Welcome beyond human optimization

What's the most important thing in life?

Exactly. Your ads.

How are they doing out there?

How much are you spending on them?

Where do you spend it?

What's their greatest challenge?

We can't make your ads more effective.

But Amanda AI can.

Amanda AI
Beyond human optimization

Amanda AI — Designed for the scariest place in advertising:

The funnel.

The funnel:

Awareness
Interest
Decision
Action

What challenge can Amanda AI overcome?

To show up with the right message at the right time with people who are actually willing to act.

This challenge is getting stiffer every day.

It takes a superhuman effort to optimize digital advertising.

At least if you want to reach an optimal result.

Amanda AI
Beyond human optimization

EXAMPLE #1

The growing web shop and the 115,441,200 variables.

The challenge:
To optimize longtail searches. For real.

The solution:
To build remarketing lists of people who are likely to convert.

The impossibility:
To handle 115,441,200 variables. Manually.

The necessity:
To use AI instead.

EXAMPLE #2

The careful bank and the 99% useless leads.

The challenge:
To find the 1% relevant leads. Without paying 100%.

The solution:
To build retargeting lists of people who fit the requirements.

The impossibility:
To compare thousands of targets groups. Manually.

The necessity:
To use AI instead.

EXAMPLE #3

The alpine hotel and the costly SEM specialists.

The challenge:
To sift out the hotel seekers among all travel seekers.

The solution:
To build retargeting lists based on paying keywords.

The impossibility:
To afford to hire their own SEM-team.

The necessity:
To use AI instead.

Amanda AI is the first truly autonomous AI advertising robot, ready to optimize your marketing far beyond what any human can.

Truly autonomous? Aren't they all?

Amanda AI is the first advertising robot that can draw its own conclusions from the flow of real-life market results.

And then continuously change your advertising to give you a bigger ROI.

Around the clock. All by itself.

A DAY'S MARCH

RUSTA®

ginatricot

group m

Virgin money

DELL

MINDLER

And 400+ more brands

Get the best effect from your marketing budget.

More conversions for the money.
And more money for the conversions.

Superhuman optimization.

Amanda AI makes up to 5 million optimizations per day.

Superhuman optimization.

Amanda AI is designed for the mind-numbing task of testing, evaluating and adjusting your digital advertising, far beyond what any human can do. For example; optimizing your ads and placements up to 5 million times per day. And the benefits: More human time available for developing your business and a much higher return on your advertising investment.

Do nothing.
Get everything.

Amanda AI does
all the work,
all on its own.

Do nothing.
Get everything.

