MAX CONNECT DIGITAL

up next

MEET DAiM:

The Next Generation in Digital Campaign Management

INDUSTRY INSIDER summit



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INDUSTRY INSIDER summit

2025 INSIDER SUMMIT

KUDOS AI

Client Data

Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Sessi
Display	0.75%	$1.19	$6.07	--	--	123.92k	145.54k	54,210	192.44k	1.25	63.00%	37.00%	01:35
Search	12.43%	$2.52	$240.90	--	--	588.51k	858.98k	605.73k	3.79m	4.41	29.00%	71.00%	04:20
Social	2.17%	$2.00	$31.99	1.49%	--	315.09k	401.01k	210.99k	766.05k	1.91	47.00%	53.00%	01:10
Video	0.15%	$0.09	$40.94	43.43%	--	462	616	194	1,113	1.81	69.00%	31.00%	01:33
Shopping	1.22%	$1.29	$13.58	1.01%	--	807.07k	1.24m	867.19k	4.42m	3.57	26.00%	72.00%	04:01
Local	11.84%	$0.17	$19.62	--	--	37,976	80,012	57,441	289.35k	3.62	28.00%	72.00%	04:24
Organic	--	--	--	--	--	2.24m	3.93m	2.61m	12.08m	3.07	34.00%	66.00%	03:49
Direct	--	--	--	--	--	2.92m	4.22m	2.48m	10.89m	2.58	41.00%	59.00%	02:52

Retail

Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Sessi
Display	1.03%	$1.37	$14.14	--	--	31,895	50,631	21,648	102,139	0.21	53.00%	47.00%	12:26
Search	16.79%	$2.76	$425.58	--	--	51,297	71,821	51,874	136.91k	1.91	27.00%	73.00%	02:33
Social	1.95%	$1.11	$16.97	0.84%	--	318.59k	439.54k	167.97k	519.52k	1.19	62.00%	38.00%	00:58
Video	0.09%	$0.06	$14.51	57.86%	--	4,999	4,895	1,350	5,444	1.12	68.00%	32.00%	02:04
Shopping	0.77%	$0.77	$5.92	0.05%	--	1,441	1,562	1,491	5,466	3.44	5.00%	95.00%	04:38
Vehicle Listing Ads	3.50%	$0.62	$21.82	--	--	--	--	--	--	--	--	--	--
Local	0.78%	$2.74	$7.04	0.32%	--	31,282	55,144	31,607	114.78k	2.08	31.00%	69.00%	03:11
Organic	--	--	--	--	--	2.22m	4.08m	2.51m	8.50m	2.10	36.00%	64.00%	02:47
Direct	--	--	--	--	--	1.83m	3.38m	1.14m	4.29m	1.84	50.00%	80.00%	03:13

