



Industry-first platform

Omnichannel Digital Campaign Management

1



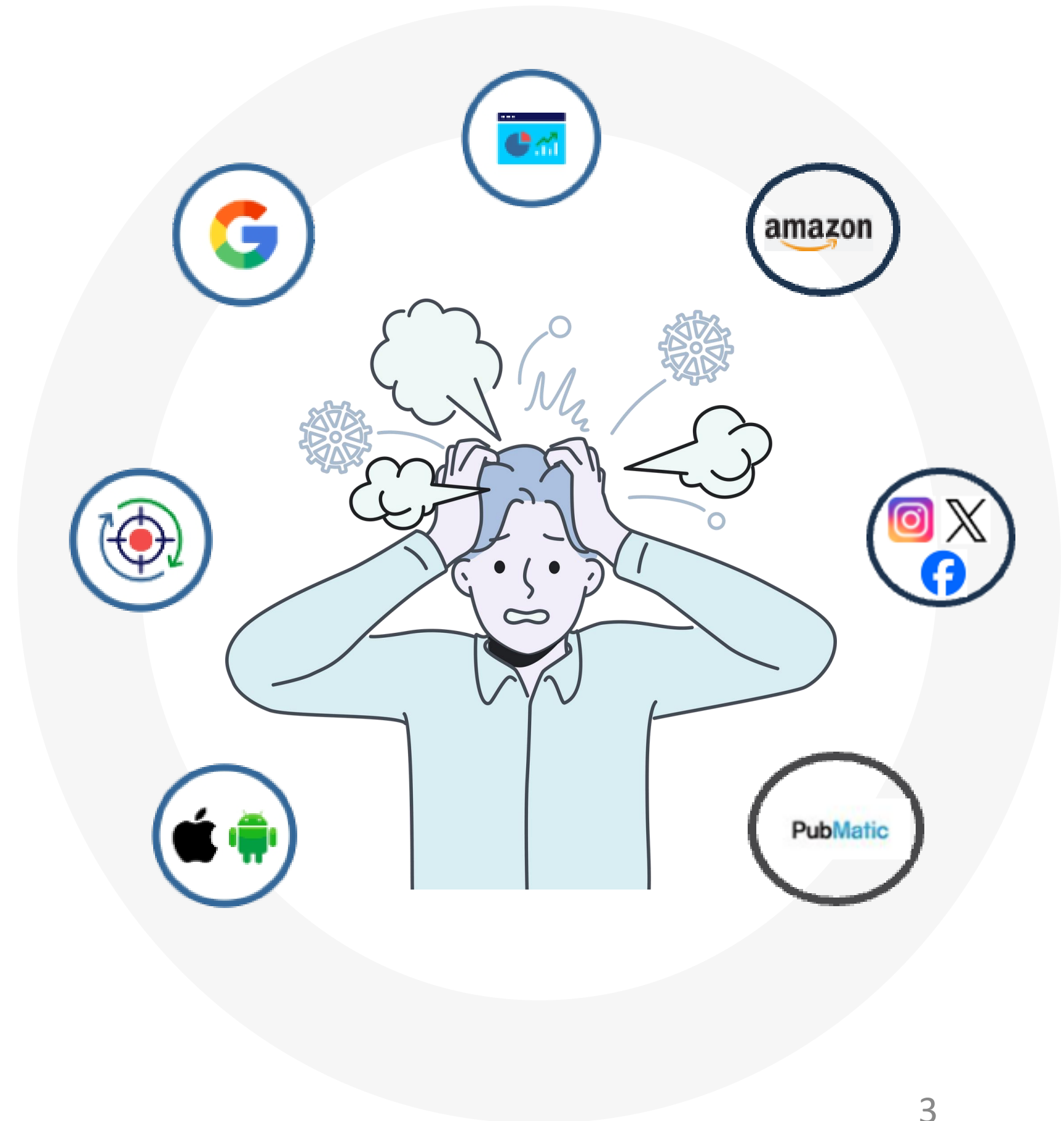


OVERVIEW

Online Advertising Poor Lead Quality & Complex Process

Key Problems for Advertisers

- ❌ Platform-specific nuances
- ❌ Fragmented planning and execution
- ❌ More than 2/3rd of marketers dissatisfied
- ❌ Firms unable to effectively leverage AI



Crigloo: Marketing in a Box



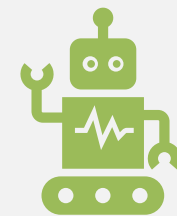
Democratize deep tech and equip brands and agencies to solve real-world marketing challenges.



