



AI Powered Marketplace Advertising



More sales. More conversions. Incremental Revenue.





Nimble clients realize increased profits by optimizing more frequently and with higher quality bidding. *Our platform finds sales that other platforms don't uncover.*



Higher Frequency Optimization



Higher Quality Bidding



Uncover Incremental Sales Opportunities

You're leaving money on the table.

Other Platforms...

Most advertising platforms take a basic approach to performance — *missing out on incremental sales.*



Low Frequency Updates



Cookie-Cutter Approach



Miss Incremental Sales Opportunities

Why Nimble Ads?

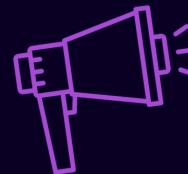
E-commerce platforms have three competing interests...



1. CONSUMERS



2. THEIR OWN
BUSINESS INTERESTS



3. ADVERTISERS

Advertisers are often neglected.

Our founder, Hassan Malik, a former Amazon Tech Leader, recognized this and created Nimble Ads to represent the advertiser's interest as the main priority at all times.



We are optimizing systems we know from the inside — ensuring Nimble Ads makes the best technical decisions to achieve your goals.”

– Hassan Malik
Founder

Discover the Nimble Ads Advantage

A fully customizable ad solution, powered by our proprietary algorithms and supported by our experienced team.

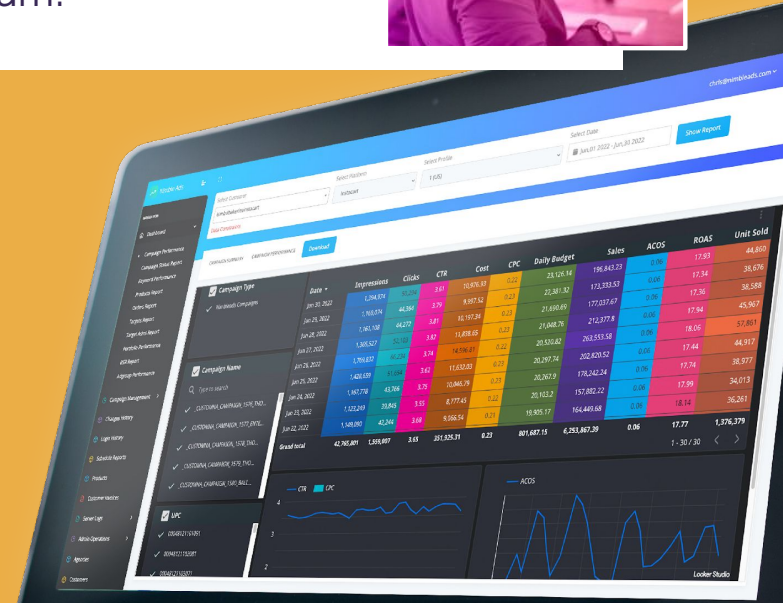


1 Flexible, goal-oriented campaign setup, designed for your specific business goals

2 High-quality, high-frequency bid optimization that discovers new sales opportunities

3 Sophisticated budget allocation that continuously optimizes over your entire portfolio to drive incremental sales

4 Full customization of the platform, unique to your company, products, goals and objectives



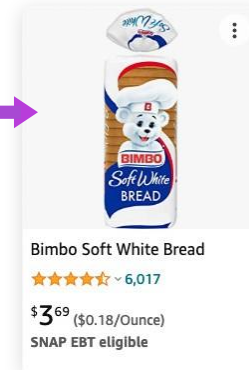
1. Flexible, Goal-Oriented Setup

Other platforms offer a cookie-cutter campaign setup which leaves opportunity on the table.

Our sophisticated machine-learning platform optimizes in a way no human or competitor is capable of, creating a distinct advantage for you in the marketplace.

The Nimble Ads engine is a flexible architecture designed to translate your business goals into millions of technical decisions.

We can accommodate your goals regardless of how simple or complex (i.e. brand, product or portfolio level).



More sales
= Opportunities
at a lower cost

2. High Quality Decision-Making

Nimble Ads optimizes by making millions of decisions every hour.