Compare MoM

Compare YoY

Compare to Industry / MoM & YoY

Client Website Scraping & URL Analysis

KUDOS AI AGENT

Human Insights / Executive Summaries / Market Research

Kudos Data: Live Ads, Customer Journeys, Trends & Kudos Score

Industry Specific Trends & Economic Updates

KUDOS AI AGENTS

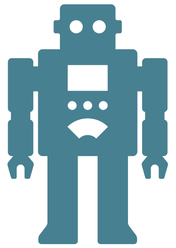


ACCOUNT MANAGER

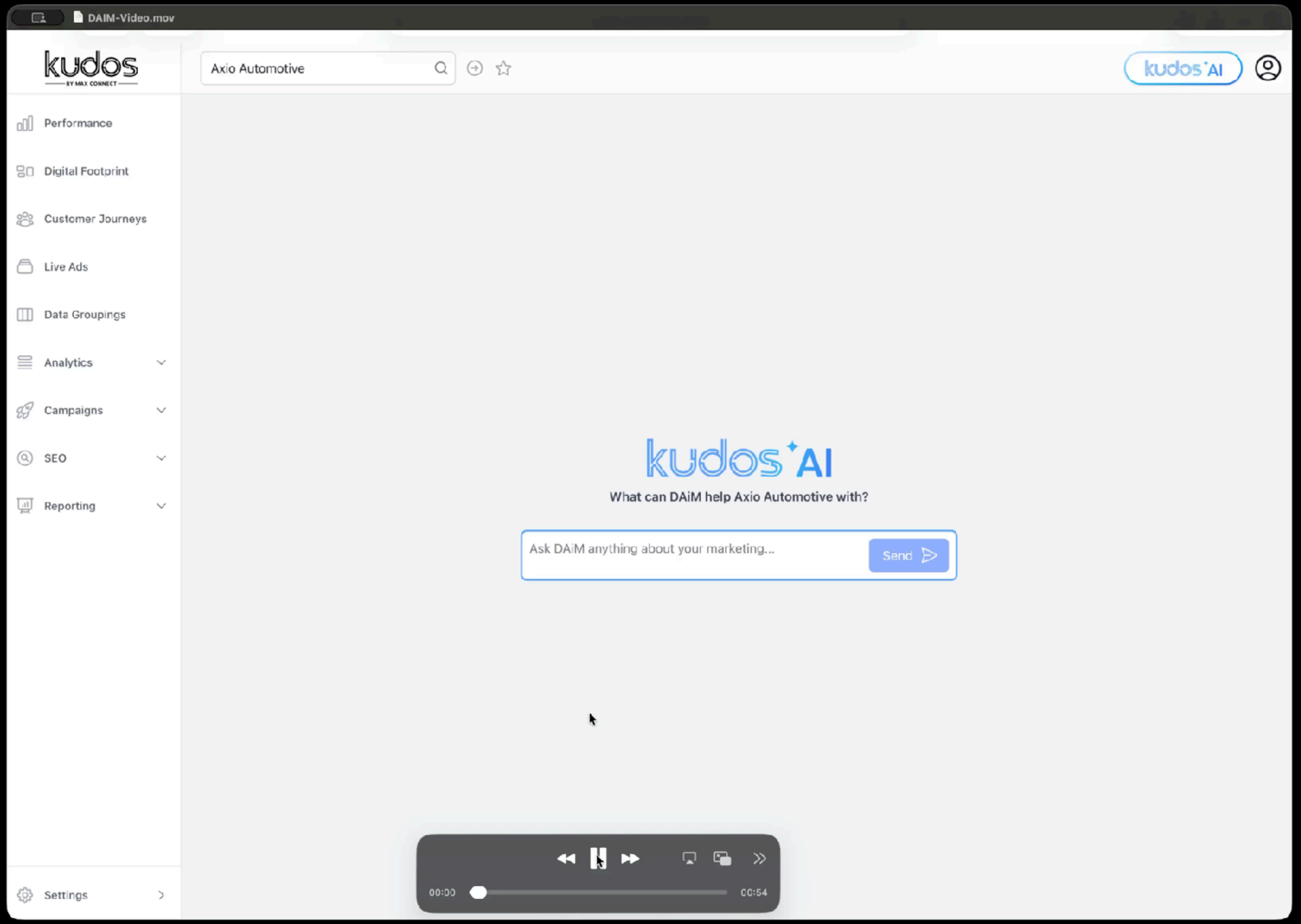


DIGITAL MANAGER

MAX CONNECT CLIENT



KUDOS AI AGENT


DAIM-Video.mov
kudos
Axio Automotive
kudos AI
Performance
Digital Footprint
Customer Journeys
Live Ads
Data Groupings
Analytics
Campaigns
SEO
Reporting
Settings
kudos AI
What can DAiM help Axio Automotive with?
Ask DAiM anything about your marketing...
Send
00:00
00:54

GREAT.
BUT NOW WHAT?



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MEET, DAiM

YOUR DIGITAL Ai MANAGER

MEET, DAiM

YOUR DIGITAL Ai MANAGER

MCD MAX CONNECT DIGITAL
WE SOLVE DIGITAL.

DAIM SYSTEM

CAMPAIGN PARAMETERS
- Budget
- Goals
- Audience
- Timeline

DAIM — CORE ORCHESTRATOR
Strategy planner
Task scheduler
Decision engine
Resource manager
Dependency manager

DATA INGESTION — OMNICHANNEL INPUTS

- **Google Ads** — Bids · Keywords · Ad copy
- **Meta Ads** — Audiences · Creative · Placements
- **YouTube** — Video ads · Views · Watch time
- **TikTok** — Trends · Engagement · Creators
- **Bing Ads** — Search · Shopping · Audience
- **ConnectedTV** — Impressions · Views · Attention
- **1st Party Data** — CRM · Purchases · Offline · CDP
- **Reddit** — Communities · Content · Ads
- **Bing** — Search · Audience Intent
- **DSPs** — Programmatic · Bids · Audiences
- **Display Networks** — Impressions · Clicks · Placements
- **Email** — Opens · Clicks · Conversions
- **SMS** — Sends · Clicks · Conversions
- **Analytics + CRM** — GA4 · Conversions · Pipeline · LTV
- **MMMs** — Media mix · Spend · Econometrics

UNIFIED DATA LAYER
Standardised · Normalised
Deduplicated · Privacy safe

Single source of truth
Impressions · Clicks
Conversions · ROAS
CPL · Engagement
Revenue attribution
Audience signals
Creative signals
Cost data · Context
Time series data

