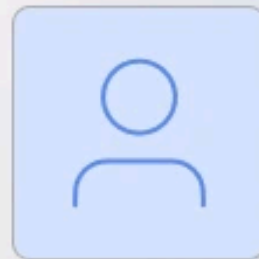# The **AI-powered** Upgrade Your Google Ads Account Didn't Know it Needed

## Smarter Strategy, Stronger Results

Google Ads is powerful—but without clean, predictive data and a test-and-learn strategy, even great campaigns leave money on the table. LXRInsights makes Google Ads smarter by plugging in first-party data, running real experiments, and fueling better decisions—without guessing.

## Customer Analytics (Pixel Data + 1P Data)

We connect your pixel behavior + Historical/ Shopify/BigCommerce customer data to build a live, unified profile of your high, mid, and low-value customers.

- No more relying on just click data
- Know exactly who's buying, why, and what signals matter most
- Get value-based customer segmentation in real time

## Product Analytics

Not all products are equal—LXRInsights helps you:

- Spot hidden product heroes dragging in high-value buyers
- Identify poor performers draining budget
- Align products with customer segments for maximum ROAS
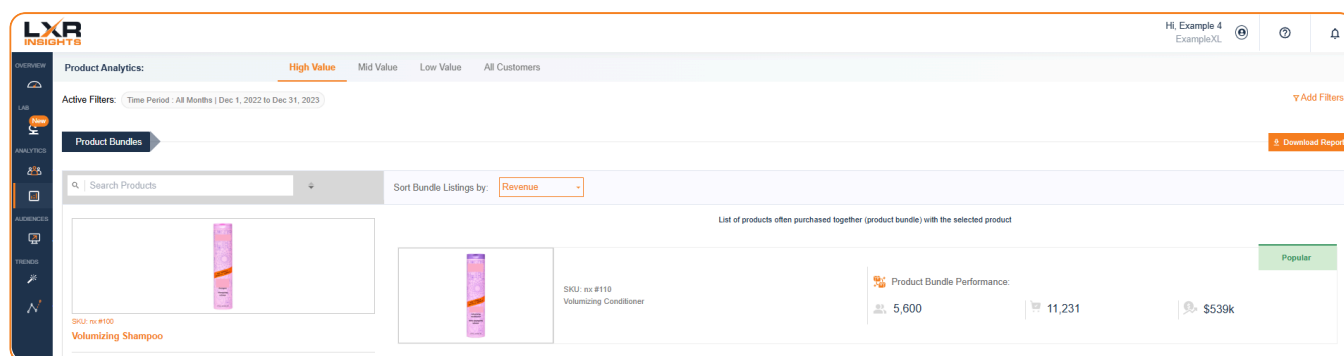
# Experimentation, Built In

Run controlled experiments directly within Google Ads and Meta to:

- Test audiences, keywords, geos, and products
- Measure true lift in conversion value, not just clicks
- Validate what works before you scale

No third-party platforms needed—experiments run natively in your ad accounts.
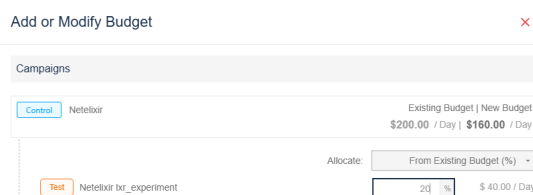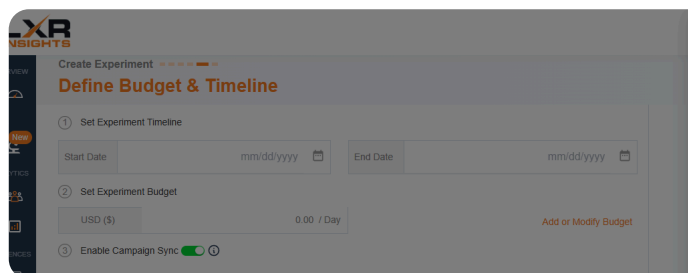


# Push Segments into Google, Meta, Shopify, BigCommerce

Once LXRInsights identifies high-value audiences, we don't just stop at insights:

- Push clean audience segments into Google and Meta Ads
- Sync with Shopify & BigCommerce
- Activate in real time to reduce waste and increase returns
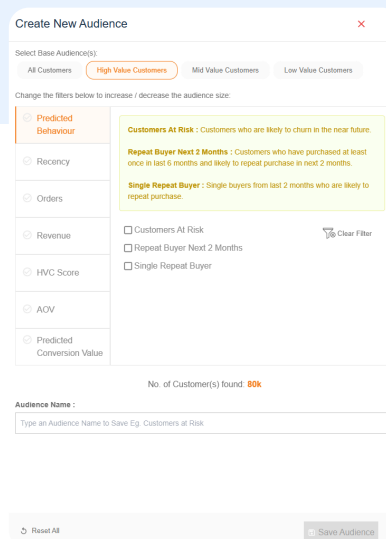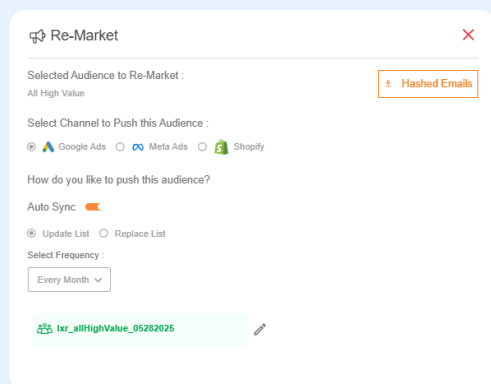


# Predictive Audience Segments

We go beyond standard lookalikes.
LXRInsights uses machine learning to build predictive segments based on real purchase behavior, so your Google Ads targeting is laser-focused on future revenue

LXRI is powered
entirely
by **your 1P Data**

✦✦ Pixel Data

Custom
Platform

## LXR INSIGHTS

| YOUR CUSTOMERS |
|---|

| MID VALUE | HIGH VALUE | LOW VALUE |
|---|---|---|

| Predictive Audience Segments |
|---|

| Product Analytics | Churn/Purchase Predictions |
|---|---|
| Purchase Journey | Customer Analytics |

| LAUNCH EXPERIMENTS | PUSH/TAG AUDIENCES |
|---|---|

Google Ads

∞ Meta

## Why Google Ads Alone Isn't Enough

- **With Google Ads alone you can't easily test audiences or segments**

  **Solution:** LXRInsights runs **controlled Test vs. Control experiments** to measure the lift of specific audience segments—so you know *what's truly working* before scaling.

- **Recently, ROAS is stalling and CAC is rising**

  Solution: By targeting **smarter segments** and eliminating wasted spend, LXRInsights helps **Increase ROAS and reduce CAC**—without increasing your ad budget.

- **With Google Ads alone you don't know** *which audiences actually convert best*

  Solution: LXRInsights segments your first-party data in real-time and identifies your **highest-converting customer groups**, then pushes them into Google Ads for precise targeting.

## Why Google Ads Need Experiments

In 2024-2025 we ran 257 experiments on Google & Meta Ads. We were able to get:
- 15–30% average revenue lift in early-stage tests without increasing spend
- Improved ROAS on average by 22% in segments tested with high-value audiences
- Reduced CPA by 10–25% for brands using predictive segment targeting
- 60%+ test-to-control clarity, enabling faster scaling of what works
- >70% accuracy in predicting customer behavior (purchase in 60 days, churn risk)