ReBid

Industry Excellence Awards 2026

Most Disruptive Use of AI

ReBid x Axis Bank

Disrupting Banking Growth Through AI-Powered Marketing Intelligence

Axis Bank: Challenge

Navigating large-scale digital marketing complexity

Managing 50+ active campaigns across channels in the highly competitive BFSI market, focused on driving quality conversions while controlling rising acquisition costs.

Rising Media Costs

Media spend was increasing rapidly without a proportional improvement in conversion rates or overall ROI.

Keyword Duplication

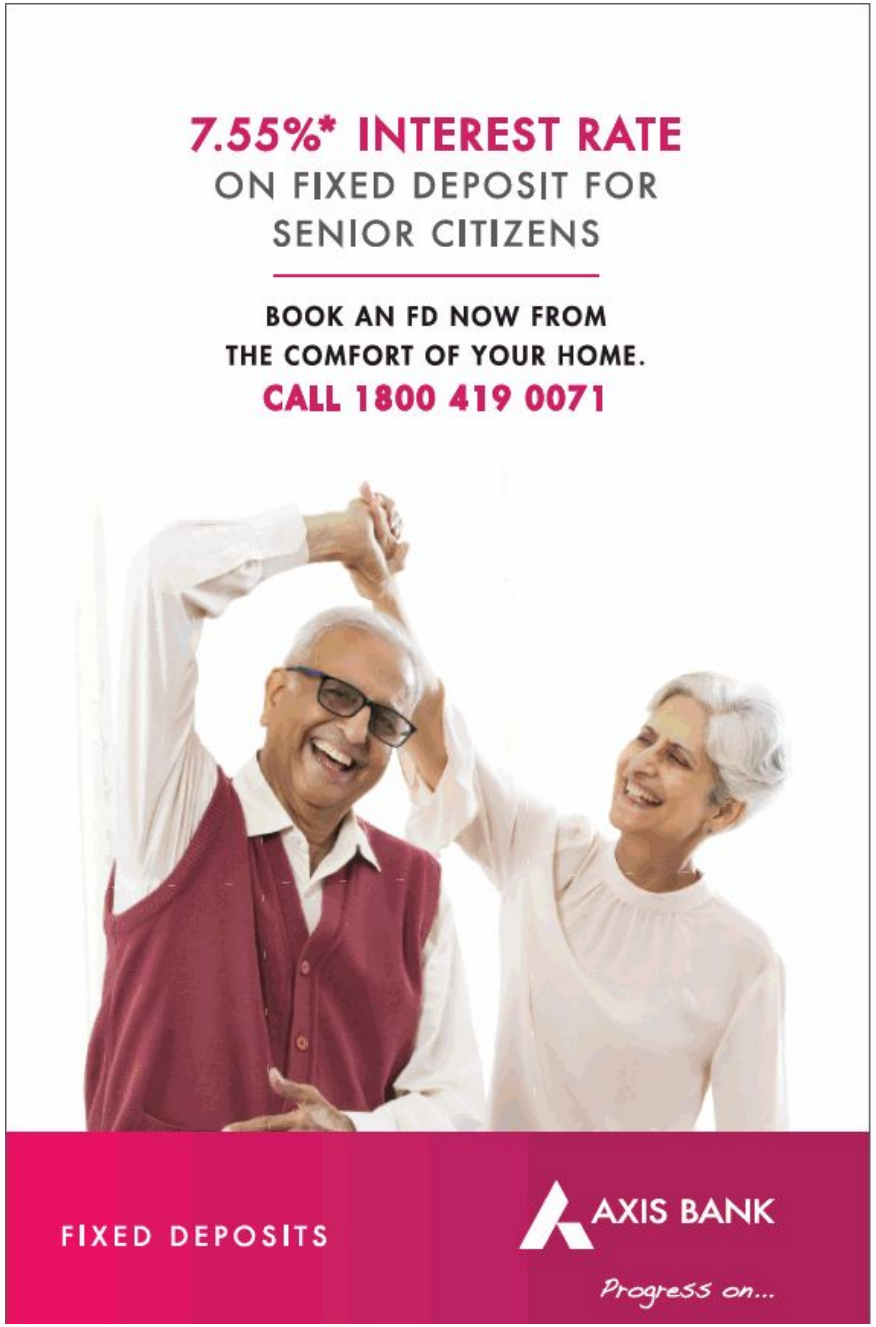
Multiple internal campaigns competed for the same keywords, cannibalizing traffic and driving up CPCs.

Creative Fatigue

Ad creatives rapidly lost effectiveness due to overexposure, with no automated system to refresh them.

Manual Optimization

Time-consuming manual bid adjustments and budget allocations caused delayed responses to market shifts.



