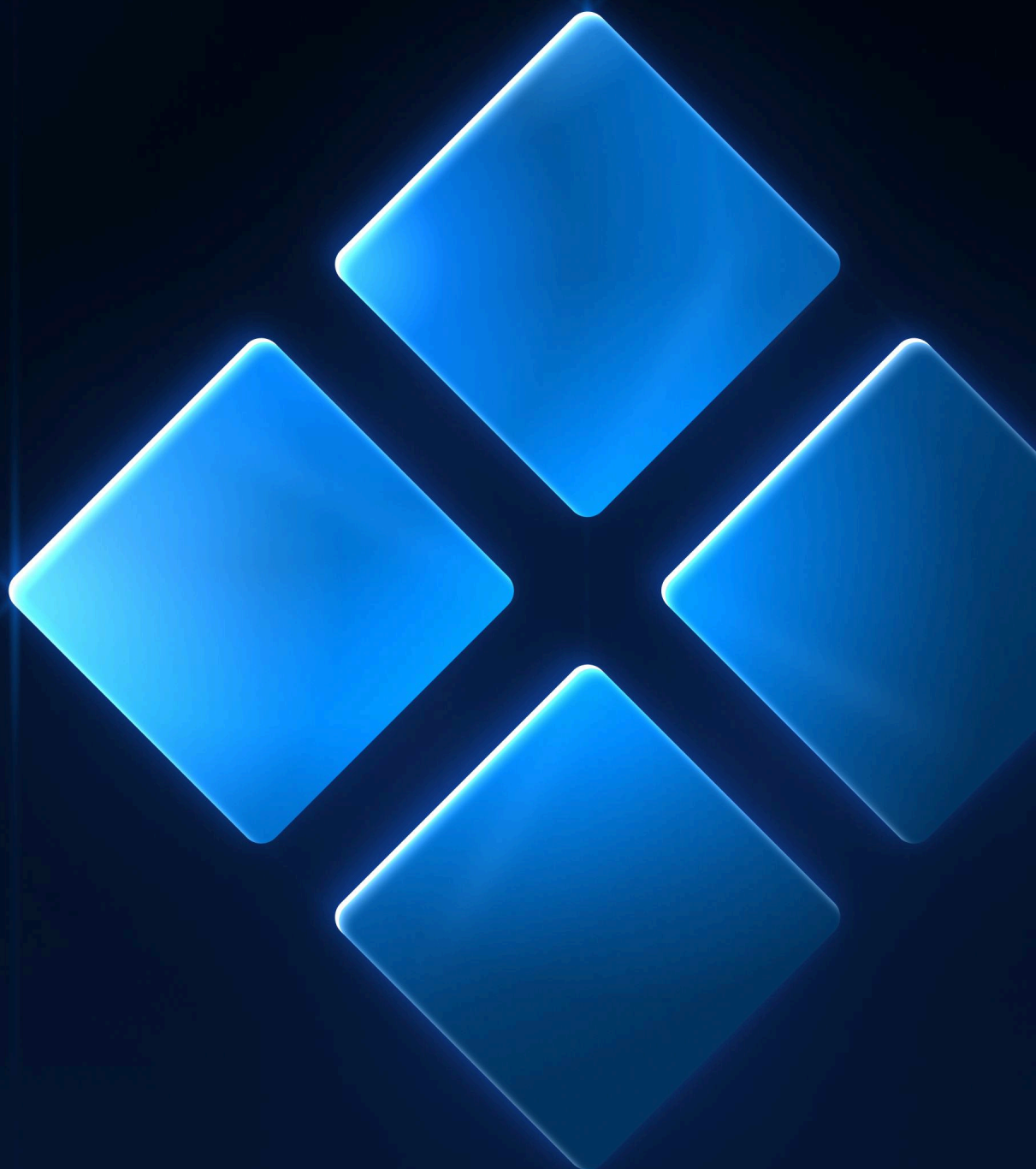




AI, Your way

Every Decision Powered
by Your Agency's DNA



Akkio, the AI-Native Analytics
Platform for Media Agencies

Agencies are Evolving From Services to Platforms

In today's competitive advertising landscape, agencies face razor-thin margins and the constant challenge of securing new clients, with over **60%¹ of executives reporting difficulty in identifying new business opportunities in 2023**. As competition intensifies, differentiating services has never been more critical.

