

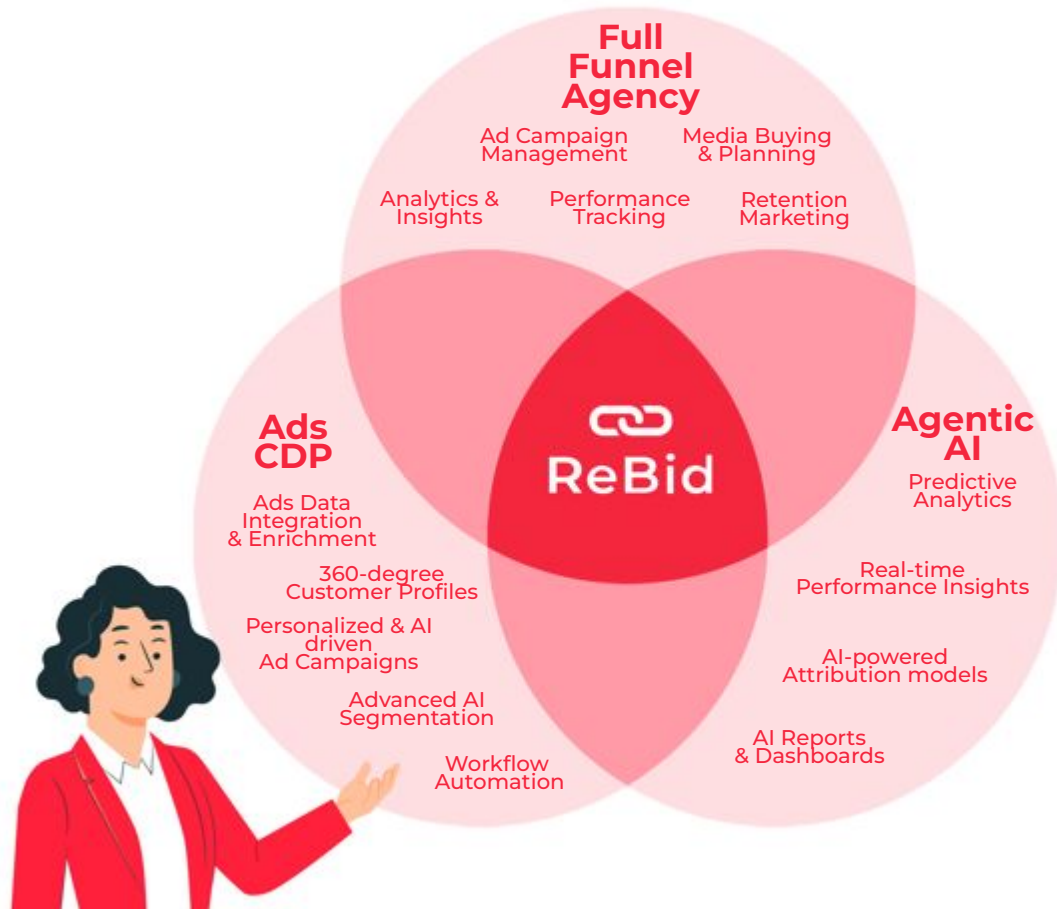


PLATFORM + PEOPLE + AI

“Emerging Digital Agency”

ReBid: The AgentCy (not an agency)

Unlike other agencies and platform, **ReBid** is not just a service provider—we are a **data + Agentic AI**-powered growth partner. Our data-driven platform + expert media strategists ensure that brands get maximum outcomes with minimum inefficiencies.



Why Most Agencies & Martech Platforms Fail

Agencies Struggle with Technology



Performance Issues:

Inefficient targeting

Higher ROAS/CAC

Limited scalability

Lack of real-time analytics

Reduced competitiveness

Transparency Issues:

Opacity in pricing

Limited Data access

Difficult Result tracking

Platforms Fail Short on Responsibility



No accountability of results:

Lack of performance guarantees

Need to onboard consultant

Onboarding challenges:

Upfront costs

Hidden Charges

Long lock-in periods

Limited flexibility and customization

Complexity in setup

Our Core Objective: Powering Brands with a Unified, Performance-Driven Ecosystem and take accountability of business outcomes.

