

**“It’s not too late,
to be early
with AI”**

by advertising with Amanda AI

AMANDA AI



WHO



KAROLIN NORDSTEDT
Client Product Advisor



FILIP JÖNNE
Customer Success Manager



Amanda AI's work methodology

In today's fast-paced digital world, efficiency is essential for success. Amanda AI is revolutionizing how businesses manage their Google, Bing, and Meta Ads campaigns by applying best practices typically used in manual campaign management, but with an automated, AI-driven approach.

By harnessing advanced AI, machine learning, and data analytics, Amanda AI enables a data-driven, automated, and optimized workflow that saves time and resources while enhancing the chances of success.

Amanda AI daily optimizes advertising accounts by automating adjustments to bids and bidding strategies, more precise audience segmentation, and data enrichment to improve overall performance.

Amanda AI 2025

-
- ✓ Founded in 2018 in Sweden by our CEO+CTO, based in central Stockholm.

 - ✓ Our own 8 people Swedish development department.

 - ✓ Providing an AI solution for Google Ads, Bing Ads, and Meta Ads (Facebook/Instagram).

 - ✓ Over +400 clients and counting, in over +70 countries, and takes care of +2 000 accounts.

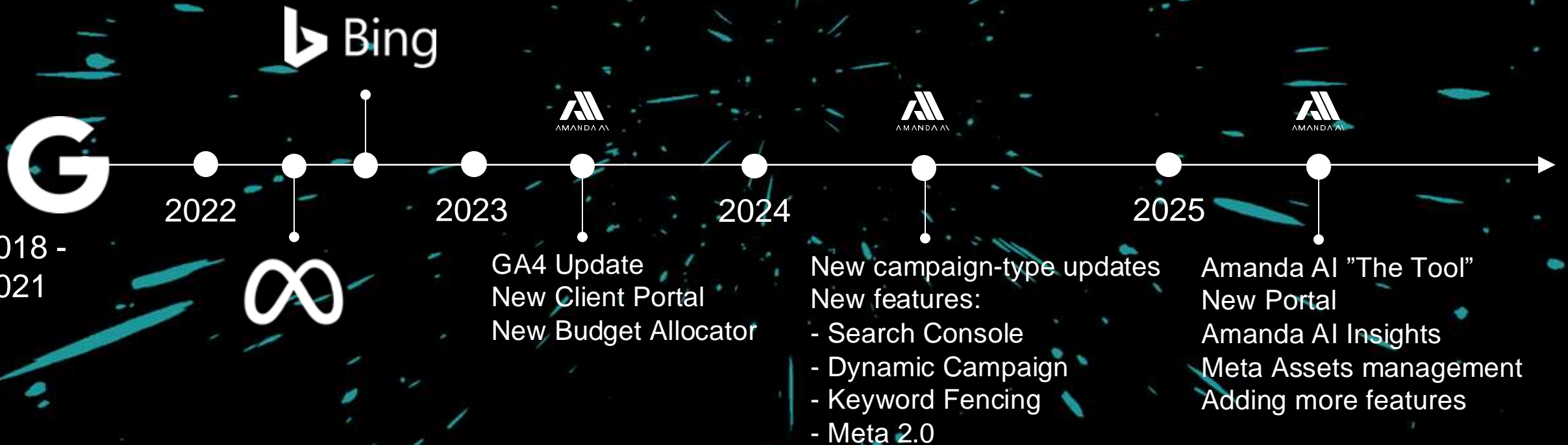
 - ✓ A Google Premier Partner and trusted by agencies, there amongst the world's largest media agency, GroupM.

 - ✓ Over 40+ Agency partnerships in over 10 countries.