Historically, agencies have relied on general AI services, like individual campaign optimizations or data analyses. To sustain growth, however, and meet rising client expectations, agencies are shifting to comprehensive AI-powered platforms that offer holistic solutions across the campaign lifecycle.

This shift from ad-hoc services to integrated platforms is driven by a need for greater efficiency, scalability, and continuous improvement. AI-powered data analytics is at the heart of this transformation, enabling agencies to turn raw data into actionable insights. AI's real potential lies not just in isolated breakthroughs, but in its ability to drive operational efficiencies, optimize processes at scale, and consistently improve margins.

For instance, a **modest 5%² margin boost could add billions in income across industries, with an opportunity of around \$600 billion**.

Companies like Klarna and Meta are already restructuring to capitalize on AI's efficiency gains, while Microsoft's AI business is set to surpass \$10 billion in annual revenue within a few years.

For agencies, this shift to platform-based AI solutions enables them to leverage the full power of data across multiple touchpoints — optimizing ad spend, personalizing campaigns, and driving superior client outcomes at scale. Rather than applying AI in isolated, one-time engagements, agencies can use integrated platforms to continuously analyze vast data sets, make real-time adjustments, and improve performance over the campaign lifecycle.

Akkio is the AI-powered analytics platform designed specifically for media agencies, enabling them to seamlessly transition to a platform-based model. By unlocking the full potential of data across the entire campaign lifecycle, Akkio streamlines workflows, empowers data-driven decision-making, and positions agencies as leaders in today's data-first landscape of modern advertising.

¹ Statista, 2024. "Level of Difficulty in Obtaining New Business According to Advertising, Marketing, and PR Agency Executives in the United States from 2020 to 2023"

² Felicis, 2024 "A 5% Margin Improvement Could Blow Past AI's \$600B Value Gap"

WPP TO INVEST \$318 MILLION IN AI ANNUALLY, DOESN'T EXPECT MUCH REVENUE GROWTH

WPP CEO Mark Read also said the holding company has completed its agency restructurings

By Brian Bonilla. Published on January 30, 2024.

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Audience / Marketing Data

Horizon Media announced multi-year strategic partnership with Akkio

October 7, 2024, 7:00 pm



Publicis Groupe SA + Add to myFT

Publicis plans €300mn AI investment after exceeding growth targets

Decision comes as advertising industry faces existential threats from generative artificial intelligence



Publicis says that a new investment will put AI technology at the 'core' of its business © HJBC/Alamy

JANUARY 24 2024

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est €300mn as part of an AI strategy designed to secure the
ap's long-term future in an advertising industry facing
ts from new technology.

Special Report: Cannes Lions

HAVAS TO INVEST OVER \$400 MILLION IN AI AS PARENT COMPANY CONSIDERS SPINOFF

At Cannes, Havas Chairman-CEO Yannick Bolloré also announced a new operating system

By Brian Bonilla. Published on June 18, 2024.

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Differentiate Your Agency With AI That Works Your Way



As agencies shift from traditional services to platform-based models, Akkio empowers you to harness the full potential of AI in a way that works for your business. We're helping agencies unlock smarter predictions, automated insights, and scalable solutions—tailored to your unique needs — without the time-consuming processes or technical barriers that have historically slowed progress.

Where complex data analysis once required months of work from data scientists, Akkio brings powerful machine learning capabilities to your fingertips in minutes. Our platform enables you to seamlessly integrate AI into your workflows, allowing your teams to generate actionable insights and predictions quickly, and at scale.

With Akkio, you don't need advanced technical expertise to take full advantage of your data – we've simplified the process, transforming sophisticated AI into an intuitive, user-friendly experience that anyone in your organization can leverage.

By adopting Akkio, you're not just staying competitive – you're setting your agency up for long-term success in an increasingly data-driven world.

The Transformational Power to Drive Better Campaigns

Equipping your agency with an industry-specific AI analytics platform designed to work the way you do empowers your teams to do their best work while simplifying complex data processes.

With AI tailored to your needs, workflows, and objectives, the result is smarter, more efficient campaigns that yield better results for your clients.