No other ad platform is set up for this level of volume and smart decision-making.

CONTINUOUS ANALYSIS OF MULTIPLE MARKET VARIABLES

PLACEMENT	ADVERTISED PRODUCT	SEARCH KEYWORD	TEMPORAL	TARGET AD TYPE	TARGET CATEGORY	TARGET PRODUCT
Top of Search	Category	Keyword Match Type	Season	Sponsored Products	Top Products Average Price	Brand Category
Rest of Search	Costs	Organic Results	Day of the Week	Video Ad	Average	Price
Product Detail Page	Stage in Life Cycle			Retargeting	Rating	Rating
	Price			Audiences		
	Sales					

Starting Bid: **\$3.25**



Optimized Bid: **\$0.69**

HIGH-FREQUENCY ANALYSIS

Our learning system works because it:

- Inherently optimizes for goals and uses different strategies for products needing more exposure or brand awareness vs. optimizing for ROAS
- Incorporates ad performance variations based on ad type, placement, keywords, temporal factors, competitive landscape and more in decision making
- Enables granular control and customization

3. Budget Automation

The Nimble Ads algorithm learns where, when and how much budget is needed between all your products, ad groups, campaigns and portfolios and adjusts accordingly.

This level of smart budget optimization is unmatched in the industry and the results are powerful.

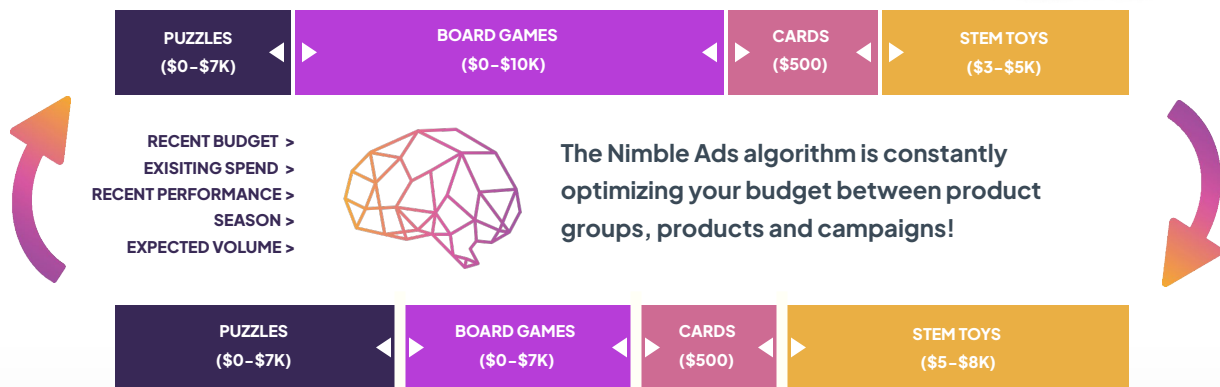
Nimble Ads optimizes budgets using:

- Business goals and product stage in life cycle
- Campaign performance
- Available bandwidth
- Existing spend for the period

Toys Category (example)

Budget: **\$10,000**

Goal: **Reduce ACoS**



4. Customized Performance

Other marketplace advertising platforms use a basic tier approach — one configuration and process for all of your ads, products and campaigns.

But buying habits change each hour, each day and each season and also vary across brands and industries.

We evolve our individual product campaigns to be highly effective and customized over time to achieve greater sales and business goals.

Real Client Data

AGENCY	TIMELINE	AD SPEND	AVG DAILY SPEND	SALES	ACoS	ROAS	PROJECTED ANNUAL ATTRIBUTED SALES
Pre-Nimble	8/23/21 – 10/31/21	\$662,235	\$9,460.50	\$11,125,935.86	5.95%	16.8x	\$58,800,000
			↓				
Post-Nimble	1/01/22 – 1/31/22	\$301,508.53	\$9,726.02	\$5,892,235.48	5.12%	19.5x	\$68,260,000