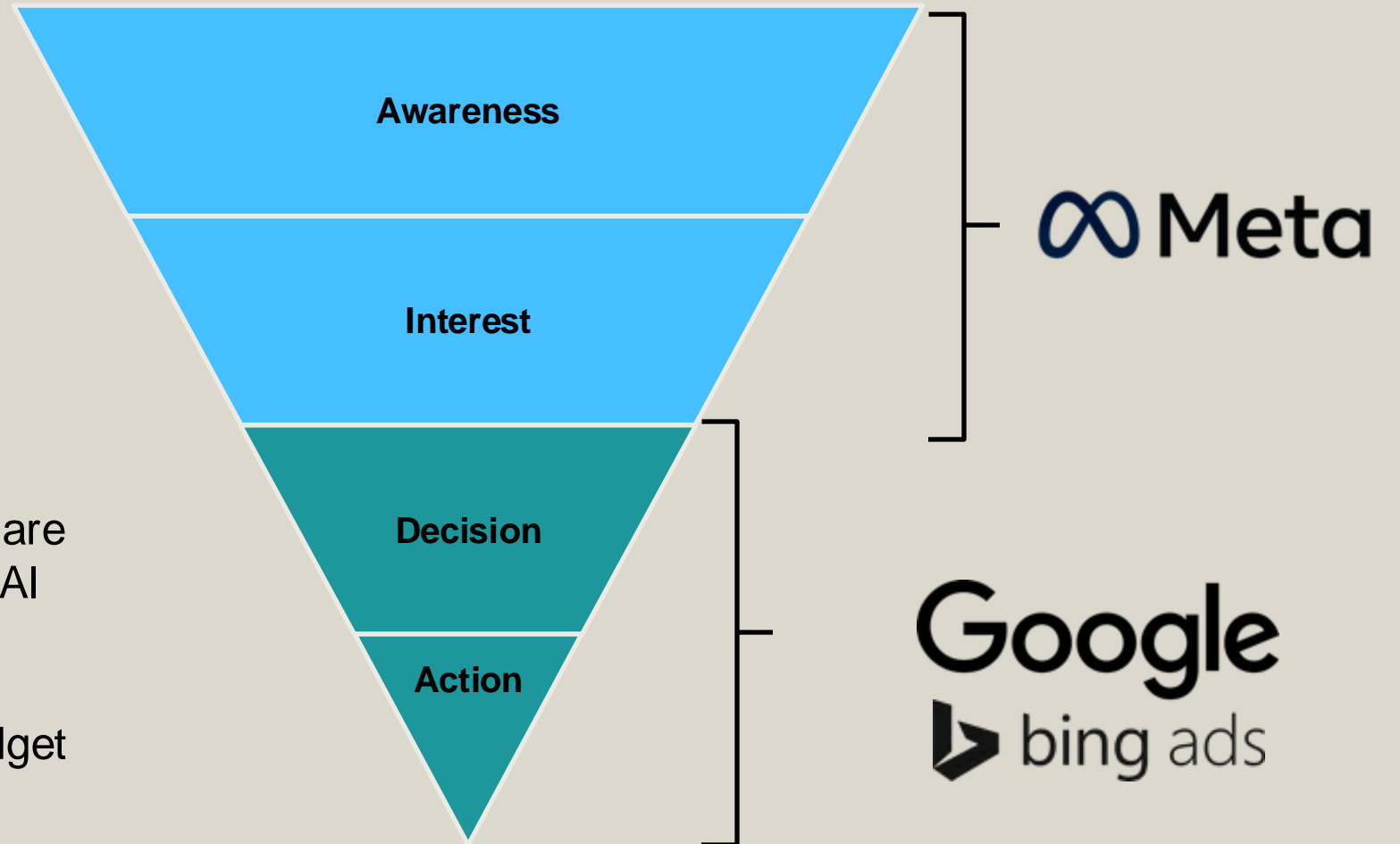
 - ✓ Doing over 32,107,755 optimizations daily to save time and increase profitability.

Shaping the future of digital ads

We're adding more platforms and markets to Amanda AI during 2026 and 2027.



