Mission & Vision

To **eliminate inefficiencies** in digital marketing spending by integrating external data, enabling businesses to connect with customers effectively and maximize growth potential.
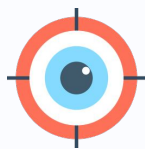
We aspire to be the **preferred choice for digital marketing solutions**, renowned for our real-time data integration and our commitment to unparalleled campaign success.

Problem

It is a common misconception that online advertising is well targeted...

36%*

people worldwide do not accept cookies and **are not correctly targeted by advertisers**

*https://datareportal.com/reports/digital-2023-global-overview-report

Problem

It is a common misconception that online advertising is well targeted...

that means due to mistargeted
ads **companies lose more than**

$240bn*

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Solution

Enrich targeting possibilities with external data

Before cookieless era

Built-in targeting methods in marketing platforms, e.g.:

- Website activity
- Location
- Age
- Purchase history
- Device
- Interests

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External factors **not available** in marketing platforms, e.g.:

- Weather forecast
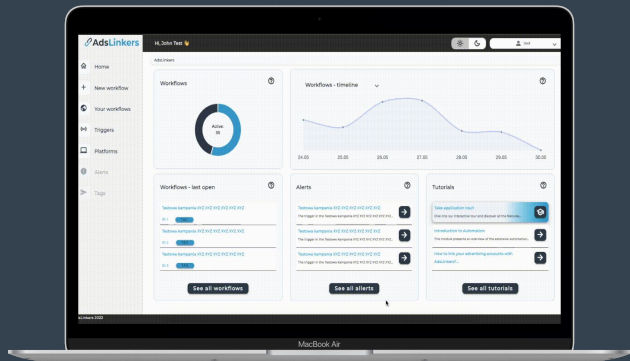- Brand sentiment
- TV spots
- Social media activity
- Competitors activity
- API

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Product

B2B platform that optimizes digital marketing campaigns using external triggers

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Most popular platforms

Google Ads ∞ Meta ♪ TikTok
▶ Display & Video 360 adform amazon ads

Easy integration

In just **3 steps**!

AI module

Recommendation model
&
Budget allocator

🔗 **AdsLinkers**

Value Proposition

Reduce cost and increase the ROI of marketing campaigns

Increase ROI

**Reduce cost of
ad campaigns**

Why Now?

Cookieless and changes in privacy make advertising <u>more difficult</u> and <u>more expensive</u> than ever.

🍪 Google joins Microsoft, Apple, and Mozilla in **blocking 3rd party cookies**

COST PER LEAD Google Ads

+20%

2022
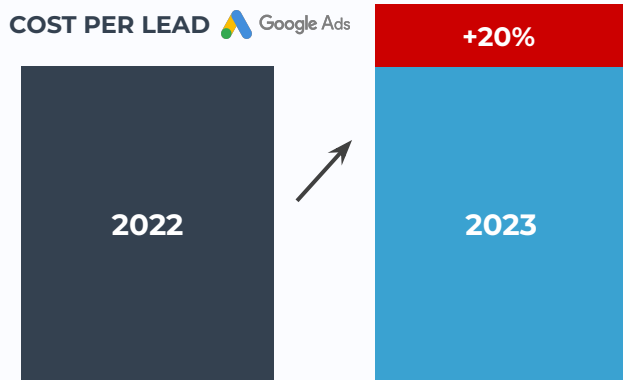
2023

Contextual targeting methods become important as never before.

Market insights

global digital marketing industry in 2023

$680bn
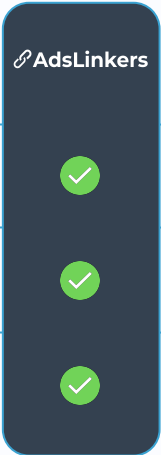**+8,9%** yoy growth
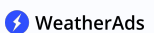
marketing agencies worldwide

443 000

multinational corporations worldwide

60 000

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Competitors

AdsLinkers is built by marketers, for marketers

	AdsLinkers	WeatherAds	skai AdEspresso MARINONE ACQUISIO	Why it matters
Multiple data sources	✅	❌	❌	Multiple touchpoints influence customer decisions
Easy UI	✅	✅	❌	Drag and Drop UI based on best practices of Marketing Automation tools focusing on people without dev skills
Multiple marketing platforms	✅	❌	✅	The most important platforms for marketers worldwide

Defensibility We will focus on **anonymized data about effectiveness** of workflows. Based on this, we will build an **AI recommendation model** to help new clients plan the best strategy and media budgets split.