Data ↔ Decision-Making

- Breaking silos across CRM, web, app, and offline data through our **Customer Data Platform (CDP)**.
- Turning raw data into **real-time, actionable insights**

Agencies ↔ Platforms

- Eliminating inefficiencies between agency execution and platform controls.
- Providing **transparency, accountability, and agility** campaign management.

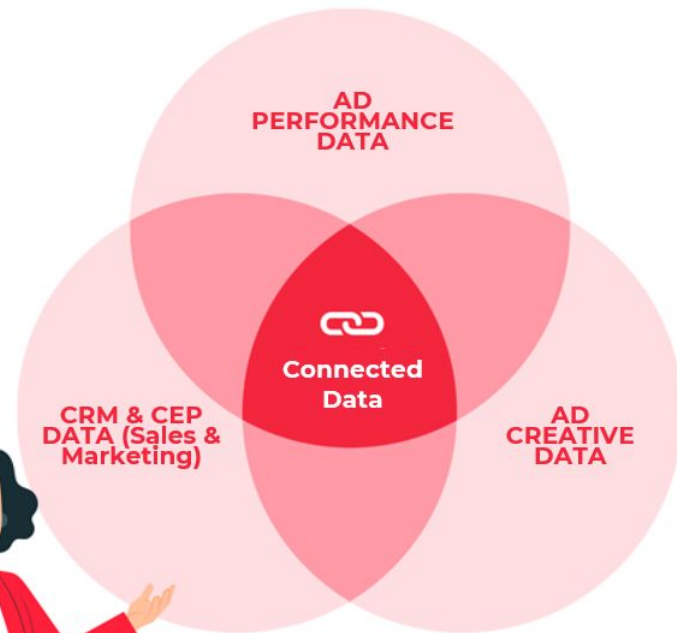
Creativity ↔ AI

- Augmenting human creativity with **Agentic AI**.
- AI-driven campaign optimization, predictive modeling and personalized customer journeys.

Our Goal for Every Brand:

Reduce CAC/ Maximize ROAS: Ensuring efficient spends with precision targeting and stronger business outcomes.

Enable Marketing Agility: Faster, smarter, always-on marketing execution powered by AI + human expertise.



Our Client Landscape



VERO MODA®



SELECTED
/ HOMME



kissht



JACK&JONES ONLY





How ReBid Delivers

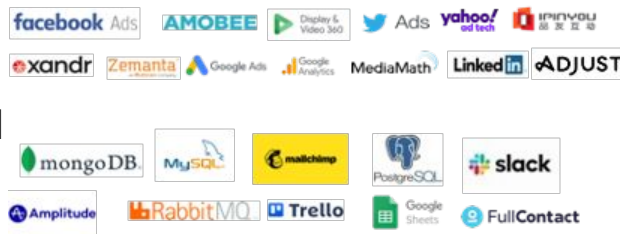
(Our AgentCy Model)



Platform connects
Ad to Transact
data



Rebid covers **98%** of total
Digital Ads spends of the world
in **one platform.**



Over 100+
Martech & Adtech
integrations
in **one platform.**

Unify



1st Party
Data



Ad to
Transact



Ads
Reporting

Simplify



Marketing
Workflow



Reports
Automation



CXO
Reporting

Centralize



All
Campaigns



Automation across
channels & formats

A FULL STACK PLATFORM

Insight Layer

Algorithms analyse the data from all media channels in real-time, generating recommendations to optimize campaign KPI.

