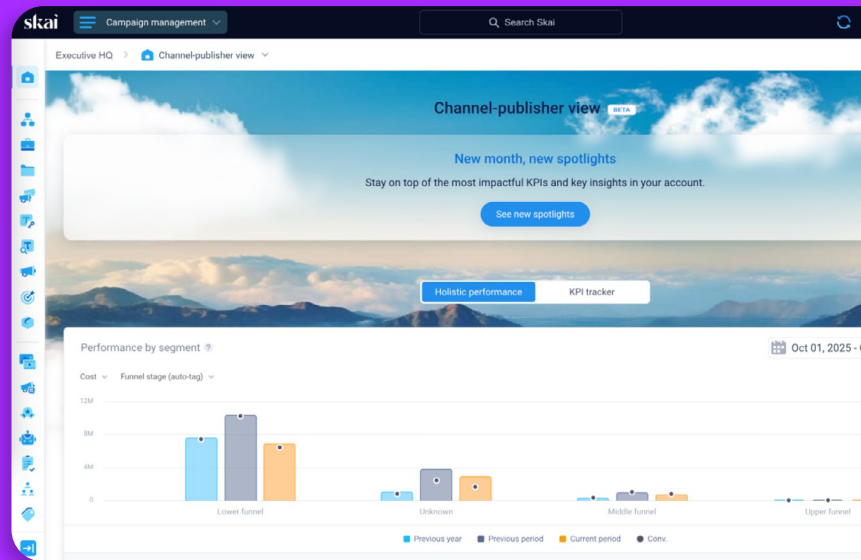
Mastering AI is like leveling up in a video game.
Think of Celeste as your expansion pack to Skai to help you
reimagine your workflows for campaign management.



START

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

This week, you are tasked to take the lead on strategic planning for your team, where projects require deep analysis and critical thinking.



LEVEL 3: AI CHAMPION

At this stage, you use Celeste to move seamlessly between Skai features and AI-driven insights to tackle complex campaigns, projects, and stakeholder requests. With these missions, you'll maximize efficiency, make smarter decisions, and create strategies that scale across your team.



EVENT RUSH

Peak season roundup



MISSION

Q4 is winding down, signaling a critical zone of traffic surges, fierce competition, and a rush of last-minute shoppers. Join forces with Celeste to plan your strategy and drive revenue through December, finishing the year strong, and leverage seasonal insights to launch into the new year.

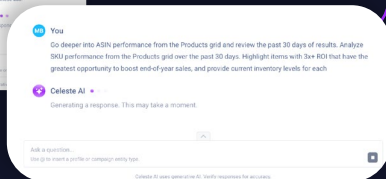


TRY IT WITH CELESTE

"Analyze Black Friday 2025 (Nov 28–Dec 1) and December 2024 performance to guide a data-driven retail media plan. Include:

- Rank retail media publishers by highest revenue during Black Friday 2025 weekend
- Rank the top 10 highest revenue-driving items from the Product grid during Black Friday 2025 weekend
- Compare Sponsored Brands vs Sponsored Products performance metrics (ROI, conversion rates, CTR, cost per conversion) during the Black Friday period
- Analyze December 2024 impression, click, and conversion trends to develop a week-by-week optimization and budget allocation strategy that maximizes performance throughout the month.

Campaign Name	December strategies	Daily Budget	Imps	Clicks
Top_5PA_SP_Top_5Items	Holiday 2025	\$60.71	4,770	
Top_5PA_SP_Top_5Items	Holiday 2025	\$60.00	5,000	
Top_5PA_SP_Top_5Items	Holiday 2025	\$400.00	5,100	
Top_5PA_SP_Top_5Items	Holiday 2025	\$150.00	5,100	
Top_5PA_SP_Top_5Items	Holiday 2025	\$20.00	5,000	
Product Search (P) (PAID)	Holiday 2025	\$21.00	2,075	
Top_Amazon_DS_Launchpad				
TOTAL		\$146.02	11,470	427



FOLLOW-UP PROMPT

Celeste returned a full summary and recommendations. To refine this plan, ask: "Go deeper into ASIN performance from the Products grid and review the past 30 days of results. Analyze SKU performance from the Products grid over the past 30 days. Highlight items with 3x+ ROI that have the greatest opportunity to boost end-of-year sales, and provide current inventory levels for each."



