



Unlocking revenue from anonymous visitors on a post-cookie internet

insightarc.com

Stop Wasting Ad Spend on Window Shoppers!

Team shares 60+ years of experience in AI, Data Science & Ecom Growth

Managers and Experts



Serge, CEO

- Ecommerce and retail digitalization at 14 countries and 6000 stores and 200M buyers (NSDQ: VEON)



Andrew, CTO

- Engineered fintech 3M B2B clients
- 12 years of tech products engineering



Nik, CPO

- 9 years of Data Science solutions for digital retail for largest East Europe Bank
- Behavior modeling for 100M customers



Toma, Engineering

- Engineering
- Clients Backend



Alex, Engineering

- Senior Engineer that built in-house data-platform for 10K FTEs



Stefanie, CMO

- B2B marketer with huge portfolio of enterprise and SaaS brands
- Founder Pace Creative



Advisory Board



Anand Das

- Co-founder and ex-CTO PubMatic (IPO, \$2.4B NASDAQ)



Nikhil Dixit

- Co-founder of Arbor, \$160M exit to LiveRamp



Tom Loker

- Serial Tech Entrepreneur
- 40 years of entrepreneurship

Proven track record, supercharged for the future

Summary. Insightarc unlocks revenue from anonymous shoppers on a post-cookie internet.

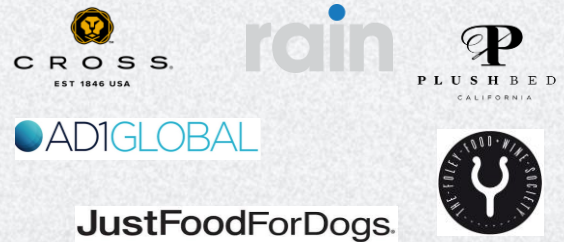


Revenue \$60K ARR + 15% rev share

Technology was built and validated on 10 enterprise ecom websites & ad platform

Started from ecom...

turned to ad & data



Fortune 500 travel Co

On of the largest Car rental Co

OnAudience


Target \$1M ARR
Funds needed to fulfill new requests

**We built Insightarc to help
ecom brands survive on
a post-cookie internet...**

...Media & Data companies
ended up eager to join us.

 OnAudience



 optimal

ROQAD

 stay22



PropellerAds

We discovered...

**That only 30% of visitors have
buying intent.**

\$58 Billion Down the Drain!

Challenge is to identify them.

**We did experiment with
Rain Telecommunications' Ecom
(largest 5G telco).**

**And they paid \$60k ARR.
Plus the contract extension.**

**We did experiment with
Propellers Ads (1B monthly
audience) inviting 10 DTC brands...**

**... and brands paid \$5000 for
buying intent-driven acquisition.**

**Propellers Ads paid us
15% for that.**

Where are we now?

We have an amazing beachhead

**Propeller Ads bringing 10k their
loyal brands across
North America and Asia.**

Paying us 15% of ad campaigns.

**Above we aim for 65k new
Shopify merchants annually who
are without access to affordable
traffic.**

**We building the AI infrastructure
delivers buying intents of
anonymous shoppers on
a privacy-first internet
to media & digital retail.**

**Imagine CRITEO,
Powered by Insightarc
On a cookieless internet.**

**Help us make shoppers intents
available across
a privacy-first internet.**