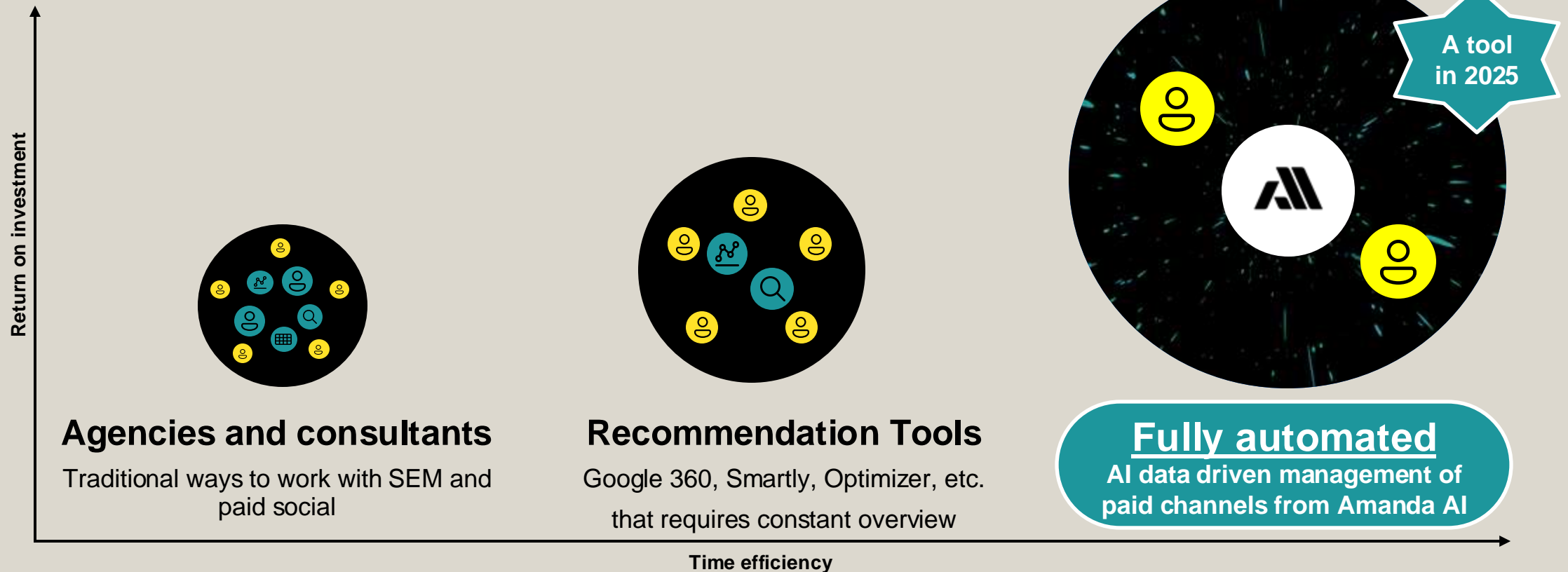
The funnel



Both the Search and Social services are optimized and managed by Amanda AI towards **separate** or the **same goal** which gives a synergy effect with the possibility to let Amanda allocate budget on both channels for best effect.

The future of ads is automated

Enhance efficiency by eliminating the manual tasks needed for successful online advertising.



