Nabler’s Augmented Insights.

Analyse Campaign Performance at any granule. Use these moment-to-moment insights to make data-centric decisions.

Contextual Intelligence.
Nabler’s adaptive solution drives a robust contextual intelligence input allowing clients to find key business context and feedback-based reinforcement to drive a robust contextual intelligence input to generate augmented insights.

Machine Learning.
ML leverages three pillars: Dynamic Benchmarks, Forecasting, and Anomaly Detection. Collectively, these pillars surface key scenarios that need optimization as well as possible solutions.

Automated Sentences.
Our solution generates automated sentences through semantic analyzes and feedback-driven insights. This reflects criticality resolution impact and recommended actions.

Nabler’s Augmented Insights - Sample.

- Continue or Repeat or Replicate
  - Increase Marketing Spend on Facebook Target Group 1 to improve Campaign 1 (CPM).
    - By 15% more CPM efficiency than Target Group 2, with 11% higher viewability.
  - Target core audience on YouTube AdProduct 1, 11% higher CPM, viewability than AdProduct 2.

- Law Performance Media to Stop
  - YouTube Ad 1, 33% viewability below minimum threshold.
    - Facebook Ad 2, CPM above maximum threshold.
  - Alert.

Nabler’s Augmented Insights - Results.

Brands that leverage Nabler’s Augmented Insights see an incremental ROI in ROAS to the tune of 20 to 30 percent. They achieve this by:

1. Optimizing Media Spend away from the poorly performing campaigns and target audience.
2. Optimizing Reach and Frequency Spend, which prevents saturation/threshold breach.
3. Detecting and preventing anomalous and ineffective spend.

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