A.I. Layer

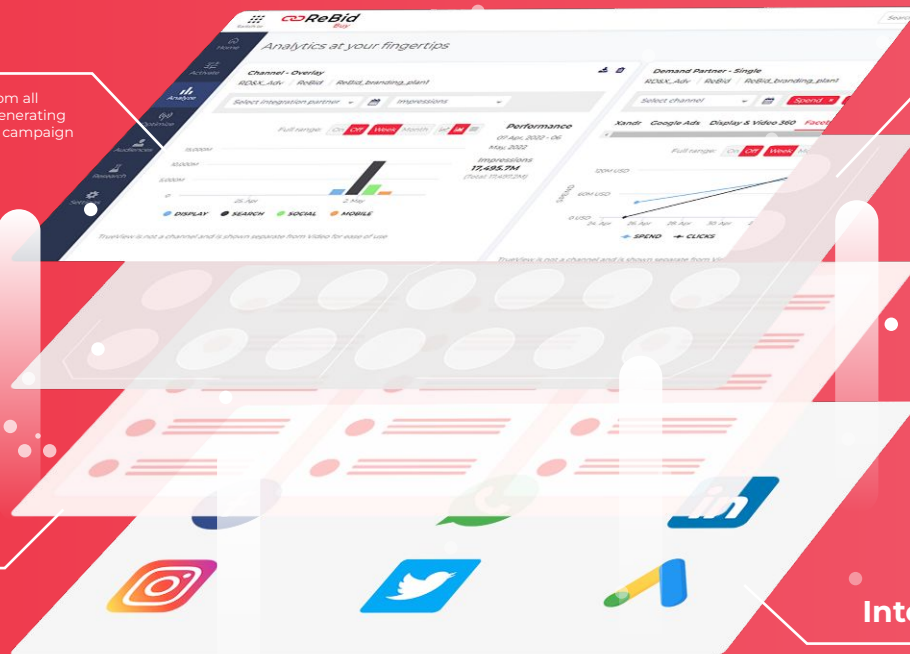
A unified view into the full funnel. The power of a single tracking system that generates useful insights to drive higher ROAS

Campaign Layer

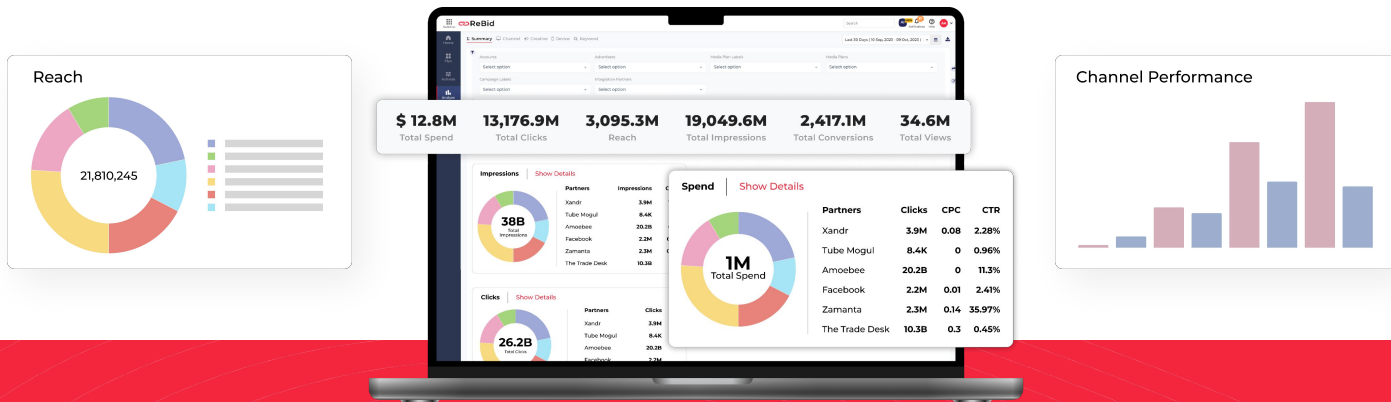
Plug-and-play integration layers with best-of-breed activation platforms offer the best choice and flexibility to reach your consumers

Integration Layer

One platform for a full lifecycle campaign experience: plan, forecast, activate and manage multi-channel /platform campaign from a single UI.



Real-time, Transparent Reporting & Optimization



In the dynamic realm of **User Acquisition (UA)**, navigating through evolving sources is not just an endeavor; it's a strategic effort to catapult your **goals to new heights**.



