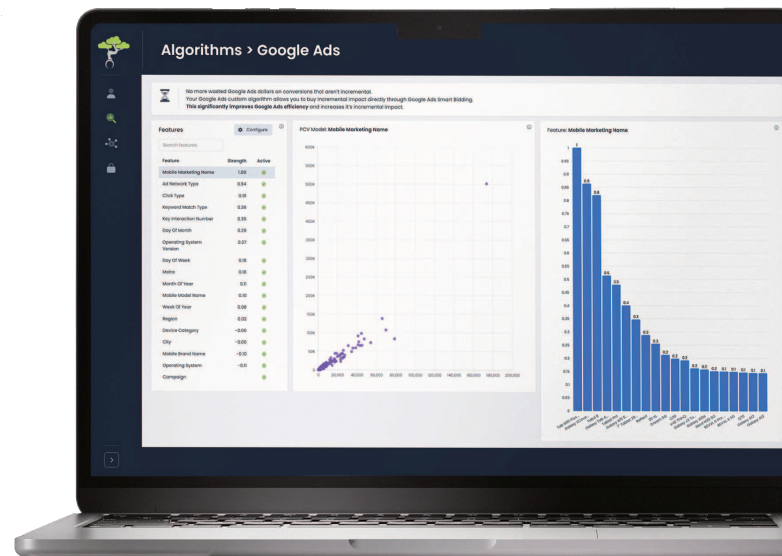




# Automated Buying Algorithms

Our buying algorithms train Google and Meta Ads to buy true incremental business results.

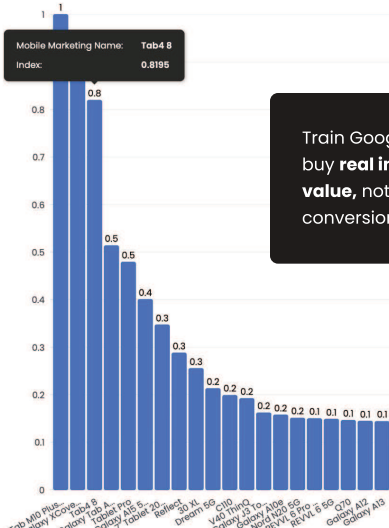
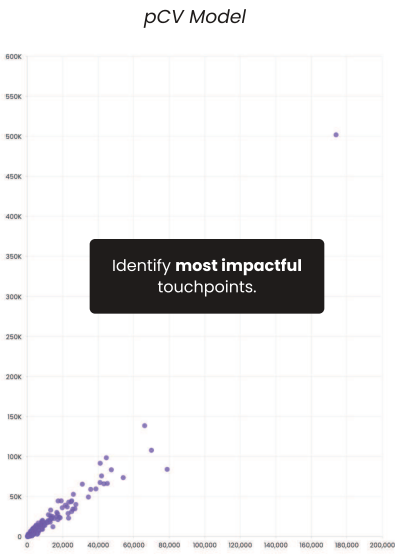


## Why choose Bonsai for Buying Algorithms?

- **Trains Google Ads & Meta Ads AI**  
Works seamlessly with Smart Bidding & Advantage+
- **Unlimited Scale**  
Buy incremental impact at any scale: the algorithms score every interaction you buy every day, regardless of whether that's 10, 1,000, or 10,000,000 per day
- **Eliminates Data Privacy Issues**  
Dump your third-party cookies! No more sharing customer data with Google and Meta. The algorithms share no customer behavior data whatsoever
- **Incremental Business Impact**  
Stop Google and Meta from buying conversions that aren't incremental. See the impact of your marketing dollars on your true business bottom line

FEATURES

- Mobile Marketing Name  
Strength: 1.00
- Ad Network Type
- Click Type
- Day of Month
- Metro
- City
- + more



Train Google and Meta to buy **real incremental value**, not just more conversions.

Measurement methodology  
Custom Algorithms, pCV

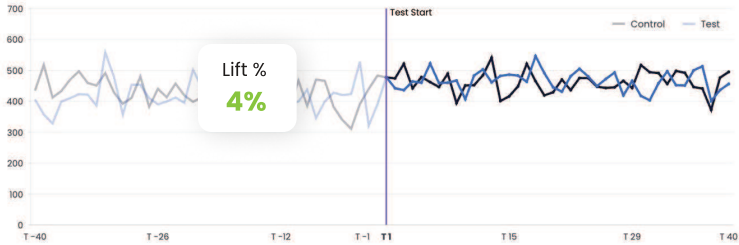
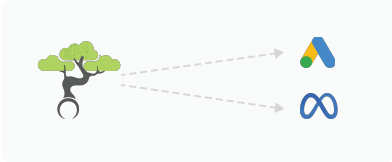
Business metric measured  
Revenue x Orders x Devices Sold x

Platforms  
Google Ads x

Every new algorithms customer launches with a matched-market trial **to ensure business lift.**

Easy Implementation

- Bonsai onboards predicted incrementality data directly to Google Ads or Meta Ads conversion APIs, and sets Meta and Google Smart Bidding settings, targeting to maximize incremental business impact.
- We use our Test & Control product to determine business lift from your algorithm! Trials run approximately 30 days, and require no incremental media spend.



- ✓ Clone campaigns & assign to test DMAs
- ✓ Exclude test DMAs from BAU campaigns

Avg. ROI Improvement  
20% ↗

Avg. Incremental Business Impact  
28-35% ↗

The Bonsai Difference

	First-Party Algorithms	SMB Tier	Mid-Market	Enterprise
Bonsai	●	●	●	●
Everyone Else	○	○	○	○