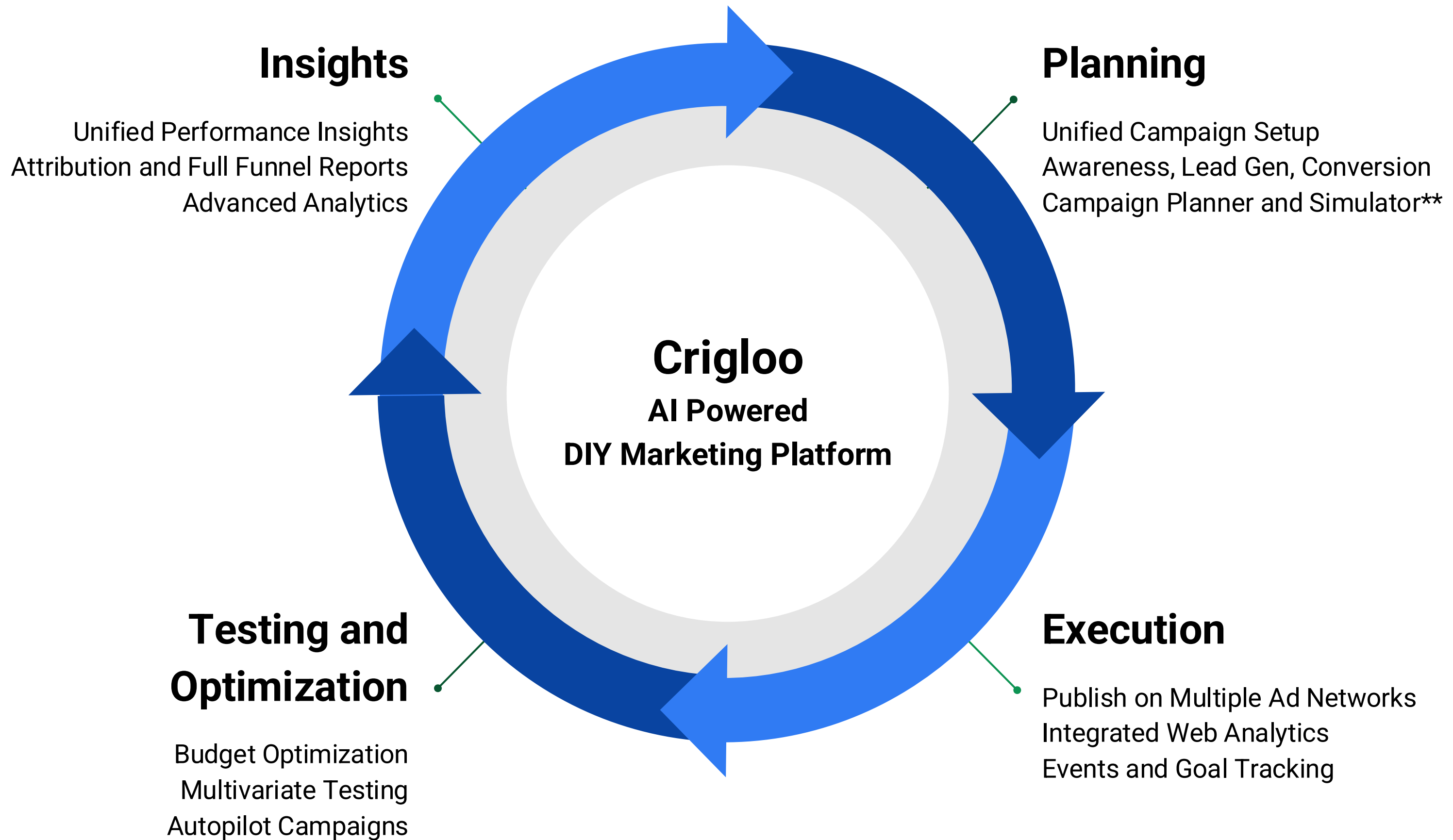
“Pure play” product firm focused primarily on 10x **innovation**.



Goal is to deliver consistent value and high Return on Ad Spend (ROAS).