THE SOLUTION

Introducing ReBid

AI-powered marketing intelligence & execution infrastructure

Ad Platforms

Customer Data

Revenue Data

ReBid

UNIFIED INTELLIGENCE ENGINE

TO DELIVER

Higher ROAS

Lower CAC

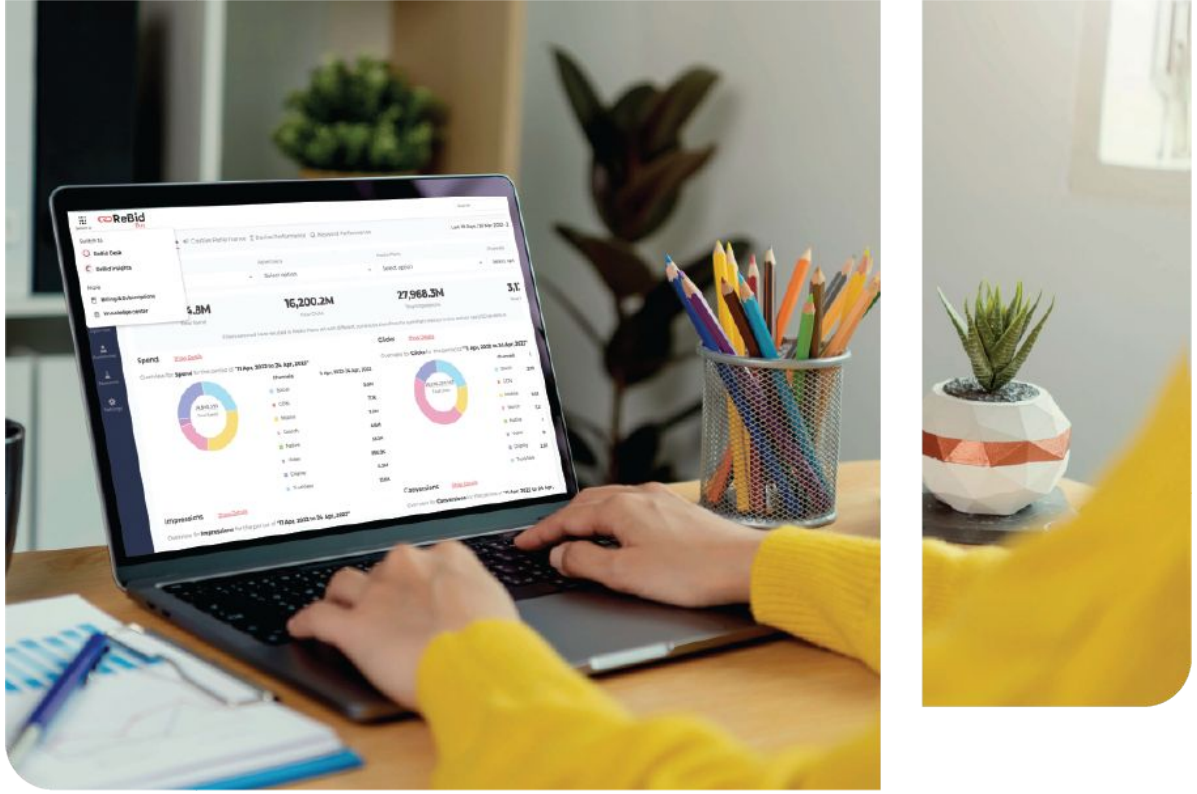
Faster Growth

Outcomes

Our Differentiator • People + Platform + AI

ReBid

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

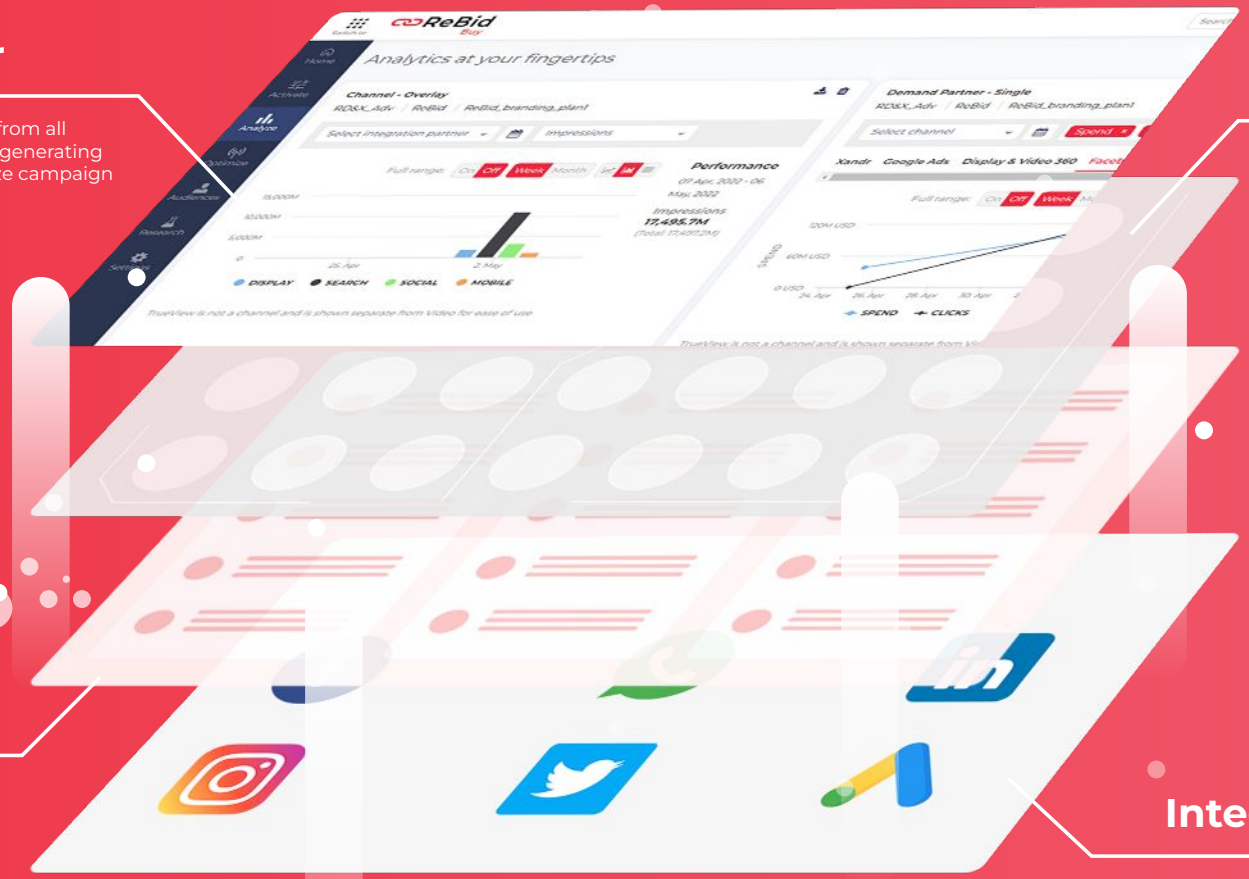
Centralize

- 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.

The Big Idea

ReBid's AI ecosystem transformed Axis Bank's traditional performance marketing into an intelligent, autonomous growth engine. Here's the complete transformation flow

Traditional Model

Manual, fragmented approach

- **Media Data:** Siloed campaign data
- **Customer Signals:** Limited insights
- **Funnel Data:** Basic tracking
- **Optimization:** Manual, slow

Transform

ReBid AI Engine

Intelligent automation

- Real-time intelligence
- Precision targeting
- Autonomous optimization
- Predictive analytics

Cross-platform decisioning

Results

Better Outcomes

Measurable business impact

- 16% More Accounts
- 11% Better ROAS
- ₹1.6Cr Cost Savings
- Faster Decisions

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Challenges vs Solutions

ReBid addresses critical challenges in banking performance marketing with intelligent AI solutions, delivering measurable improvements in efficiency and ROI

Challenges

- **High Competition**
  Intense competition in banking sector driving up acquisition costs and reducing market share
- **Rising Media Cost**
  Increasing CAC and media spend with diminishing returns on traditional channels
- **Creative Fatigue**