WHO TRUSTS AMANDA A – CPA/LEAD GEN CLIENTS

xerox



KOTI
PUHTAAKSI



DELL

Prioritet
Finans



PUSSEL
AVENYN



KÖTTBUTIKEN
EGEN STYCKNING & SVENSKT KÖTT



BraByggare



EMMA ISRAELSSON
STOCKHOLM



Vi kan livförsäkring



VERKTYGSBODEN



ATERA



Holmgrens Bil

BERNERS

MINDLER



mindfully

Erik Olsson

Samtrygg



HYDRAULIC INTELLIGENCE

Better two-together

Some of our Agency Partners*



**Amanda AI has over 40+ Agency partners in over 10 countries*

Better two-together

Advertising Partners

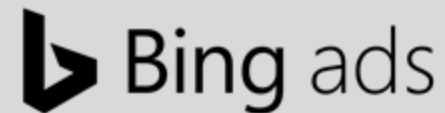


Amanda AI Google Premier Partner 2024

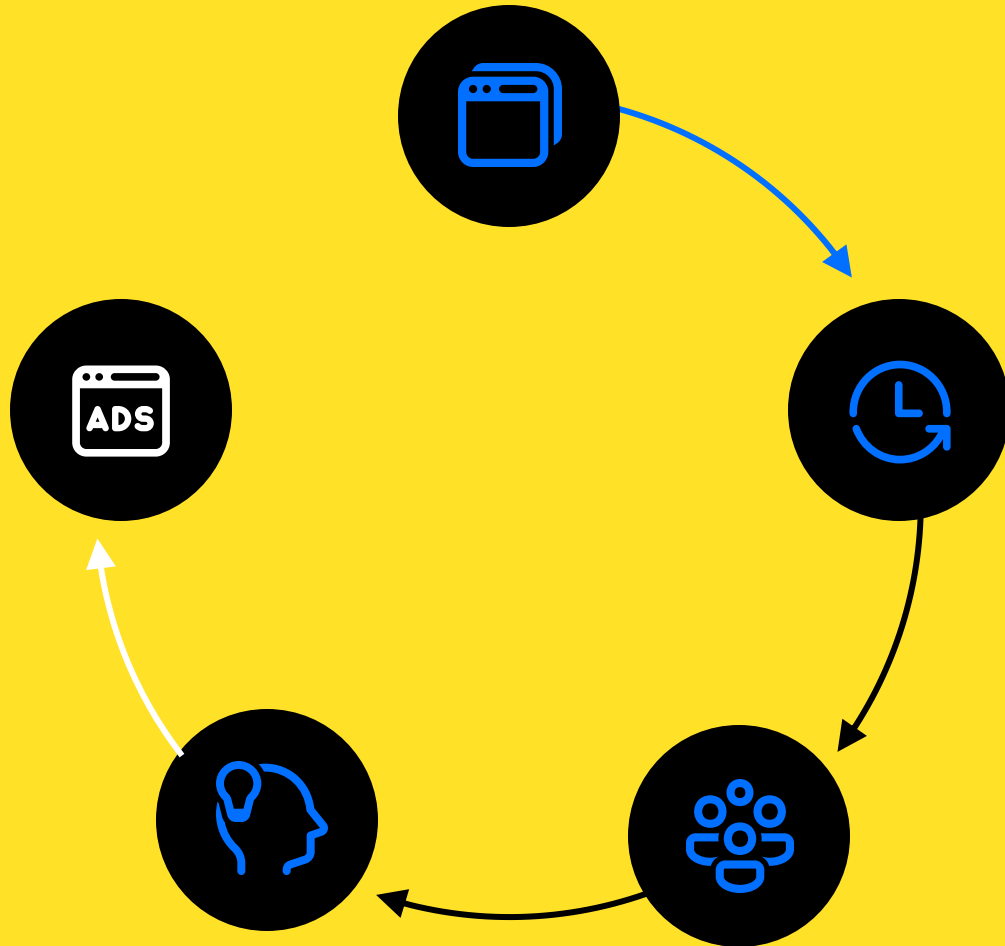
About 10% of all agencies worldwide are Google Partners and only the top 3% of those are Google Premier Partners.



Partner



Functions and features



Structure and crawl

Our crawler categorizes the entire site, creates campaigns, creates keywords from categories, and builds eventual shopping feed.

Utilize historical data

Historical data is collected, aggregated and indexed.

Audience adjustment and bid optimization

Amanda calculates customer preferences, how and when they shop, and what messaging is needed on which device, also, including willingness to pay per bid.

Self-learning keyword generation

The robot captures all keywords used but not found on the site, like seasonal variations of the keyword or category.

Advertising

RSA ads are created and published automatically. Automatic translation to over 60 languages.

Valo Hotel

- Thousands of optimisations
- Increased conversions with 86%, and decreased cpa -26% YOY
- Decrease cpc -25% YOY
- Minimal manual effort



Hardware tools, AI and improved ROAS

Since partnering with Amanda AI in October 2023, Verktysboden has achieved impressive results. On Google, the ROAS has improved by 106%, all while maintaining the same budget as day one.

Amanda AI does not guarantee a significant uplift in results, as various factors beyond its control, such as market conditions, can impact performance.



”We saw the results immediately, with less money spent and more revenue.”

Lars Edwardsson

Founder, Verktysboden

Strategy: Verktysboden depends heavily on strong search engine rankings and targeted advertising to drive success. To achieve this, we implemented Amanda AI across Google and Bing in their primary market, Sweden, as well as in neighboring Denmark and Norway. Additionally, in the latter markets where Verktysboden has a smaller presence, we also prioritized Meta ads to boost brand visibility and awareness.

Goal: On Google, the ROAS has improved by 106%, all while maintaining the same budget as day one. Over on Bing, conversions have increased by 52% – along with a staggering 2,267% improvement in ROAS.

Take-aways

- **Continous optimization**
- **Know your market**
- **Try, and try, and try again**
- **Trust the process**

Liberté
Égalité
Optimiser!

OUR PHILOSOPHY:

Dance to the algorithms!