Amanda AI draws conclusions on its own from the flow of real-life marketing results and then continuously changes and optimizes your advertising. This is the important difference compared to simpler tools, which may benefit from automation and machine learning, but still leave most of the work in your lap.
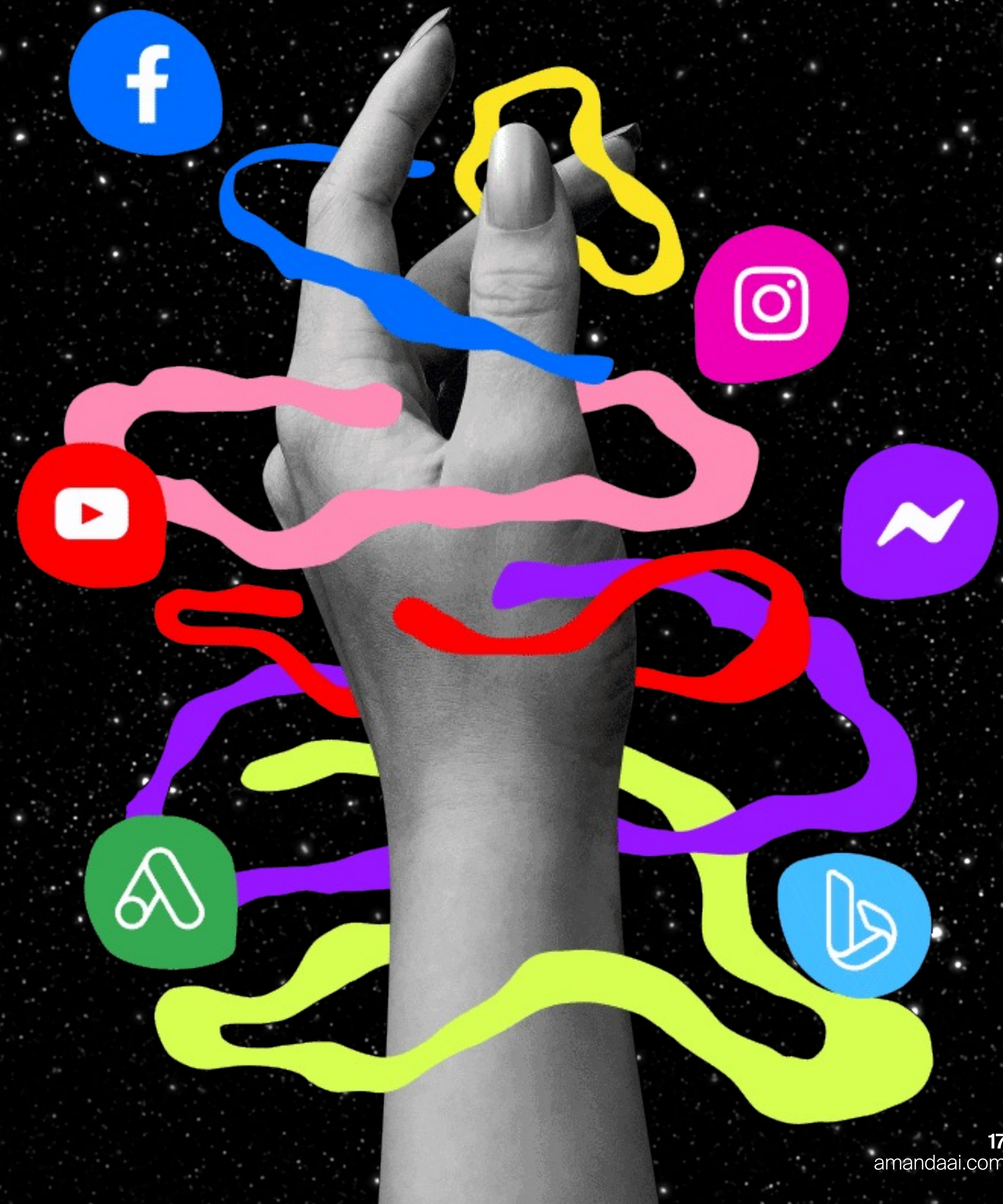
Let the best platform win.