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Business model

B2B Saas for marketing

Standard

$99
monthly

Tailored to medium-sized companies, agencies and other entities that advertise online.

5 workflows

▶ 10 triggers

⚙ 2 platforms

🖥 Multi-platform: No

📞 Support via Mail

Professional

$299
monthly

Best for teams using complex marketing campaigns with many triggers and platforms.

20 workflows

▶ 29 triggers

⚙ 5 platforms

🖥 Multi-platform: No

📞 Support via Mail+Chat

Enterprise

On request
monthly

Targeted to large digital agencies, media houses and major brands.

Unlimited workflows

▶ All triggers

⚙ All platforms

🖥 Multi-platform: Yes

📞 Support 24/7

One customer will generate on average*

$409 revenue per month

* Estimation after 24 months

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Go-To-Market

Generate B2B cases locally based on our network and move immediately to global market

01 Initial clients

We have more than **10 clients** ready for first implementation since March 2024

02 Case studies

Exhibit with AdsLinkers project during **MarTech events** similar to Web Summit

03 International agencies

Partnerships with leading agencies from diverse regions across the globe

04 Consultants

Establish a **Program Partner** to provide a commission fee for each paid invoice

05 Media

Generate **SEO-focused articles** and **other content**, complemented by paid media

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Traction & Milestones

From Idea & PoC to Beta Version & First cases

| H1 2023 | H2 2023 | H1 2024 |

Idea & PoC

Thanks to our agency network, we've successfully tested Proof of Concept with **enterprise polish clients**, demonstrating market demand.

Development & Feedback

We are finishing development of an **online platform** ready for self-use by marketers and generated leads during **Web Summit event** in Lisbon.

Beta Version & First cases

Our Beta version received positive feedback from top Polish companies, including a one of **TOP 20 biggest companies traded on the Polish Stock Exchange**.We have been positively reviewed and qualified for the WEVE accelerator.

Google for Startups   Microsoft for Startups

web summit ALPHA

WEVE

Financials & Projection

Focusing on enterprise clients, we estimate to reach Break Even Point in 10 months

Break Even Point

— Cumulative costs   — Cumulative income

In USD

$600 000,00

$400 000,00

$200 000,00

$0,00

5   10   15   20

Months

10 months

Clients split - number vs revenue

■ Number of clients   ■ Revenue

80

60

40

20

0

Economy   Proffesional   Enterprise

$40 000,00

$30 000,00

$20 000,00

$10 000,00

$0,00

24th month

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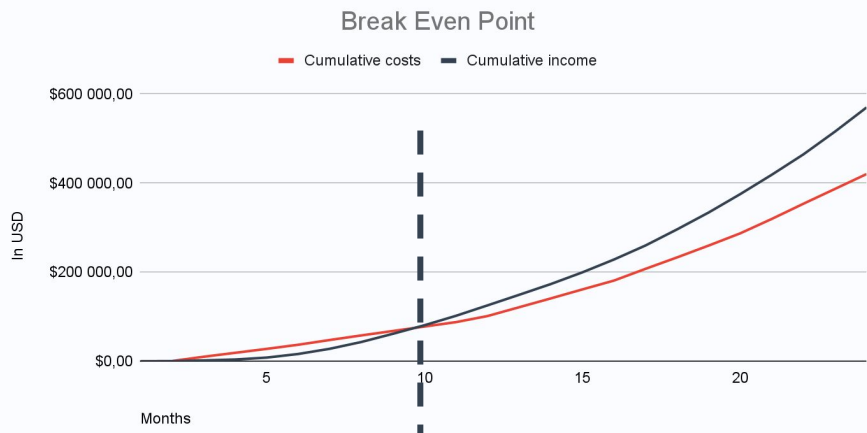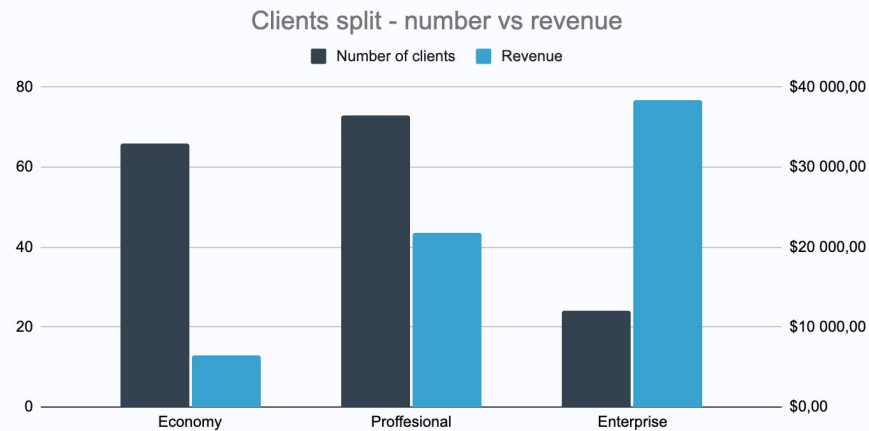
Team