  Ad fatigue leading to declining engagement rates and CTR performance
- **Slow Manual Decisions**
  Delayed optimization cycles preventing real-time campaign adjustments
- **Data Silos**
  Fragmented data preventing unified view of customer journey and performance

AI Solutions

- **Real-time Optimization**
  Automated bid adjustments and campaign optimization in real-time
- **Better Targeting**
  AI-powered audience segmentation for precision targeting
- **Smart Automation**
  Automated campaign management reducing manual workload
- **Creative Intelligence**
  AI-driven creative optimization and fatigue detection
- **Unified Data Decisions**
  Connected data layer for comprehensive insights

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ReBid AI Ecosystem

A unified ecosystem combining AI power, platform efficiency, and execution at scale.



AI Creative Intelligence

Multi-LLM integration for dynamic copy, visuals, and adaptive personalization.



Connected Data

Real-time unified ecosystem mapping ad spend directly to CRM revenue.



Bid Optimizer

24/7 intelligent smart bidding focused on maximizing ROAS and minimizing CPA.



Ad Fatigue Detector

Instantly detects metric decay and triggers automated asset refreshes.



N-Gram Optimization

Analyzes phrases to identify high-converting terms and block budget wastage.



Keyword Consolidation

Streamlines campaign structure by seamlessly merging duplicate keywords.



Live Campaign Engine

Rule-based system providing 24/7 continuous monitoring and auto-actions.



AI Creative Studio

Rapidly converts briefs to scalable, multi-format assets instantly.

AI Creative Intelligence Report

Insights to improve creative performance.