More Time to Make Data-Driven Decisions From Your Data Ecosystem's DNA to Deliver Better Client Results

- ✓ **AI-driven insights**
Our platform leverages AI to analyze vast datasets and deliver deeper, more actionable insights, driving better decision-making.
- ✓ **Maximized data utilization**
Harness the full spectrum of your unique data to uncover hidden patterns and optimize every campaign for superior performance.
- ✓ **Intelligent automation**
AI doesn't just assist in gathering insights; it drives automated, real-time adjustments for smarter strategies.

Automated Tasks Across the Campaign Lifecycle for Cost Savings at Scale

- ✓ **AI-powered optimization**
Automate time-consuming tasks and streamline workflows, freeing teams to focus on higher-level strategy and creative execution.
- ✓ **Cost reduction**
By leveraging AI, we drastically cut down manual efforts, allowing you to achieve more with less investment — both in time and resources.
- ✓ **Strategic focus**
With AI handling routine tasks, your teams can spend more time on strategic, value-driven decisions, enhancing overall campaign effectiveness.

Workflow Customization for new Capabilities to win new Business

✓ Seamless collaboration

Akkio's centralized platform provides agencies with full control while enabling seamless collaboration across teams, clients, and partners.

✓ AI-backed scalability

Effortlessly scale operations without compromising performance, thanks to AI's ability to handle large volumes of data and complex workflows.

✓ Uncompromising security

With AI monitoring, your data and insights are secured in a robust environment, ensuring compliance and privacy without sacrificing performance.

Smarter Outputs From Your Entire Data Ecosystem for Stickier Customer Relationships

✓ Lower churn, increased retention

Clients experience faster, smarter solutions, fostering stronger, long-term relationships.

✓ Revenue growth

The AI-driven efficiency and intelligence lead to better results, resulting in improved ROI and growth opportunities.

✓ Empowered teams

By enabling teams to focus on what truly matters — strategy, creativity, and client relationships — the Akkio platform delivers a lasting impact on business performance.

Time is Money. Save Both with Akkio.

Akkio's platform helps leading agencies save time by automating routine tasks like data analysis and report creation, reducing manual labor.

With quicker data processing, agencies can make faster decisions, improving efficiency and accelerating project timelines. This increased speed and automation lower operational costs, allowing agencies to focus more on what matters most.

Two Examples of Akkio's Highly-Automated Workflows

Audience Building

Before

Manual data sorting, audience segmentation, and targeting took weeks — often requiring manual adjustments and constant monitoring.

After Akkio

Automated data processing, intelligent segmentation, and dynamic targeting — accomplish in minutes what used to take weeks.

60x Faster.

Achieve precision and efficiency at a scale you never thought possible.

Campaign Reporting

Before

Creating detailed reports meant compiling raw data, interpreting metrics, and manually generating insights — tedious and time-consuming.

After Akkio

Instant, automated report generation with actionable insights — no more waiting for results.

25x Faster.

Deliver real-time performance analysis that empowers data-driven decisions in the blink of an eye.

The AI-Generated Insights You Need to Drive the Client Outcomes You Want

Akkio's platform is designed to support agencies across the entire campaign lifecycle, from strategy through execution to data analysis and reporting.

Media Strategy & Planning

In the media strategy and planning phase, our AI helps you quickly generate data-driven insights and make smarter decisions about targeting and budgeting.

Campaign Execution & Management

During campaign execution and management, Akkio enables seamless optimization with real-time predictions, helping you adapt and improve your campaigns as they run.

Data Analysis & Reporting

Finally, our data analysis and reporting tools make it easy to evaluate performance and uncover key learnings, delivering actionable insights for future campaigns.

By integrating these capabilities into a single, unified platform, Akkio empowers your team to streamline operations, accelerate decision-making, and maximize campaign impact — without needing to rely on technical expertise or manual processes.

Audience Studio

Activate High-Performing AI-Generated Audiences

AI can help you discover and build audience segments to capitalize on any campaign goal with Audience Studio.

Forecast Outcomes

Create Machine Learning (ML) Models to Predict Performance

Take the guesswork out of performance and make informed decisions by forecasting everything from return on ad spend (ROAS) to consumer buying behavior with predictive AI.

Design Media Mixes

Generate Media Mixes that Exceed Expectations

Achieve the perfect mix every time. Input planning parameters like objective and budget and receive a recommended media mix engineered to achieve and exceed your campaign goals.