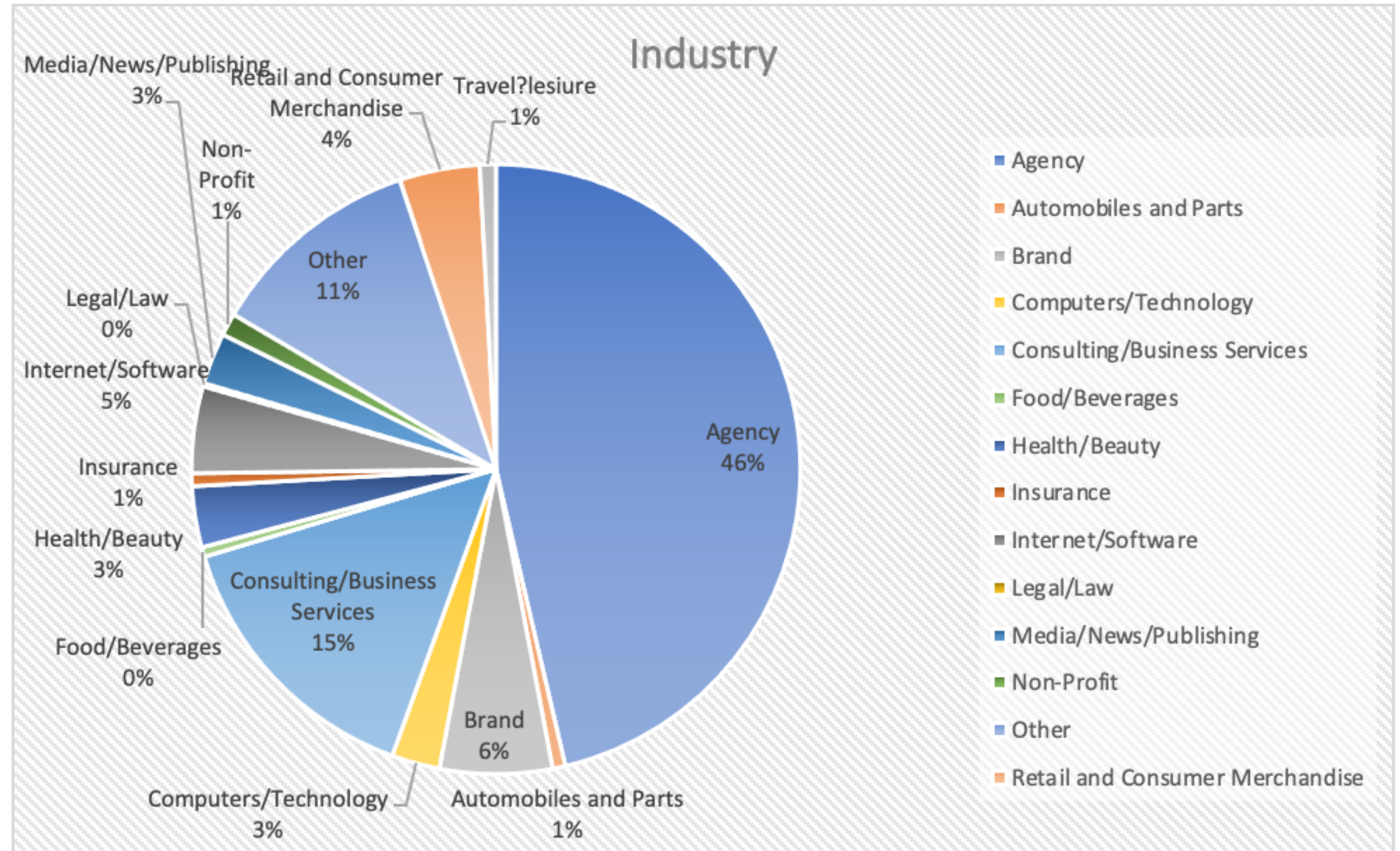


Founded by people with deep expertise in marketing, advertising and AI/Machine Learning.



**coming soon

Customer Profile



Big brands in the pipeline:   Expedia

Customer Success Stories



Type of Improvement



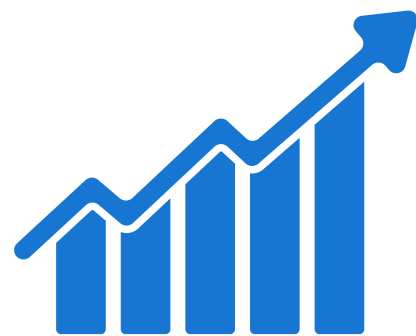
40 - 50%

Increase in Quality Leads



25 - 35%

Conversion Rate Increase



60 - 90%

Budget Leftover After Attaining
MQL Targets





PRODUCT EXPERIENCE

Multiple Objectives

1 Objective ✓ Campaign Mode ✓ Schedule ✓ Targeting & Messaging

Step: 1 Objective

Brand [?]