Optimise Campaigns with Creative AI

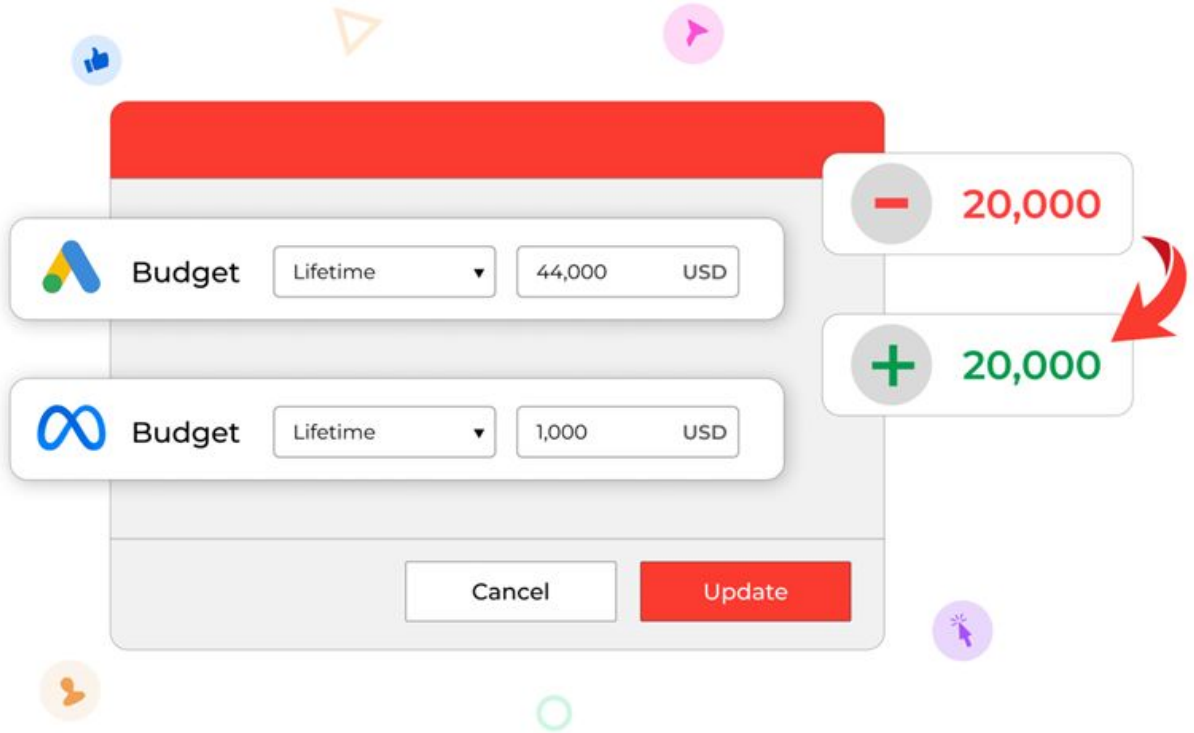
Leverage AI to analyse and optimise campaign creatives using creative scoring models, ad fatigue detection, and Vision AI-based decomposition of visual elements—helping you understand what truly drives performance.





AI Bid Optimizer & Search Intelligence

Auto bid optimisation to improve Ads performance.



Dynamic Bid Optimization

- Real-time bid adjustments based on performance
- Smart budget reallocation to winners

