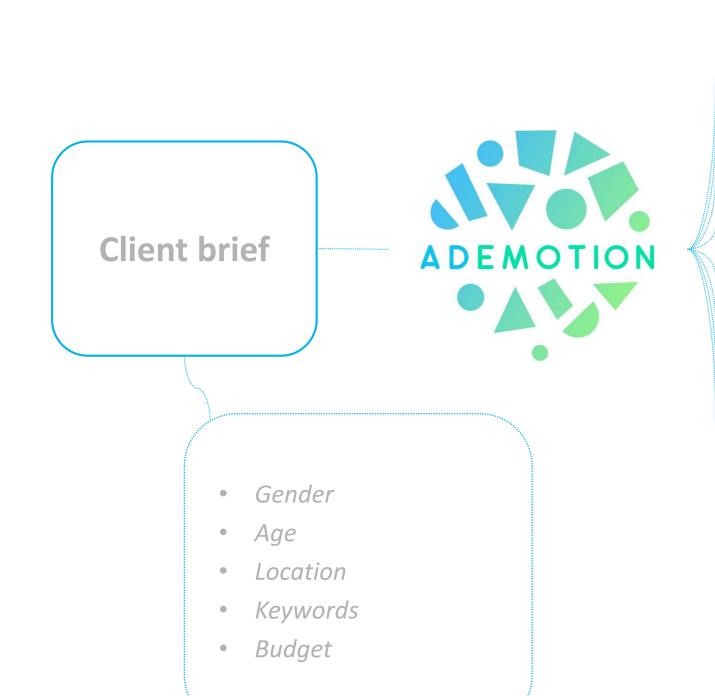


## FB Campaigns - platform 1.0

Based on the defined target groups and data provided by the client, psychological tests and behavioural footprints the algorithm performs microsegmentation of the tre group.



Segment 1 Segment 2 Segment 3 Segment 4 Segment 5 Segment 6 Segment ... **Segment X** 

Graphic 2

Graphic 3

Creative agency, copy writer, designer

Graphic 5

Graphic 6

Graphic 6

Graphic X

**Graphic 1** 

Our algorithm determines the targeting guidelines for each segment.

We deliver a brief for the content creation (image, text, voice) and consultancy after preparation.

Our goal is to create a Machine
Learning for the image creation process.