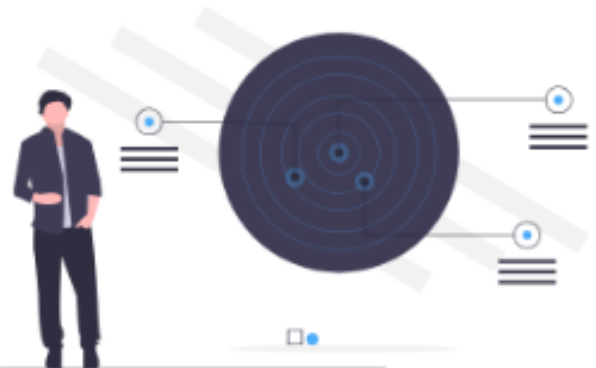
Campaign name [?] 31/75

Objective [?] [Help](#)

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input checked="" type="radio"/> Awareness & Reach	<input type="radio"/> Traffic	<input type="radio"/> Website Conversion
<input type="radio"/> Page Engagement	<input type="radio"/> Lead Generation	<input type="radio"/> Catalog Sales <i>(Coming Soon)</i>
<input type="radio"/> Boost Post	<input type="radio"/> Video Views	
	<input type="radio"/> App Install	
	<input type="radio"/> Messaging App	

Objective [Help](#)



Selecting the objective is a very important first step in setting up a campaign. There are broadly three types of objectives. 1) Awareness 2) Consideration and 3) Conversion.

Awareness:
If the purpose of the campaign is to generate awareness about your brand or product/service then choose one of the following objective types:

Consideration:
If the purpose of the campaign is to make people actively consider your product/service then choose this objective.

Conversion:
If the purpose of the campaign is to increase sales then choose this objective. This objective is generally appropriate for products and services that can be purchased online.

Multi Channel

Objective Campaign Mode Schedule Targeting & Messaging

Step: 2 Campaign Mode

Campaign Mode Setup

Campaign Mode
Please choose how this campaign will be configured and executed. The Automatic option uses AI to execute the campaign. The Manual allows you to configure and execute the campaign manually.

Automatic
Automatic option uses AI to execute the campaign.

Manual
Configure and execute the campaign manually.

Campaign Network


Campaign Network
All available networks for your chosen objective are selected. Please deselect if you need to.

<input checked="" type="checkbox"/> Display	<input checked="" type="checkbox"/> Facebook, Audience Netw...
<input checked="" type="checkbox"/> Instagram	<input type="checkbox"/> Snapchat
<input checked="" type="checkbox"/> LinkedIn	

Advanced Options (Events/Pixel Tracking)