NEXT STEPS

With the team aligned on strategy, you build the execution plan. Noticing a priority product has low stock, you meet with operations, present your findings, and make the case to increase inventory by demonstrating how ads will drive sales velocity.



ACTION

With inventory adjustments underway, you have a list of SKUs to advertise. You inform your team of the updates and encourage them to monitor the phases of your plan using this prompt: "For all campaigns tagged with the 'Holiday 2025' Dimension, create a performance summary for [date range] with three ranked lists, key metrics, and actionable recommendations.

- Top 5 campaigns by click volume (include impressions, CTR, click-to-conversion)
- Top 5 campaigns by revenue (include spend, ROI, conversion rate, conversions)
- Top 5 keywords by revenue (include spend, ROI, conversion rate, conversions)
- Identify any opportunities to further maximize clicks and revenue on these ads."



GLITCH ALERT

Complex questions may cause Celeste to respond slowly. If a response takes longer than five minutes, cancel the request and rewrite the prompt to simplify it or reduce the number of requests in a single query.

CHECKPOINT CHALLENGE

Measuring an A/B test



MISSION

Two weeks ago, you launched an A/B ads test against a new copy campaign. Today, you reach a mid-quest checkpoint and call on Celeste to scan results, gather insights, and prep your mission progress report.



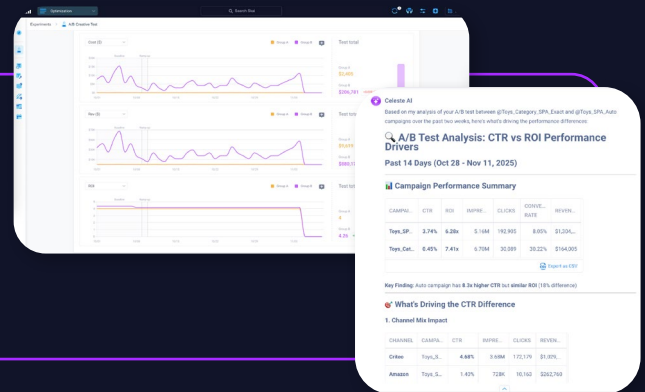
ACTION

Navigate to Experiments, where you set up a custom A/B test for ads to proactively track progress over time. You capture core metrics to document in your report summary, but find it difficult to tell the story of what's happening and why.



TRY IT WITH CELESTE

"I am A/B testing new copy Google ads @CampaignName against @CampaignName. When I measure results, I see that ROI is similar, but CTR is different over the past two weeks. Tell me what's driving performance for both at the campaign and ad level that's leading to these results."



ACTION

Celeste summarizes key drivers: ROI is similar, but the control campaign yields higher engagement per impression, while the test campaign drives greater volume. Differences in ad copy intent may make some keywords more targeted, resulting in higher CTR.



NEXT STEPS

You create a summary to update stakeholders on the results so far. Since the ads are still new, you recognize that more data needs to be gathered before coming to a conclusion on which asset to continue with.



ACTION

Two weeks go by, and as you prep the final report in Experiments, it's clear the new ad creative outperformed the old. You now need to create a comprehensive summary and an optimization plan to scale these results. You navigate back to your test measurement chat and ask: "Two weeks ago, I asked about A/B testing results on ad copy for @CampaignName against @CampaignName. Create an overview of performance results from the past 30 days, explaining why one performed better than the other, and list optimization ideas to continue scaling that performance."



