

ad-machina x Search

Automated and multilingual
hyper-personalisation of SEM campaigns



The secret to unleashing digital experiences that generate the best results depends on personalised experiences. Companies that create more relevant experiences are much more likely to achieve their goals. Personalised advertising is a powerful tool that relies on analysing data about users' interest or behaviour to show them relevant advertising content, improving advertisers' return on investment.

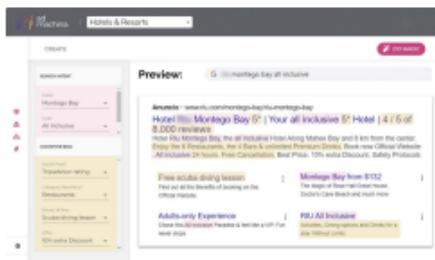
Search ads (text ads) are the best option to impact users at the precise moment when they require a product or service. A very interesting and powerful strategy that helps us to make our ads stand out is the personalisation. Thanks to ads enriched with relevant information, you can differentiate yourself from others competing for the same searches and offer the user a better experience, showing useful information according to their needs.

If you advertise on Google Ads you will have noticed that it is vitally important to stand out from the competition so that the user sees the ad and clicks on it.

Ad-machina is a technology that allows companies that advertise their products and services through Google Ads to hyper-personalise their ads in real time for each user and each search, analysing the consumer behaviour that moves them towards a purchase.

It is a multilingual technology, capable of generating hundreds of thousands of ads in an automated way. To do this, the algorithms analyse search behaviour and identify search message structures, generating a personalised ad with the best conversion rates for each search.

In addition, it has a continuous learning technology, which increases its efficiency over time, detecting and adapting to changes in consumers' buying behaviour, which come from their own evolution or from the intrinsic differences in the different markets. It also adapts ads to the company's commercial strategies, such as offers, internal policies or social programmes, among others, generating new ads in an automated way during the periods of validity of the same.



Ad-machina offers the possibility of personalising the landing page where the consumer lands according to the interest shown in their search, completing the personalisation cycle of their search and multiplying the conversion to sales ratios.

In this way, ad-machina is positioned as the perfect ally for those companies that operate their SEM campaigns, optimising the functioning of Google's algorithms through hyper-personalised ads that improve the shopping experience and increase ROAS.