Navigation: < >

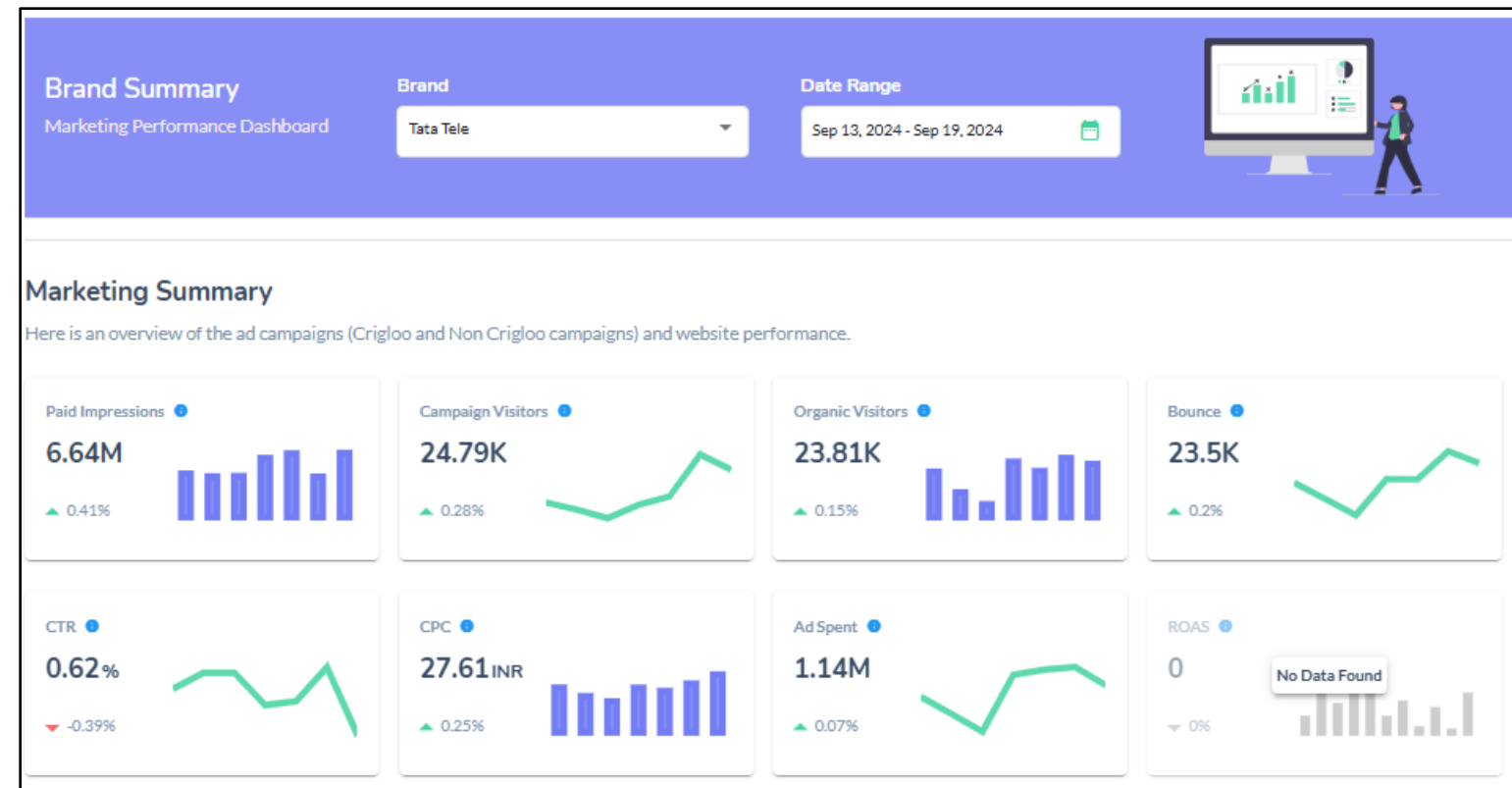
Campaign Mode and Channels



Choose the Campaign mode, channels and optionally the tracking parameters.

- Ⓢ Campaign Mode: Choose between Automatic and Manual. The Automatic option uses AI to steer the campaign. The manual option provides you the control to structure and execute the campaign.
- Ⓢ Campaign Network: Networks are where the campaign will be executed. You can choose one or more networks, but at least one. Your budget will be spent on these chosen networks when executing the campaign.
- Ⓢ Web Analytics Performance: If you need to report events that occur on your website in the performance reports of this campaign, please select the events. Events could be for example - file download, form fill and button click. The selected events will appear in campaign analytics reports for this campaign. This is an optional step.

Unified Analytics



Simple Onboarding

The image shows a user onboarding screen for Crigloo. On the left, there is an illustration of a man in a suit standing in a stylized landscape with trees and social media icons for AdSense, Instagram, Facebook, Pinterest, LinkedIn, and Twitter. The Crigloo logo is in the top left corner. On the right, a progress bar shows three steps, with Step 2 being the current step. Below the progress bar, the heading "Choose your ad network(s)" is followed by the instruction "Connect to at least one ad network. Add other ad networks in settings page." A table lists three ad networks: Google Ads (Connected), Facebook Ads (Connected), and Snapchat Ads (Not Connected). A "Next" button is located at the bottom right of the table area. A small blue chat icon is in the bottom right corner of the screen.

Crigloo

1 Step 1 — 2 Step 2 — 3 Step 3

Choose your ad network(s)

Connect to at least one ad network. Add other ad networks in settings page.

	Google Ads ● Connected	Connected
	Facebook Ads ● Connected	Connected
	Snapchat Ads ● Not Connected	Connect

Next