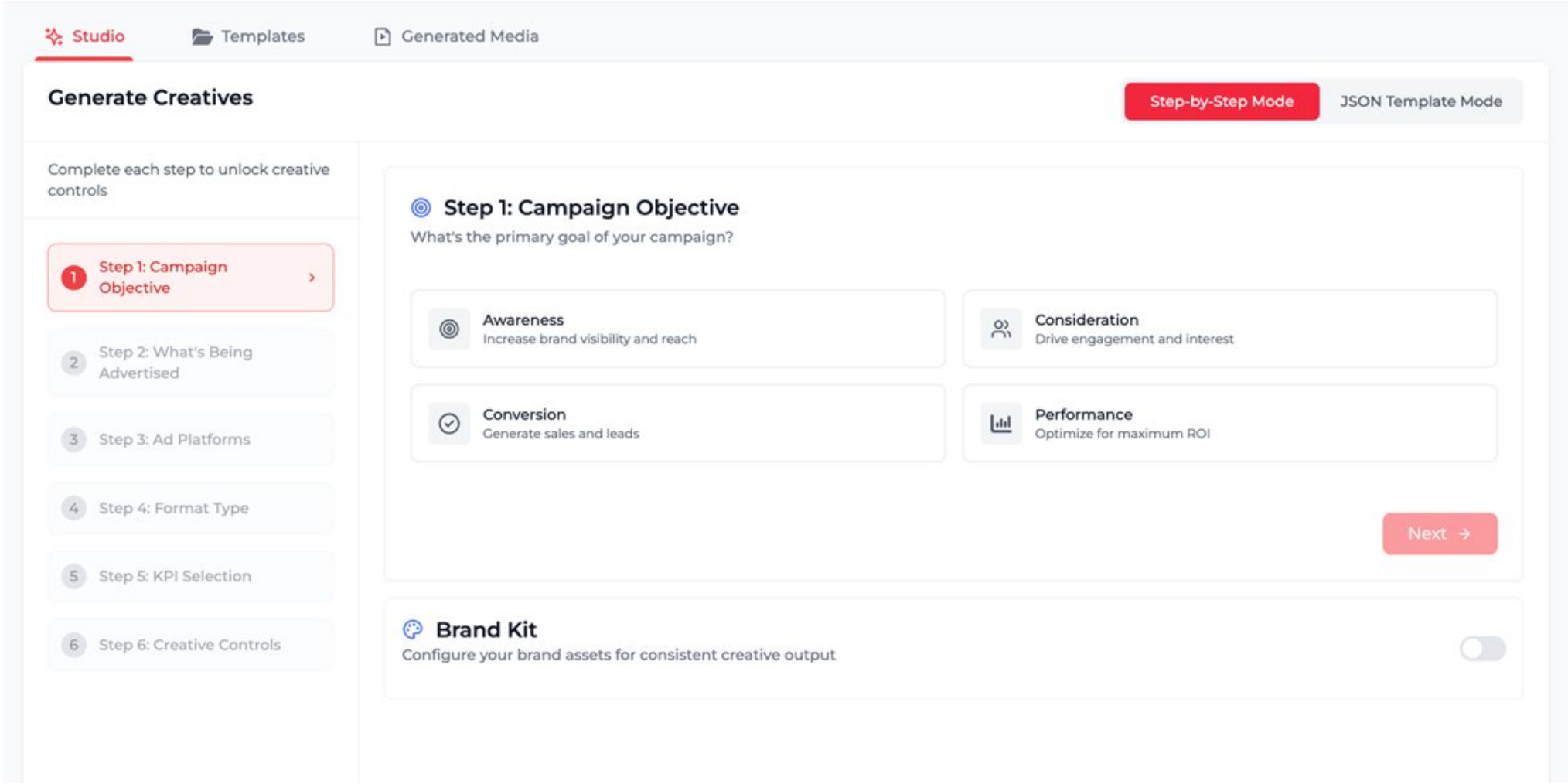
✓ N-Gram ✓ Consolidation ✓ Reallocation

Search Intelligence

- N-Gram insights for query optimization
- Keyword consolidation for efficiency

AI Creative Studio

Create high-performing ads at scale.



AI Creative Studio

Create high-performing ads at scale.

Studio | Templates | Generated Media



Jupiter Rewards Video Campaign

Video | Google Ads

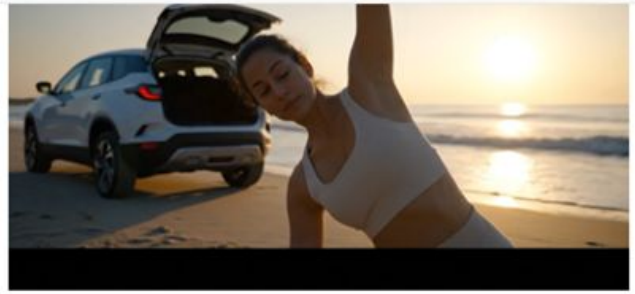
Created: 2025-09-17
Modified: 2025-09-17



