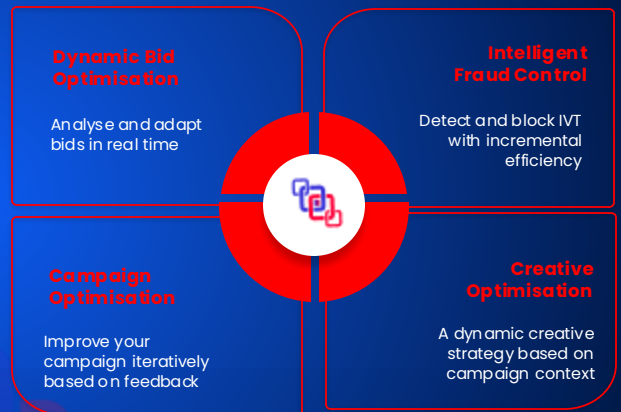**NEXVERSE.ai**

Powering Your Omnichannel Strategy with **AI-Driven Precision**

Harness the power of AI & ML to optimize every bid, boost revenue, and enhance ad experiences across channels.

Scale your Campaigns with **Intelligent Decisioning**

At **Nexverse.ai**, we are transforming the way advertisers and publishers interact with ad inventory. Powered by advanced **AI** and **Machine Learning (ML)**, our platform enables smarter, data-driven decision-making that enhances ad performance, maximizes revenue, and delivers **personalized, consumer-first experiences** across multiple channels

Dynamic Bid Optimisation
Analyse and adapt bids in real time

Intelligent Fraud Control
Detect and block IVT with incremental efficiency

Campaign Optimisation
Improve your campaign iteratively based on feedback

Creative Optimisation
A dynamic creative strategy based on campaign context

Seamless **Omnichannel Optimisation**

Nexverse.ai's AI-powered platform ensures **seamless ad delivery** across **mobile, web, CTV, audio**, and more. Our technology provides **consistent and relevant ad experiences**, enabling advertisers to reach their audience wherever they are, on any device.

✔ **Cross-Channel Synergy**: Our AI algorithms analyze engagement data across channels, ensuring your campaigns are **optimized for performance** across all touchpoints.

✔ **Holistic Campaign Management**: With Nexverse, advertisers can manage, monitor, and optimize campaigns across channels in **real-time**.

✔ **Maximized Reach & Impact**: Our platform ensures **consistent messaging** and **high impact** across every interaction

Unlock the full potential of AI in Advertising

Our platform is designed to not only optimize campaign performance but also deliver **seamless, personalized experiences** for consumers—across devices, across channels, and across the globe.

Real-Time Dynamic Bid Optimisation

Our proprietary AI-powered **IntelliBid** system analyzes **bid behavior, fill rate,** and **win probability** in real-time to maximize CPM for publishers and ensure high-value placements for advertisers. The system adapts within minutes to optimize bids based on **gross eCPM, device type, location,** and other key parameters.

Intelligent Fraud Detection

Our advanced **IVT detection** system employs machine learning algorithms to **identify and block invalid traffic** in real-time. This ensures **brand safety** and **ad quality**, protecting campaigns from fraudulent impressions while maintaining high engagement from genuine users.

Creative Optimisation

Our ML models continuously analyze creative performance, refining ad placements based on **engagement metrics**. This ensures **dynamic creative optimization** (DCO) in real-time, matching the right creative to the right audience for maximum impact.

IntelliBid: AI-Driven Dynamic Bid Optimization

IntelliBid is Nexverse.ai's proprietary **AI-powered bid optimization engine** designed to maximize the value of every impression for both **advertisers** and **publishers**. It uses a combination of **machine learning models** and **real-time data analysis** to intelligently adjust bids and optimize ad placements.

Campaign Goals

Audience Data & Insights

Demand Signals

Parameter Combinations

NEXVERSE.AI INTELLIBID

Behavioural Learning

Adaptive Bidding

FEEDBACK LOOP

Increased Win Rate

Optimised Gross eCPM

Efficient Budget Use

How it Works

✓ IntelliBid evaluates each bid request in **real-time,** factoring in metrics like **gross eCPM, win rate & render rate,** to determine the best bid price.

✓ By managing multiple bid variables—such as **frequency capping,** and **user capping**—IntelliBid ensures that **advertisers** bid where **win probability** is high, while publishers receive bids that align with their revenue goals.

✓ IntelliBid prioritizes **ad placements** that are most likely to win, maximizing **CPMs** for publishers by targeting high-value demand and **minimizing bid floor requests** that are unlikely to convert.

Key Benefits

✓ **Higher CPMs:** IntelliBid's real-time bid optimization leads to increased competition for valuable inventory, driving up prices.

✓ **Improved Win Rates:** Advertisers receive more **targeted and relevant bid opportunities**, increasing their chances of securing premium ad placements.

✓ **Faster Learning Cycles**: IntelliBid continuously refines its algorithm, learning from each interaction to deliver better outcomes over time.

✓ **Efficient Resource Allocation**: By identifying the most valuable bid requests, IntelliBid reduces wasteful bidding, ensuring **more efficient use of budgets**.

Have Questions? Reach out to us at info@nexverse.ai