Continuous Exploration
of New Sources



Evolved Reporting for
Informed Decision Making



Optimization of
Performing Supply



Constant Analysis for Smarter
Selection Decisions



Strategic Allocation of
Budget & Resources

ReBid's Agentic AI Fast-Tracks Smarter Marketing

ReBid's Agentic AI

AI Chat



Query Parsing

Uses NLP to understand the intent and context of the question



Source Identification

Dynamically maps queries to relevant sources (eg. platforms or APIs)



Tools Orchestration

Calls specialized tools for tasks like data aggregation (eg. statistical modeling) or visualization (eg. generating charts)



Output Formatting

Delivers a user friendly responses, such as a summary rendered on the UI

AI Reporting



Trigger

A user requests a report, or it's scheduled automatically



Data Retrieval

The agent identifies and pulls data from multiple sources



Analysis Pipeline

Tools are involved for aggregation (eg. summing sales data), modeling (eg. predictive analytics), and insight generation (eg. identifying trends)



Presentation

The output is formatted into polished reports - think tables, graphs which are ready for stakeholders

AI Workflow



Scheduled Execution

Workflows trigger at set intervals using time-based event triggers



Data Fetching

Agents gather data from multiple ensuring accuracy completeness



Processing

Performs aggregation, statistical analysis, and insight extraction



Delivery

Formats and sends results to the right user via email

Higher ROAS with ReBid's AI solutions



KPI Tracking

Monitor performance across all channels in seconds



Intelligent Recommendations

Optimise budget, bidding, and targeting effortlessly



Fast Audience Insights

Know what's working, where, and why, without delay



Pacing Control

Ensure your campaigns are on track without overspending



Discover Insights

Find correlations and trends that drive success quickly

AI Creative Development – Generation to Intelligence

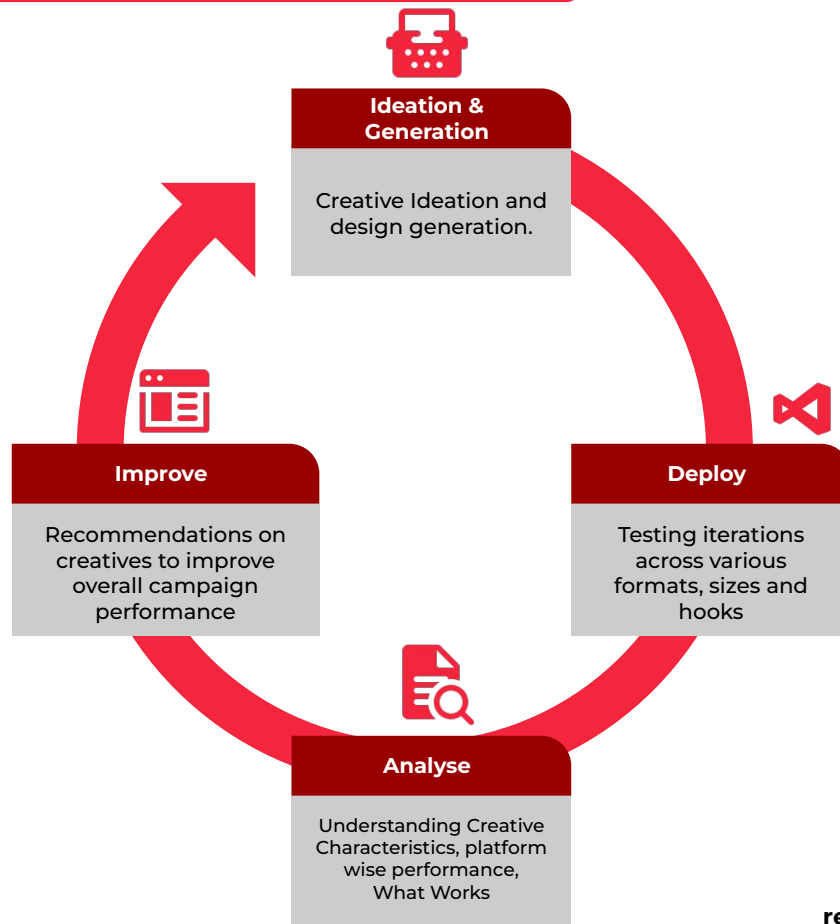
End-to-End AI Creative Loop at ReBid

Creative Generation: Rapid production using brand-safe prompts & LLMs

Variant Testing: AI auto-generates variations across formats & hooks

Intelligence Layer: Real-time performance mapping of asset attributes (visuals, CTAs, tone)

Creative Recommendations: What to pause, repeat, scale – based on ROAS, CTR, conversions





Real Results: Objectives, Solutions & Impact

Xiaomi:

Redmi Note 14 Pro Series Campaign

Target audience:

- Young professionals & students (18–35 yrs) – performance + value seekers.
- Tech enthusiasts – interested in camera, gaming & fast charging.
- Mid-income upgraders (25–40 yrs) – switching from older devices/competitors.