Shriram Benefits Plan Image

Image | Google Ads

Created: 2025-09-26
Modified: 2025-09-26



Harrier TVC

Video | Google Ads | Meta Ads

Created: 2025-09-18
Modified: 2025-09-18



completed

Bandhan Life Carousel Campaign



completed

Mi Banner Campaign



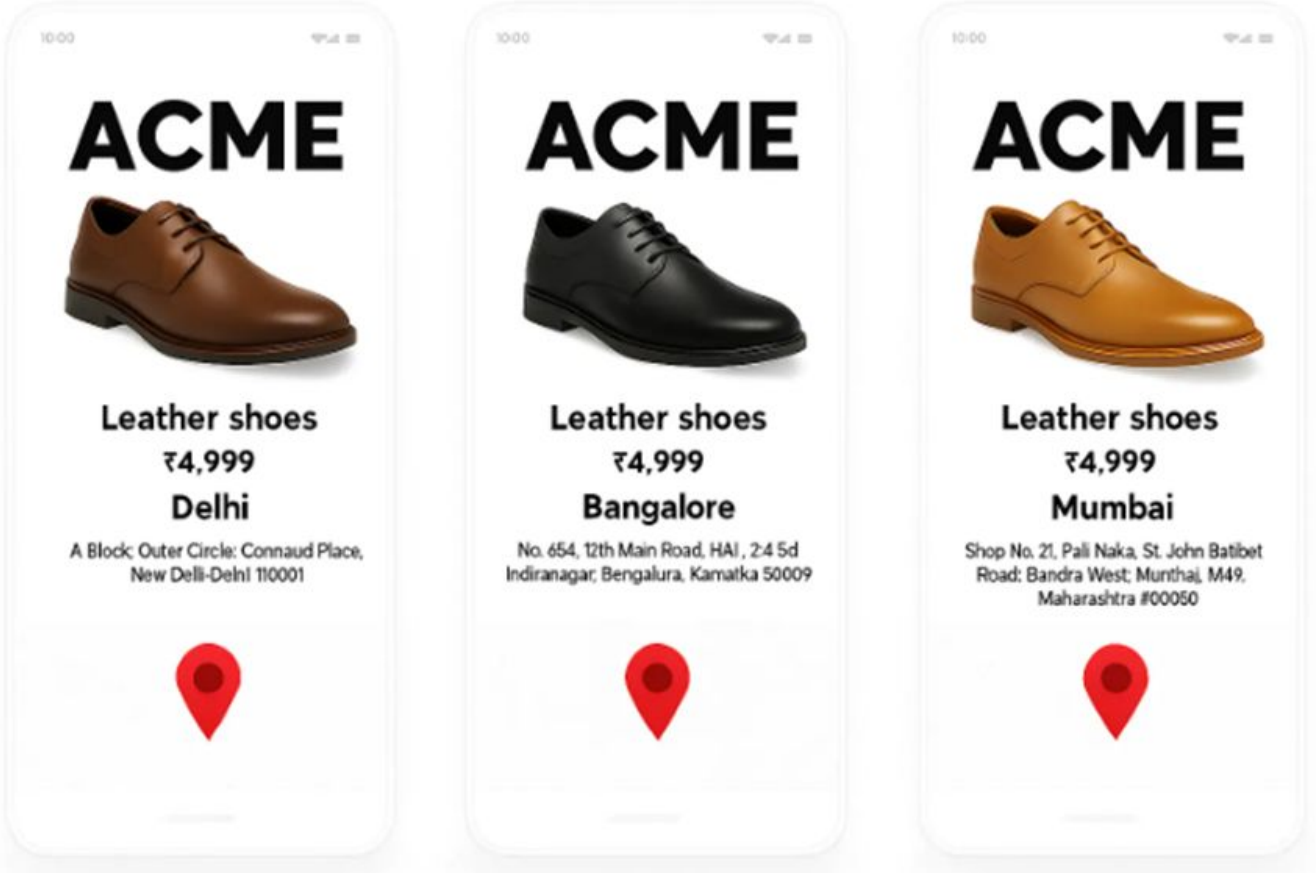
completed

Shriram Banner Ad

Dynamic Creative Personalization

Tailored creatives for better conversions.

Deliver hyper-relevant ad variations based on user behavior and intent.



CAPI & Enhanced Conversations through ReBid

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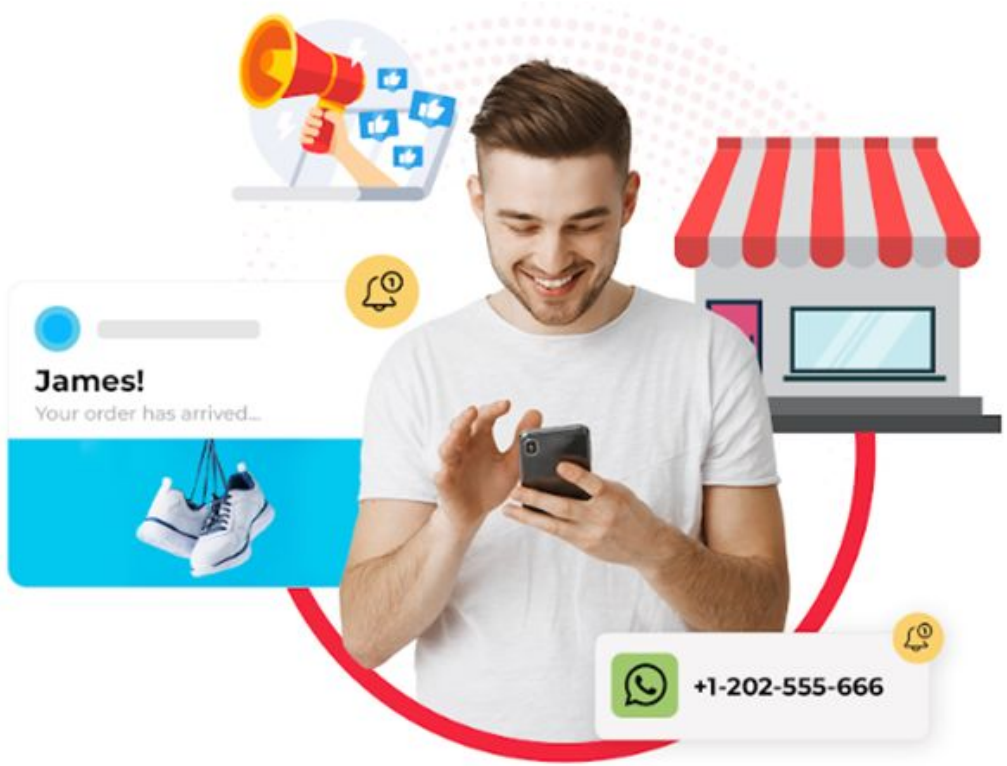
ReBid's POS data stream with Meta Ads CAPI tracks offline store purchases, sharpening attribution and improving campaign results.



Track both online and offline interactions by integrating ReBid's data capabilities, providing enriched attribution for more accurate ROAS.