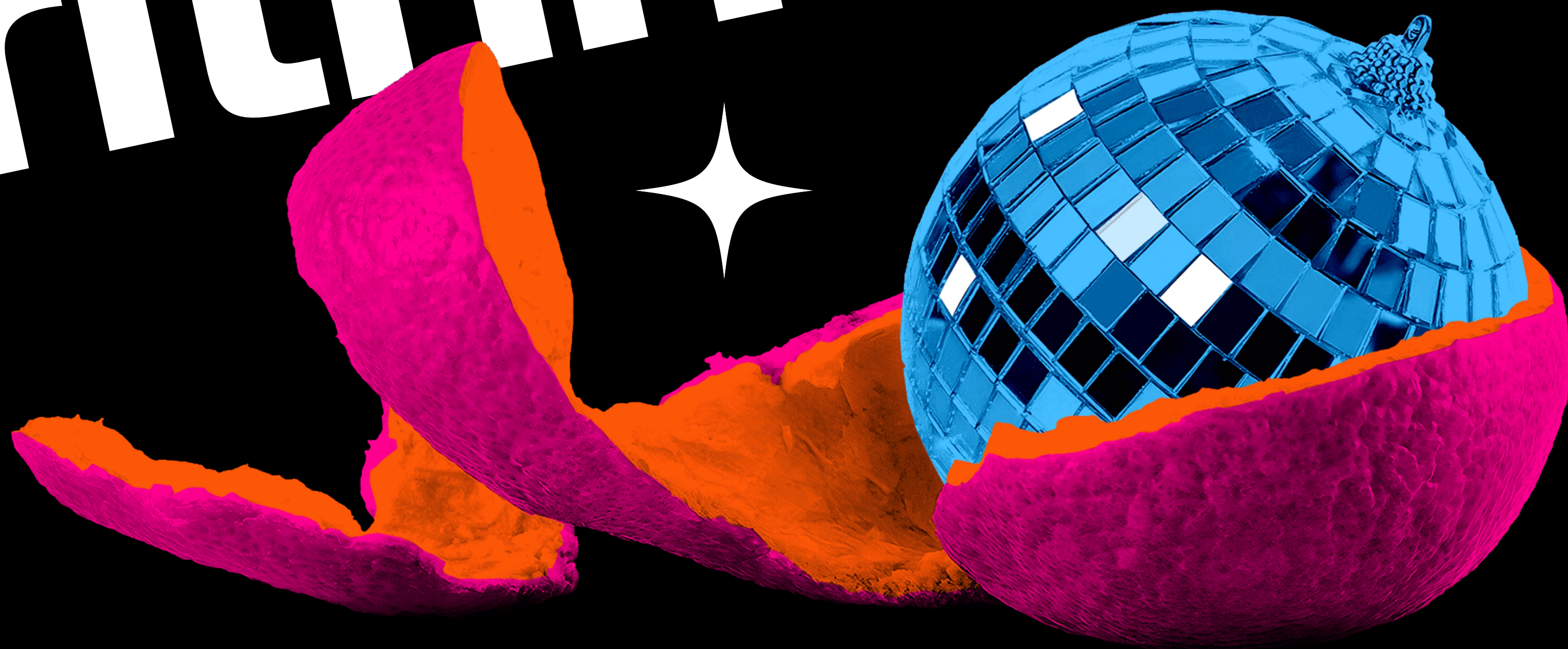# Amanda AI makes cross-channel decisions.

Let the best platform win

Based on real-life effects, Amanda AI continuously decides how your spending should be distributed. By combining data from all your platforms, Amanda AI can figure out who is ready to convert. This way, you will always work with the mix of media that pays the most.