Channels:

- Programmatic Display & Video (DV360, Open Exchange, Premium Publishers).
- Social Media Platforms (Meta, Instagram, YouTube Shorts for video-first engagement).
- Search Marketing (Google Search + Shopping Ads).
- Affiliate & Performance Networks (targeting high-intent purchase cohorts).

Objectives:

- Drive large-scale awareness and engagement for the Redmi Note 14 Pro Series.
- Maximize efficiency of digital spends across programmatic, social, and search channels.
- Leverage AI to dynamically allocate budgets and achieve Higher ROAS while reducing wasted impressions.

Redmi

Note 14

Series



Xiaomi: Redmi Note 14 Pro Series Campaign



AI Budget Allocator

- **Dynamic Reallocation:** ReBid's AI automatically shifted budgets in real time from underperforming campaigns/ad sets to high-performing ones across programmatic, search, and social.
- **Performance Maximization:** Prevented budget wastage by ensuring spends were always aligned to best ROI opportunities, driving efficiency without manual intervention.



Advanced Data Hub (ADH) Setup & Integration

- **Unified Data Layer:** Combined CRM, campaign, and media data into a single ADH framework, eliminating silos and enabling true cross-channel measurement.
- **Incremental Lift Analysis:** Identified the real contribution of each channel (programmatic, social, search), helping Xiaomi understand where each rupee delivered incremental results.



Other Optimization Features

- **Cross-Channel Frequency Capping:** Controlled ad exposures across platforms to avoid ad fatigue while maximizing reach efficiency.
- **Micro-Segmentation:** Used advanced audience clustering to target high-intent cohorts with tailored creatives.
- **Automated Dashboards:** Delivered live reporting dashboards for Xiaomi's marketing team, enabling instant visibility and faster decision-making.

Xiaomi: Redmi Note 14 Pro Series Campaign



ROAS Uplift

28%

As compared to previous
smartphone launches

Lower CAC

18%

Reduced as compared to
other campaigns

Stronger Engagement

35%

Higher CTR's due to
Personalized creative
optimization

Incremental Conversions

15%

Incremental lift from
programmatic channels that
would have otherwise gone
untracked

Conclusion:

ReBid empowered Xiaomi to optimize spends, boost ROI, and achieve smarter, data-driven marketing at scale.

Axis Bank: Salary Account Acquisition Campaign

Target audience:

- Corporate employees (22–40 years), salaried professionals in metro & tier-2 cities
- HR decision-makers & payroll influencers within organizations.

Channels:

- Programmatic Display & Video (DV360)
- Google Search & Display.
- Social Media (LinkedIn, Meta)

Objectives:

- Drive new salary account acquisitions at scale.
- Improve Cost per Account Acquisition (CPA) while ensuring high-quality leads.
- Maximize performance across digital channels with a data-first, AI-powered approach.

AXIS BANK

Make boss-level fashion moves.

Get 10% cashback* on

amazon.in | **Flipkart** | **Paytm**

with **Zero balance**

ASAP Digital Salary Account

Open now

SUVIDHA Salary Program
Built for your world

T&C Apply. *Offer is applicable only on Easy Access & Liberty Digital Salary Accounts.

Swipe right on
work-life balance.

SUVIDHA
Salary Program
Built for your world



*T&C apply, subject to salary thresholds and internal policy guidelines.

Axis Bank: Salary Account Acquisition Campaign



Ad-to-Transaction Data Mapping

- **Full-Funnel Visibility:** Connected ad spend → lead → account opened → salary credited.
- **ROI Clarity:** Helped Axis measure not just sign-ups but real account activations linked to media investments.
- **Single Source of Truth:** Unified campaign performance across Google, Meta, and programmatic in one dashboard.



AI Budget Allocator

- **Dynamic Budget Shifts:** Automatically redistributed spends from high-CAC campaigns to those driving conversions at lower cost.
- **Continuous Optimization:** Removed dependence on manual monitoring, ensuring every rupee worked harder.