The end result is higher ROAS and/or sales volume



Case Studies



Bimbo Bakeries

Thanks to frequent optimization and the ability to re-calculate budgets, Nimble Ads helped Bimbo Bakeries achieve:

-62%

ACOS
REDUCTION

+42%

TOTAL
SALES VOLUME

+11_k

INCREASED
CLICKS

+4.5_{mm}

INCREASED
IMPRESSIONS

+43%

INCREASED
REVENUE

-43%

DECREASED
COSTS



Omar N. Haque
Vice President, eCommerce
Bimbo Bakeries USA

“Nimble’s platform has proven to substantially increase our sales velocity and reduce costs across both Instacart and Amazon for many of our key product lines. We continue to see very strong results and improvement.”

See the Difference Between Basic and Best-in-Class!

Other Platforms

- ✗ Simple campaign setup
- ✗ Bids and budgets adjusted infrequently and poorly
- ✗ “Set it and forget it” budgeting and basic human adjustments cannot keep up with changing marketplaces
- ✗ Limited results that leave sales on the table



VS

nimble ads

- ✓ Goal-oriented setup for the overall product sales success
- ✓ Granular campaign approach that optimizes decision-making.
- ✓ Millions of adjustments every hour
- ✓ Dynamic budget allocations across all campaigns
- ✓ Incremental sales and higher overall performance for your brand



Free Trial

Discover why these brands rely on Nimble Ads for their marketplace advertising.



Setup is quick and easy.

1



A dedicated account manager will set up the test for you

2



Pick 10–20 products within your campaigns for your test

3

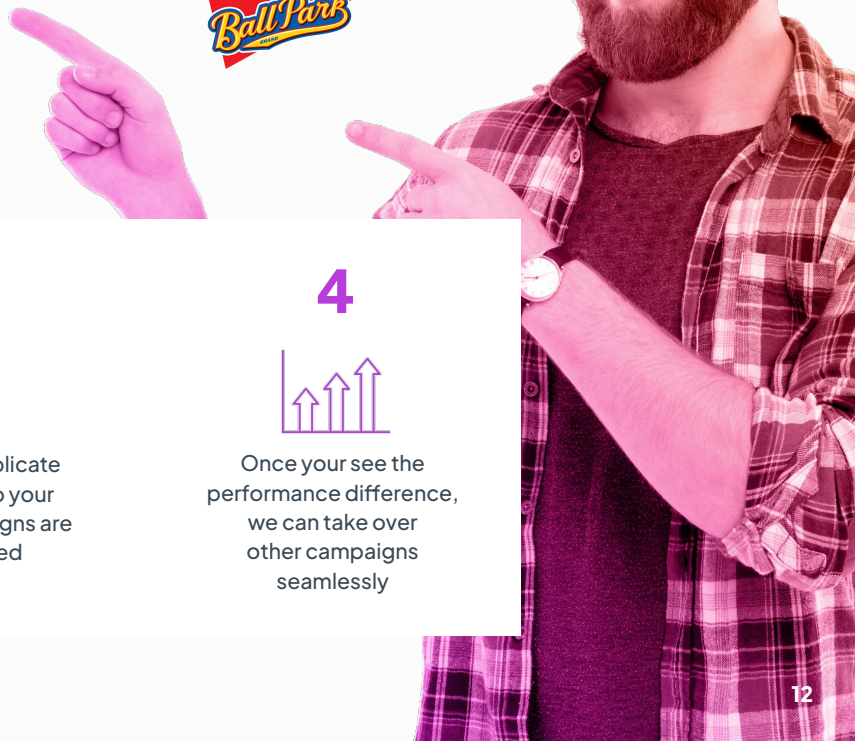


We create duplicate campaigns so your current campaigns are not affected

4



Once you see the performance difference, we can take over other campaigns seamlessly



A competitive pricing structure that pays for itself.



6% fee for media spend less than \$1M annually

5% fee for media spend greater than \$1M annually

4% fee for media spend greater than \$2M annually

INCLUDES

- All campaign setup
- Strategy sessions
- Campaign optimizations
- Custom reporting
- Full dashboard access
- Customer service



Thank You!