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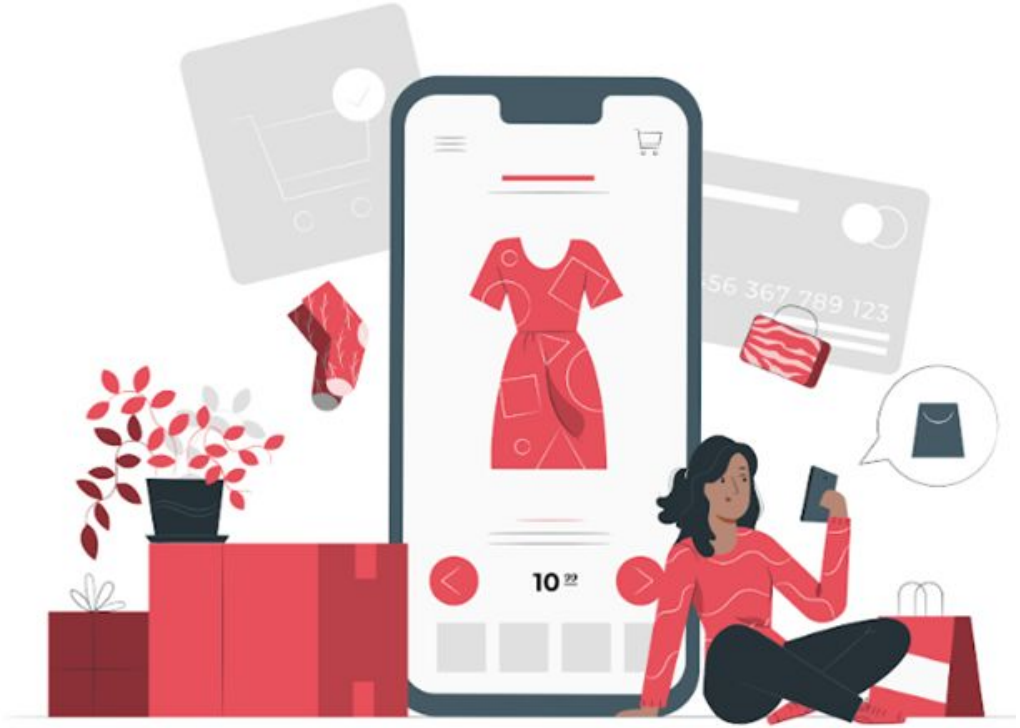
Leveraging First Party Data to get ROI

Use owned data to drive growth.

Personalized Product Recommendations

Leverage customer data to deliver tailored product suggestions, boosting engagement and conversion rates.



Interactive Heat-maps

Visualize customer activity and engagement across different regions, with detailed state-wise heatmaps that highlight performance and areas for improvement.



AI Keyword Generator

Find high-intent keywords efficiently.

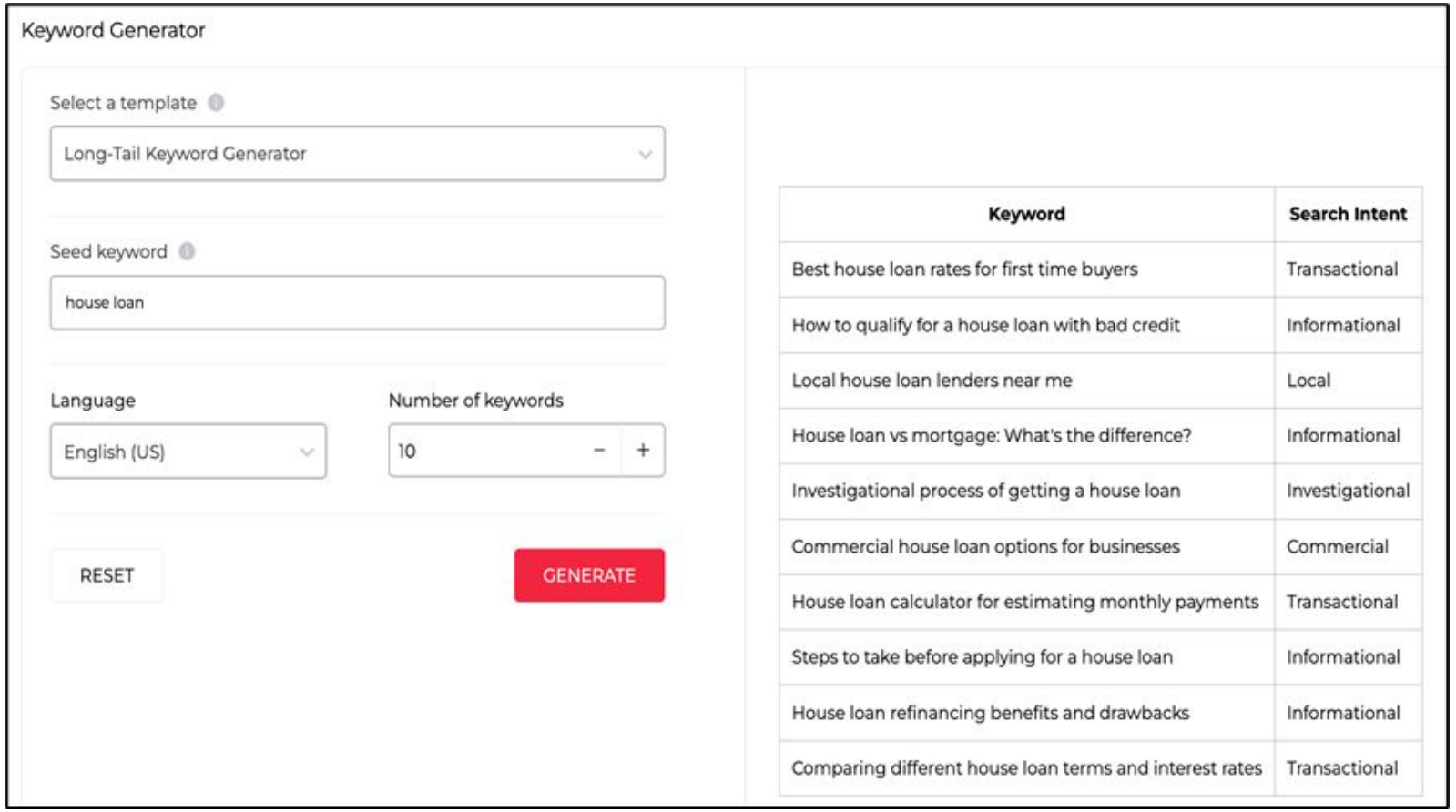
New Keyword Opportunity
Long-tail, high-intent terms