Keyword Research & Optimization

- **High-Intent Keywords:** AI identified long-tail, intent-driven queries (“best salary account with benefits”, “zero balance salary account Axis”).
- **Negative Keywords Mapping:** Eliminated wastage on irrelevant clicks, improving lead quality.

Axis Bank: Salary Account Acquisition Campaign



Account Signup

15%

In same budget month on month

Reduction in CAC

12%

Reduced as compared to baseline campaigns

Enhanced Lead Quality

22%

higher conversion from sign-up to account opening.

Conclusion:

ReBid enabled Axis Bank to achieve smarter acquisition at lower costs, combining AI-powered budget allocation with data-led keyword strategy for measurable business impact.

PNB Housing: Launch of Roshni Home Loan Campaign

Target audience:

- Salaried individuals (25–45 years) seeking affordable housing finance options.
- Self-employed professionals looking for long-tenure, low EMI home loans.

Channels:

- Programmatic Display & Video (DV360)
- Google Search & Display.
- Social Media (LinkedIn, Meta)
- Affiliate & Performance Networks

Objectives:

- Launch and scale PNB Housing's Roshni Home Loan, targeted at middle-income and first-time homebuyers.
- Drive high-quality leads at scale across paid channels.
- Ensure cost efficiency while keeping messaging relevant and impactful.

R SHNI HOME LOANS

PNB Housing Finance Limited
Ghar Ki Baat

कम डॉक्यूमेंट्स से
होम लोन?
रोशनी करा देगी
पक्का!

अपने होम लोन पर
₹1.80 लाख
तक की **PMAY-U**
सब्सिडी पाएं

• ₹5-50 लाख तक के लोन
• 30 साल की लोन अवधि इसलिए ईएमआई भी कम
• प्रोपर्टी की कीमत के 90% तक लोन

*Maximum tenure and loan to value. Other fees and charges applicable. Terms and conditions apply. All loans are at the discretion of the company. For further details, refer our website www.pnbhousing.com.
CIN: L69922DL1999PLC033856

pnbhousing.com



Want to enjoy life or pay EMIs?

Do both. With home loans starting @ 8.5%* p.a.

Home loan so easy, life is worry-free!

LOAN UP TO 90%*
ON THE PROPERTY VALUE

30 YEAR TENURE
PAY 14 MONTHLY EMIS

Give a missed call on: **81424 81424**

*For home loans up to ₹50 Lakh | *8.5% are at the discretion of the Company | For detailed terms & conditions, refer website of the Company www.pnbhousing.com | CIN: L69922DL1999PLC033856

PNB Housing: Launch of Roshni Home Loan Campaign



Meta Creative Ad Fatigue Detector

- **AI-Powered Creative Monitoring:** ReBid tracked engagement metrics (CTR, view-through rate, dwell time) in real time, flagging when ad performance dipped below the benchmark.
- **Real-Time Creative Rotation** Fatigued creatives were automatically paused and replaced with pre-approved fresh variations, ensuring the audience always saw new, engaging content.



Custom Bidding Activation

- **Tailored to PNB Housing's KPIs:** Instead of optimizing bids for clicks or impressions, ReBid's custom algorithm prioritized conversions tied to lead quality—specifically loan eligibility and lead-to-loan probability.
- **Smart Budget Reallocation:** Budgets were redirected dynamically towards ad placements, times, and audiences showing the highest conversion-to-loan potential.



AI-Led Keyword Architecture for Scalable Search Growth

- **Structured Keyword Mapping:** Keywords were clustered into thematic segments (affordable housing, first-home benefits, EMI comparisons, women home loans) to mirror consumer intent more precisely.
- **Automated Expansion** AI continuously discovered and tested new high-intent search terms while phasing out underperforming keywords to maximize efficiency.

PNB Housing: Launch of Roshni Home Loan Campaign



Qualified Loan Application

27%

As compared to targeted in the Launch phase

Lower Cost Per Lead (CPL)

20%

Lower as compared to baseline campaigns

Scaling of Search Campaigns

3x

Faster scaling, unlocking more relevant impressions

Conclusion:

Through AI-led innovations across creatives, bidding, search, and conversion, ReBid helped PNB Housing's Roshni Campaign achieve scalable, cost-efficient growth in quality loan applications—while providing full visibility into real ROI.