AI-POWERED ANALYTICS & INTELLIGENCE

PERFORMANCE ANALYSIS	AUDIENCE INTELLIGENCE	CREATIVE ANALYSIS
Inventory Analysis	Inventory Analysis	Inventory Analysis
Competitive Analysis	Competitive Analysis	Competitive Analysis
Total Digital Footprint	Total Digital Footprint	Total Digital Footprint
Customer Journey Analysis	Customer Journey Analysis	Customer Journey Analysis
Data Groupings	Data Groupings	Data Groupings
Metrics Trends	Metrics Trends	Metrics Trends

Human approval gate
for major changes

DECISION ENGINE
Threshold triggers
Confidence scoring
Action prioritisation
Scenario modelling
Risk assessment

OPTIMISED CAMPAIGN OUTCOMES
Lower CAC
Higher ROAS
Improved conversion rate
Stronger ROI
Sustainable growth

Continuous feedback loop
(learn · adapt · optimise)

DECISION INTELLIGENCE LAYER

- **MAX CONNECT LENS** — Holistic cross-channel view · AI-powered insights
- **DIGITAL BIBLE** — Brand · Market · Audience · Strategy · Playbooks
- **SYSTEM KNOWLEDGE** — Historical learnings · Patterns · Benchmarks
- **PROMPT** — Natural language interface · Query · Explain · Explore

ACTION & ACTIVATION LAYER

- **Budget Allocation** — Shift spend to top performing channels
- **Channel Reallocation** — Rebalance across platforms & tactics
- **Campaign Adjustments** — Bids · Budgets · Audiences · Creatives · Targeting
- **Creative Optimization** — Refresh · Rotate · Scale · Pause underperformers
- **Website Adjustments** — Landing pages · UX · CRO recommendations
- **Alerts + Reporting** — Anomaly alerts · Reports · Executive dashboard

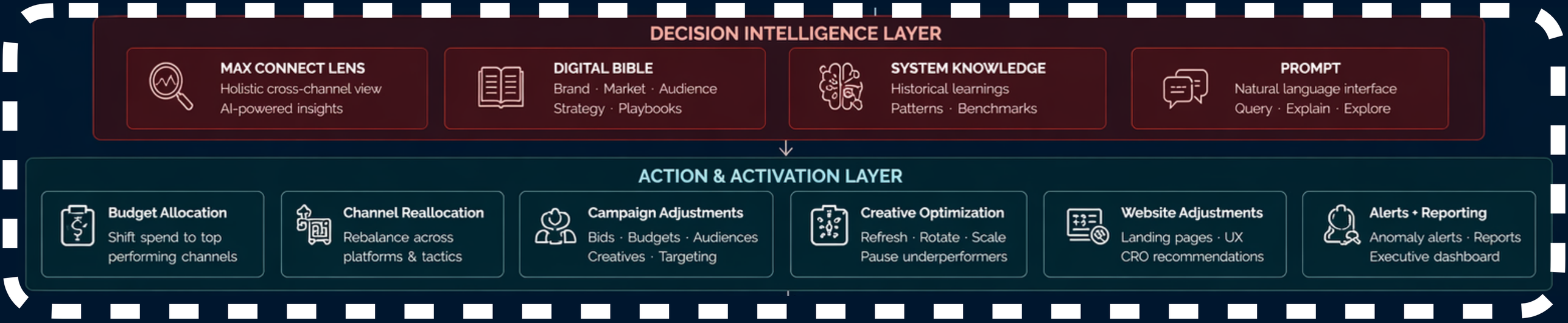
ENABLEMENT & INTEGRATION LAYER

- **APIs & Integrations** — Ad platforms · Analytics · CRM · CDP · BI tools
- **Automation & Scheduling** — Workflows · Triggers · Real-time execution
- **Data Governance** — Privacy · Compliance · Access control
- **Scalability & Reliability** — Cloud infra · Monitoring · Uptime · Failover
- **Audit & Versioning** — Change logs · Version History · Rollbacks

SUPPORTING CAPABILITIES

- **User Management** — Roles · Permissions · Teams · Access
- **Notifications & Collaboration** — In-app · Email · Slack · Comments · Approvals
- **Documentation & Help** — Guides · Tutorials · Support · FAQs

Hello, I’m DAiM



WHY? WHAT DOES THIS MEAN TO YOU?

- More time spent on **purpose…** Growing our clients business.
- What if holistic, cross platform, sophisticated & hyper-targeted campaigns could be launched in **15 minutes?**
- What if.. Instead of analyzing past data, we were **predicting future** outcomes?

THANK YOU



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