More than 20 years in digital marketing

Michał Salamon
CEO

Over 10 years of experience In the digital industry, specializes in leading **consulting MarTech projects** for international clients.

Bartosz Salamon
COO

Working in biddable digital marketing platforms for over 5 years. As a **Head of Programmatic**, worked for biggest e-commerce and entertainment brands in CEE.

Przemysław Gwarek
CTO

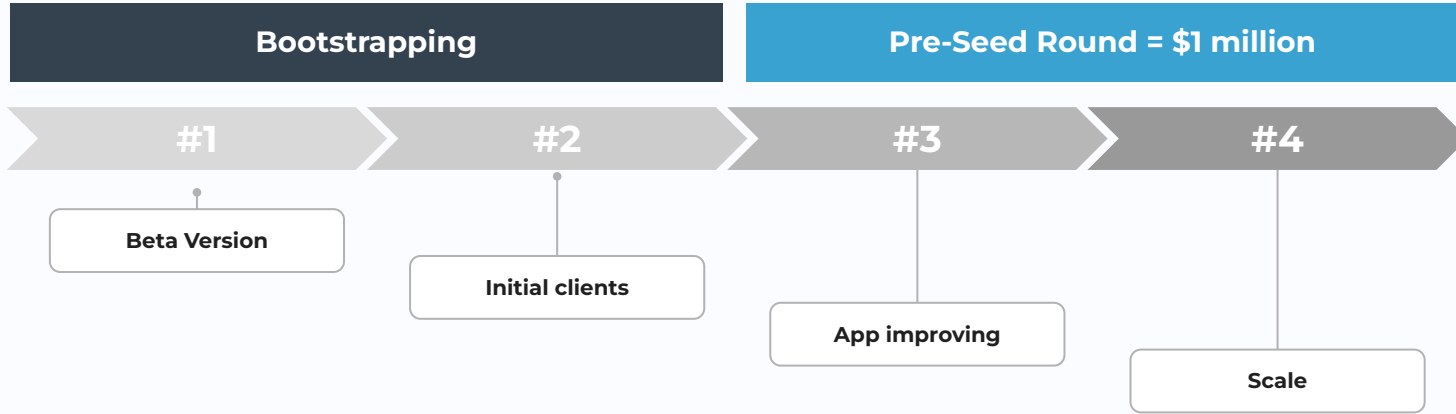Full-stack developer and system architect with over 4 years of experience in **digital marketing B2B projects**.

Wiktoria Prusik
Solution Architect

Full-Stack developer with more than 6 years of designing and developing **enterprise B2B applications**.

GROUPON ONE GROUP ONE

ONE GROUP ONE PUBLICIS GROUPE

SAMSUNG ONE GROUP ONE

G1ANT the stepstone group

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The Ask

Now raising a 1st Pre-Seed Round

Bootstrapping	Pre-Seed Round = $1 million

#1	#2	#3	#4

Beta Version

Initial clients

App improving

Scale

Product development $ $ $ $ $ $ $ $ $ $ **40%**

Sales & Marketing $ $ $ $ $ $ $ $ $ $ **40%**

Conferences & events $ $ $ $ $ $ $ $ $ $ **20%**

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