Performance Monitoring
Track and refine continuously

Budget Allocation
Prioritize high-performing clusters

Keyword Clustering
Thematic grouping for relevance

Expansion Strategy
Scale to new segments





Impact

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Axis Bank: Results

Measurable outcomes from the Campaigns

₹1.6 Crore

Total cost savings achieved in just 3 months (Oct - Dec 25) through AI-driven intelligent automation.

45% Better ROAS

Higher conversions generated from the exact same media budget.

3x Faster Execution

Manual spreadsheet analysis replaced by 24/7 automated workflows.

25% Less Wastage

Inefficient spending eliminated using AI-powered keyword analysis.

Strategic Impact: **Axis Bank transformed its marketing operations into a scalable revenue driver.**

Axis Bank: Results

Efficiency Gains

Faster Optimization Cycles

65%

Reduction in optimization cycle time from weekly to daily, enabling real-time campaign adjustments

Lower Media Wastage

42%

Decrease in wasted media spend through AI-driven budget allocation and targeting

Better Quality Traffic

28%

Improvement in traffic quality score with lower bounce rates and higher engagement

Higher Scalability

3x

Scalability improvement without additional manpower or infrastructure costs

Stronger Campaign Agility

78%

Faster response to market changes with automated campaign adjustments

Overall Efficiency

45%

Combined efficiency gain across all campaign management processes

ReBid's AI-powered optimization delivered significant efficiency gains across multiple dimensions of campaign performance and resource utilization

ReBid

Why This Was Disruptive

ReBid transformed Axis Bank's marketing approach from traditional manual processes to AI-driven automation, delivering measurable improvements across all key metrics.

Traditional Banking Marketing	AI-Led Banking Growth
Manual → Autonomous From manual campaign management to fully automated AI-driven optimization	**Autonomous Optimization** AI handles all campaign adjustments automatically
Static → Learning System From static campaigns to continuously learning AI systems	**Adaptive Learning** System learns and improves from every interaction
Broad Targeting → Precision Targeting From generic audience targeting to AI-powered precision	**Precision Targeting** Laser-focused audience segmentation and targeting
Delayed Reports → Real-Time Decisions From weekly/monthly reports to instant real-time insights	**Real-Time Analytics** Instant performance monitoring and optimization
Same Budget → Higher Output From fixed budgets to maximized ROI and efficiency	**Enhanced ROI** 16% more account opens from same budget

ReBid

Sustainability & Future Readiness

ReBid's AI ecosystem is built for sustainable growth with continuous learning capabilities, modular architecture, and future-ready infrastructure.

Learning AI

System that improves over time

- **Self-optimizing** algorithms that learn from performance data
- **Adaptive** models that adjust to market changes
- **Continuous** improvement without manual intervention
- **Predictive** capabilities for future trends

Data Ready

Privacy-compliant strategy

- **First-party** data collection infrastructure
- **GDPR** and privacy regulation compliant
- **Secure** data handling protocols
- **Future-proof** data architecture

Modular

Easy to expand & adapt

- **Plug-and-play** API integrations
- **Flexible** architecture for new tools
- **Scalable** components
- **Interoperable** with existing systems

Scalable

Growth-ready infrastructure

- **Multi-product** support capability
- **Cross-market** deployment ready
- **High-volume** processing capacity
- **Global** infrastructure support

AI Agents

Next-gen automation

- **Autonomous** decision-making agents
- **Multi-agent** collaboration framework
- **Advanced** NLP capabilities
- **Intelligent** task automation

Disrupting the Future of Marketing

ReBid | Platform + People + AI

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