Dance to the algorithms!
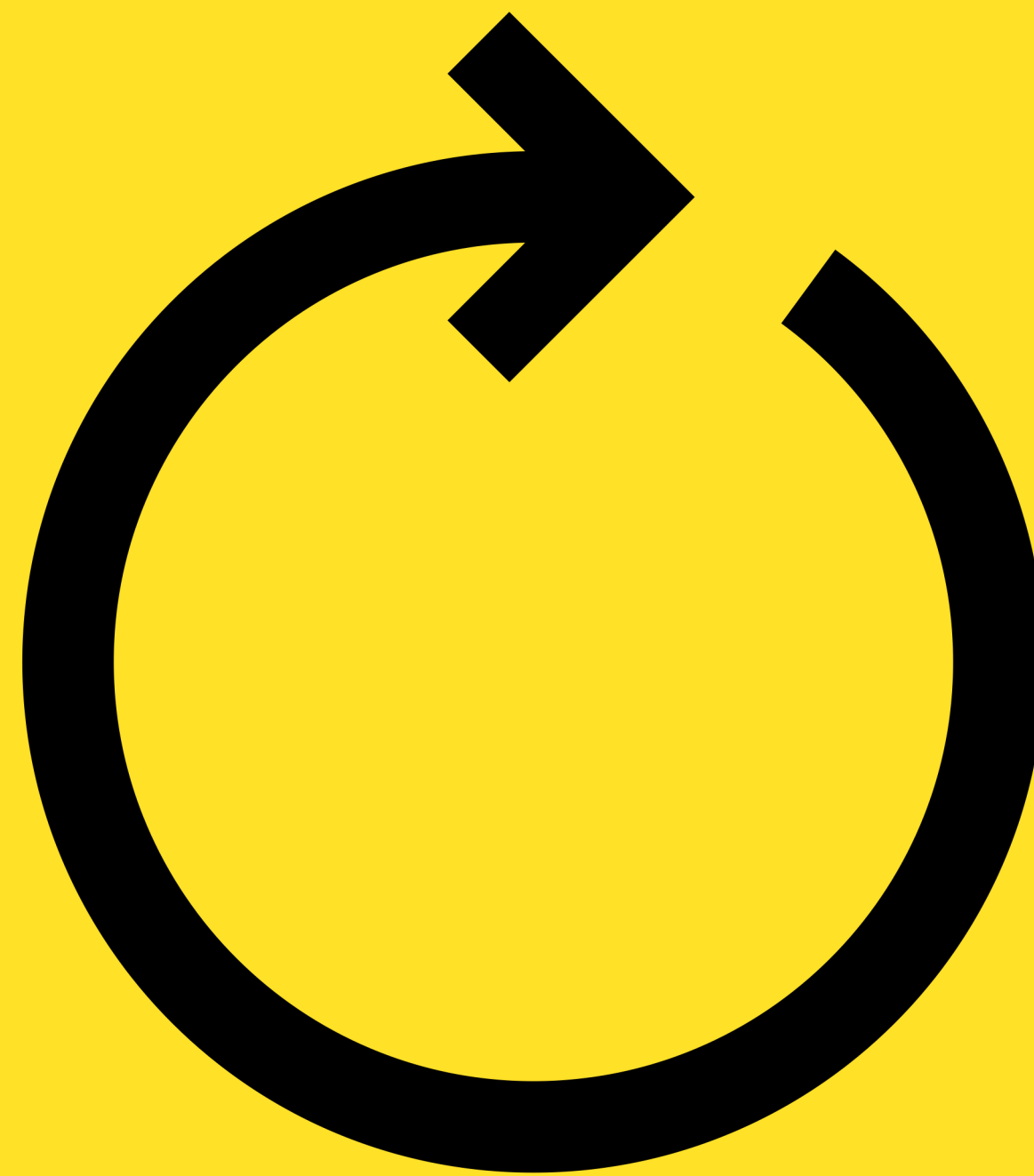
Our philosophy is not to make better algorithms than Google, Facebook and other tech developers.

Our philosophy is to use their algorithms to the max and make sure they have all the data they need to boost your advertising.

In other words; we'll help Google outperform Google.

CREATE, OPTIMIZE, ALLOCATE. AND REPEAT.

The perpetual wheel of optimization

Amanda AI optimizes your digital marketing with a smart
three-step process. All day. Every day.
Set your ad budget and let Amanda AI do everything else.

1. Automatic ad creation

Amanda AI crawls your site and collects text, images and prices to create and place hundreds of thousands of unique ads on Google and Meta.

Up to 36 ads per product:

Automatic translation to 90+ languages

Automatic adjustments for seasonal variations

Self learning keyword algorithms

2. Continuous effect optimization

Second by second, Amanda AI combines and tests all available target group parameters with different messaging and with different placements to identify which ad combinations gives the best effect.

Up to 5 million optimizations every day

Up to 20,000 tests on Meta per week

3. Budget allocation and report

Amanda makes all decisions based on real-life effects such as direct sales or a lead conversion. Amanda AI continuously decides how your spending best is distributed across platforms, campaigns all the way down to single ads.

You're always in control

Reporting to your persona dashboard

Follow the amount of optimizations made per day

Liberté Égalité Optimiser!

Revolutionize your digital advertising

Amanda AI is not smarter than you.

But it's a genius at finding patterns.

Optimization waits for no one

See what Amanda AI can do for you.

Kick start a test today.

Since Amanda AI requires no integrations, it's easy to get started — to see if its for you.

Try and evaluate
Amanda AI starts with a small part of the budget and doesn't realocate any money until the new campaigns outperform the old ones.

Reversing is easy
If it's not super for you, it's super simple to revert back to your original account. We recommend a test period of 2–3 months.

Full controll
You follow Amanda AI's results on all your platforms through our easy-to-use insights portal.

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