SKAI TIP

Use best practice workflows for conversation management by clearly naming each Celeste chat and opening a new chat for each task.

PRODUCT ODYSSEY

New item activations



MISSION

Your brand is launching a reformulated multivitamin powder with new flavors. You call on Celeste to map a two-month plan to grow awareness, drive traffic to retail pages, and build unstoppable sales momentum.



ACTION

Celeste analyzes the historical performance of similar products to determine if your ROI target is achievable. It provides recommended budgets by channel and an 8-week plan, highlighting three success factors: utilizing new flavors in creative, designating channels for volume versus discovery, and establishing a performance monitoring cadence.

- **Finalize Creative:** Develop flavor-specific ads aligned with channel goals.
- **Set Up Campaigns:** Launch campaigns with recommended budgets, targeting, and ad formats; track impressions, clicks, and conversions.
- **Monitor Weekly:** Use Celeste to review performance, identify opportunities, and adjust bids or targeting.
- **Optimize & Scale:** Reallocate budget to top-performing flavors, channels, or segments; refresh underperforming creative.
- **Post-Campaign Review:** Summarize results, ROI, and key learnings to guide future launches.



CHEAT CODE

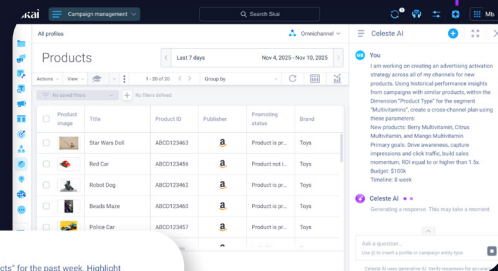
Combine this workflow with the Experiment mission from above to support tracking any testing that is within your new product launch plan.



TRY IT WITH CELESTE

"I am working on creating an advertising activation strategy across all of my channels for new products. Using historical performance insights from campaigns with similar products, within the Dimension "Product Type" for the segment "Multivitamins", create a cross-channel plan using these parameters:

- New products: Berry Multivitamin, Citrus Multivitamin, and Mango Multivitamin
- Primary goals: Drive awareness, capture impressions and click traffic, build sales momentum, ROI equal to or higher than 1.5x.
- Budget: \$100k
- Timeline: 8 weeks"



You
Review the performance of campaigns with the Dimension "New Products" for the past week. Highlight top-performing flavors, creatives, and channels, and suggest any adjustments to bids, targeting, or messaging to maintain or boost momentum.

Celeste AI
Generating a response. This may take a moment.



NEXT STEPS

After launching the multivitamin campaign, you track which flavors and creatives perform best, adjusting budgets, bids, targeting, and messaging to boost results. Cross-channel insights guide optimizations, and by the end, you clearly see which flavors, creatives, and channels drove the most impact, providing actionable lessons for future launches and seasonal campaigns.

To monitor progress over the next 8 weeks, you use these prompts:

Weekly check-in - "Review performance of campaigns with the Dimension "New Products" for the past week. Highlight top-performing flavors, creatives, and channels, and suggest any adjustments to bids, targeting, or messaging to maintain or boost momentum."

Monthly review - "Summarize multivitamin campaign performance over the past month. Identify trends in sales, ROI, and engagement across flavors, creatives, and channels, and recommend strategic optimizations for the next month's campaigns."



VICTORY STORY

LG digs deep to uncover root cause in performance shift



The LG team observed an unexpected decline in sales of AC units during peak season. Using Celeste, they found that underperformance was limited to portable AC units, which were pulling down overall results. Celeste recommended adjusting campaign structure, reallocating spend, and focusing on top-performing products to restore performance.

+124%
Ad revenue

+40%
ROI



GAME COMPLETE!

You've unlocked many victories throughout your missions. Take a look back to see how much you've upskilled along the way and confidently meet any new challenges head-on.

Team up with your Skai guide to stay up to date with Celeste releases while you continue to power up and unlock new abilities.

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.