Optimize Campaigns

Instantly Access Insights to Capitalize on Optimizations

Chat. Optimize. Win. Access campaign insights in seconds by using Chat Explore to chat with your data and receive instant answers for immediate implementation.

Analyze Performance

Uncover Enriched Insights that Deliver Better Results

Don't let disparate data sources slow you down. You can now navigate across multiple data sources with Akkio Chat Data Prep for deep insights that help you exceed your campaign goals.

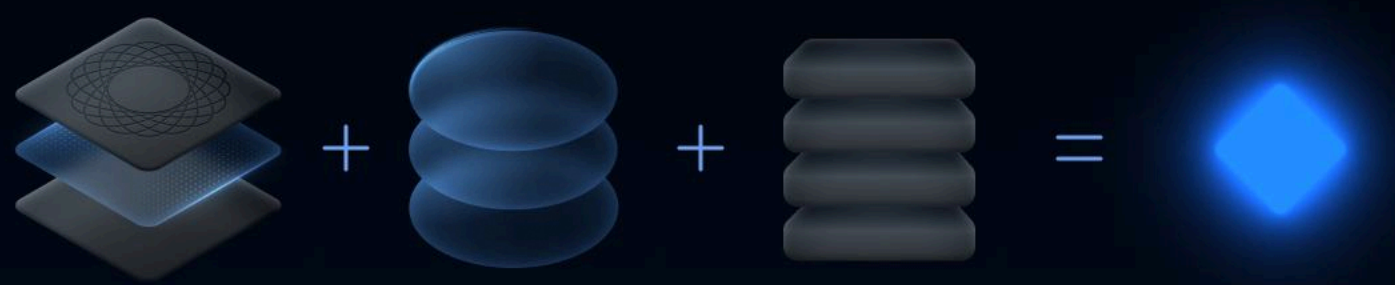
Visualize Results

Automatically Generate Campaign Recap Reports

When you see more, you can do more. You and your team can visualize your campaign performance in real-time with Generative Reports for easy campaign analysis and client communications.

Integrate Your Agency, Client, and Expertise Data Into Every Decision

Akkio's platform is built around three key elements that work together to drive operational efficiency, intelligence, and scalability for media agencies.



The Foundation

First is the foundation layer – the technical backbone of the platform – that consists of four powerful components: ETL (Extract, Transform, Load) for seamless data integration, AutoML for automated machine learning model generation, Model Ops for efficient model management and deployment, and NLP (Natural Language Processing) to make sense of unstructured data. These elements come together to unlock the true potential of your data and make it actionable at scale.

The Workflows

The final piece of the puzzle are Workflows – the processes through which your team interacts with the platform. Akkio offers pre-built workflows to accelerate common tasks, but you also have the flexibility to tailor or build your own workflows to suit your specific needs, like media strategy and planning, campaign execution and management, data analysis, and reporting.

Thanks to the underlying technology, every workflow is fast, intuitive, and user-friendly, enabling your team to work at maximum efficiency without needing deep technical expertise. This makes it easy to scale operations, save time, and continuously improve productivity.

The Cognitive Architecture

Our Cognitive Architecture truly tailors Akkio to your agency's unique needs. We begin by plugging into your existing data warehouse, ensuring that we work with your preferred infrastructure. Akkio is LLM-agnostic, meaning we can select the best Large Language Model (LLM) for each specific task, optimizing for accuracy and performance.

Finally, we infuse the platform with your agency's expertise — including your data, client data, and industry-specific knowledge — to ensure that Akkio aligns with your workflows, making every decision feel personalized and reflective of your unique context. This customized approach ensures that the outputs are tailored to your agency, empowering your team to make smarter, data-driven decisions that truly set you apart from the competition.

Enterprise-Grade Security

And, underpinning all of this is security: Akkio is deeply embedded within your infrastructure, ensuring that your data is protected with enterprise-grade security, keeping your operations and client data safe at all times.

Power Every Decision With Your Agency's DNA

Akkio is the AI-powered analytics platform that helps media agencies activate all of their data across the campaign lifecycle.

By integrating your agency data, client insights, and expert knowledge into streamlined workflows, Akkio enables smarter, data-driven decision-making for better client outcomes.

Connect with us to learn more:

