

//Marketing AI

//AI agents to grow your business

Yuchen

Founder and CEO

Jian

Cofounder and CTO

/Our Team



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Previously VP of Engineering at Instacart, Principal Engineer at Google Ads

Ph.D in Machine Learning from Northwestern, B.Eng from Tsinghua



Jian CTO

Previously Sr Director of Engineering at Instacart, Senior Staff Engineer at Google Ads

Ph.D in Machine Learning from UC Santa Cruz, B.Eng from Fudan



Liang Founding Engineer

Previously Staff Engineer at Instacart and Google Ads

Ph.D in Machine Learning from Indiana University Bloomington, B.Eng from SJTU



Xiangyu Head of AI

Previously Director of Engineering at Instacart and Staff Engineer at Google

Ph.D in Statistics from Duke University, Bachelor in Math from Peking University



Fabien Head of Product

Previously Director of Product at Instacart and Product Lead at Shopify

Bachelor of Commerce from OttawaU



Chia-eng Technical Staff

Previously Staff Engineer at Instacart and Software Engineer at Amazon

Master in Electrical Engineering and Computer Science from UCI, B.Eng. from National Chiao Tung University



Mia Design Lead

Awwwards Jury Previously Senior Product Design at Babco

Bachelor in Industrial Engineering from University of Tehran



Yijia Technical Staff

Previously Senior Machine Learning engineer at Instacart and Financial Markets Data Analyst at ING

Master in Data Science from George Washington University, BSc Mathematics with Economics from UCL



Jin Technical Staff

Previously Staff Machine Learning engineer at Instacart and Machine Learning Engineer at Google, Pinterest

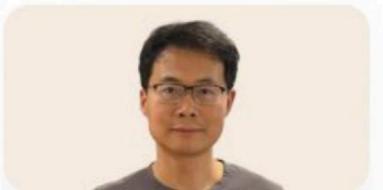
Master in Computer Science from UT Austin, BS from Nanjing University



Gavin Technical Staff

Previously Senior Backend Engineer at Instacart and at Kiavi

Master in Computer Engineering from University of Michigan, BS in electrical engineering from National Taiwan University



Haipeng Data Scientist

Previously Member of Research Staff at The Voleon Group

Ph.D. Princeton University, B.Eng. Tsinghua University

/The Problem

/01 Marketing is a complex web of workflows

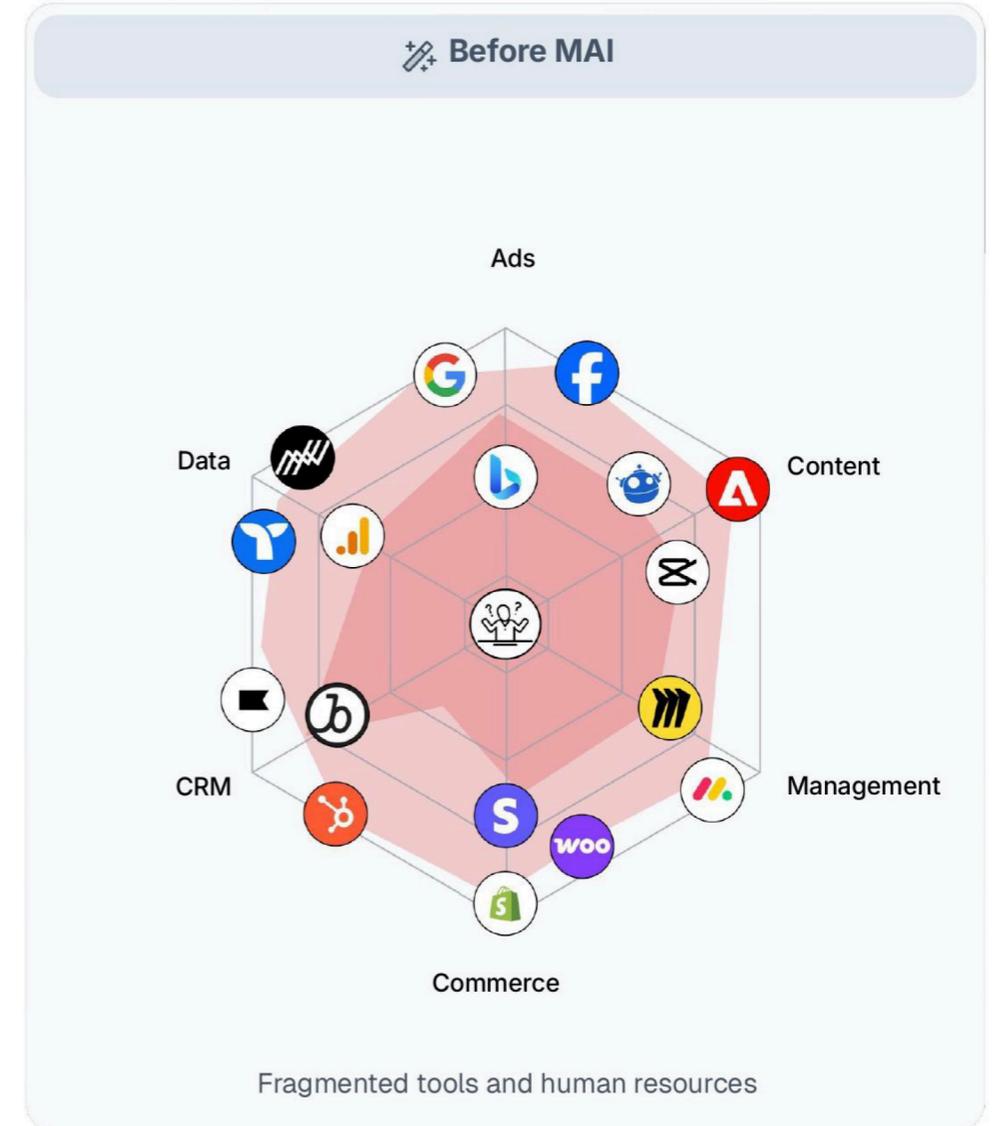
Human marketers coordinate a complex web of siloed MarTech and AdTech tools with overlapping capabilities and inconsistent workflows.

/02 Manual coordination is slow, expensive and error-prone

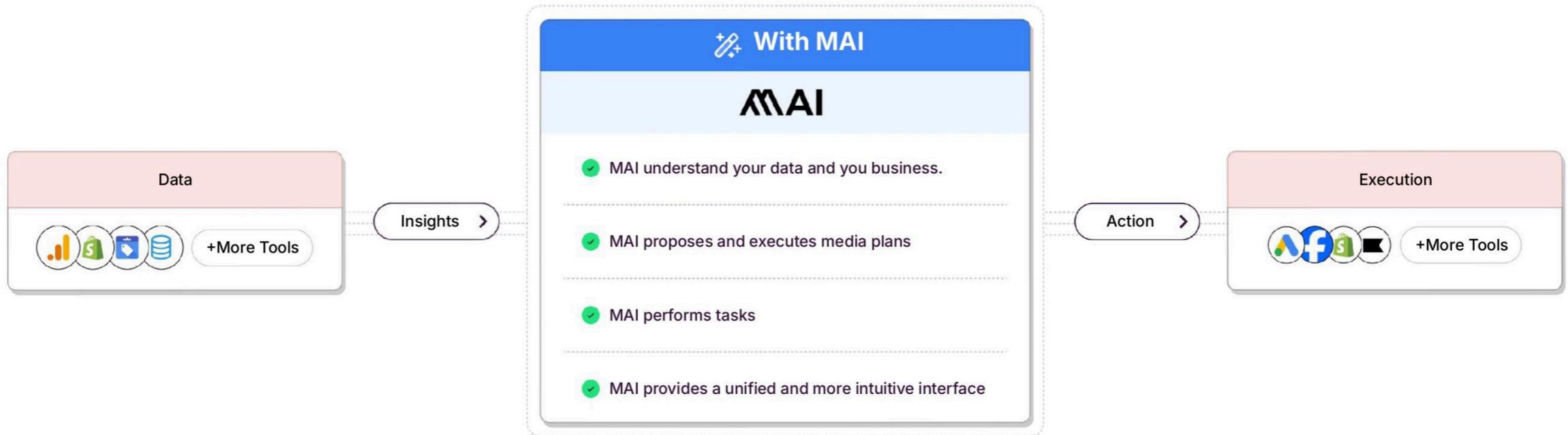
These workflows are expensive to operate, and error prone due to manual coordination.

/03 Data fragmentation hamstrings performance

Siloed and inconsistent data and interfaces also make it very difficult to truly gain end-to-end control over a marketing strategy and deliver consistent consumer experiences, thereby hamstringing performance.



/Solution



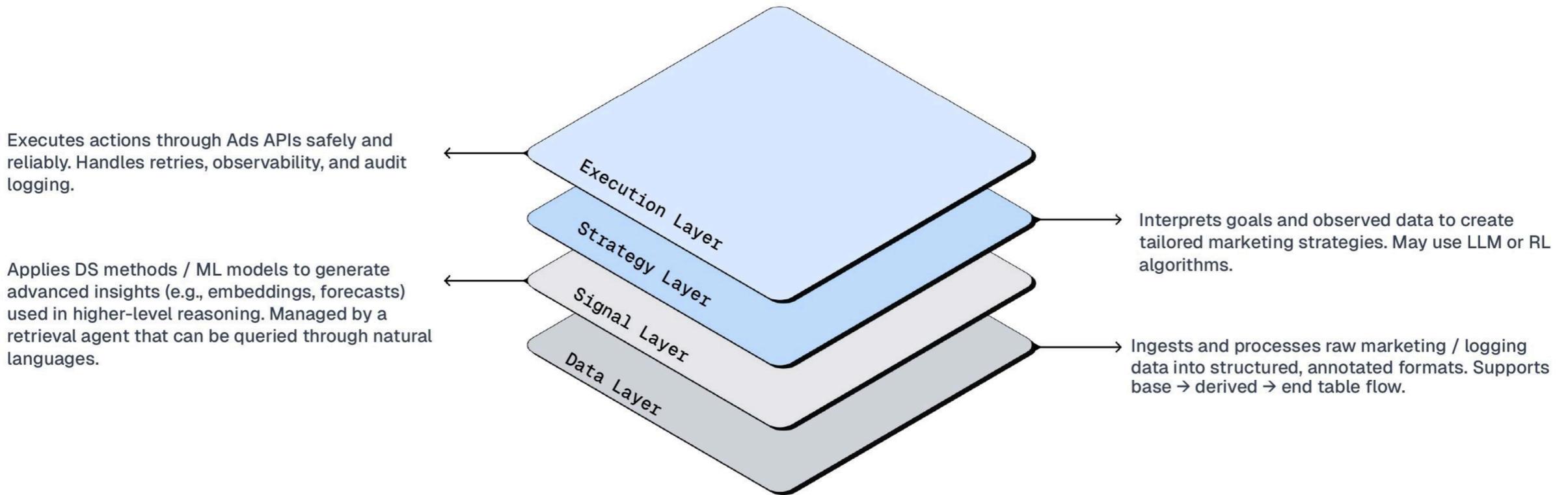
/ The world's first end-to-end AI marketing agent

- An end-to-end AI agent for marketing, grounded in the marketer's own first-party data.
- By enabling holistic access to and understanding of marketing data, we aim to assist marketers across their entire workflow:
 - from ad buying and CRM to audience management, personalization, asset creation, measurement, reporting, and so much more.

/Tech

Technology Moat

While LLM-wrappers are trendy among AI Agent startups, they fall short for growth marketing that requires deep expertise in data analytics, ad tech, and an RL machinery that constantly learns and improves. That's why we're building our own proprietary end-to-end AI system.



/Product

Wedge: Performance Marketing on Google

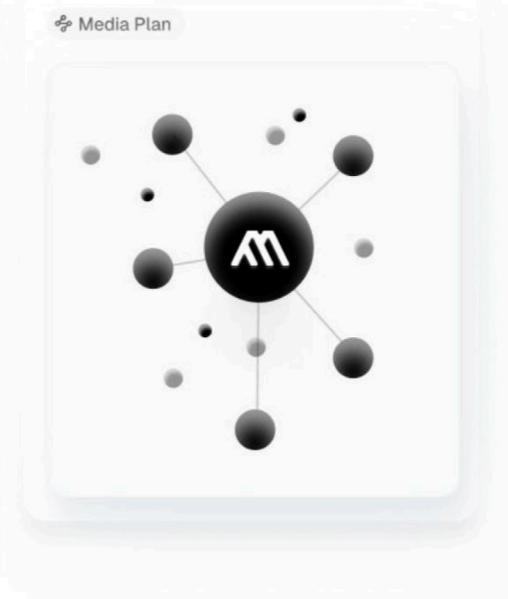
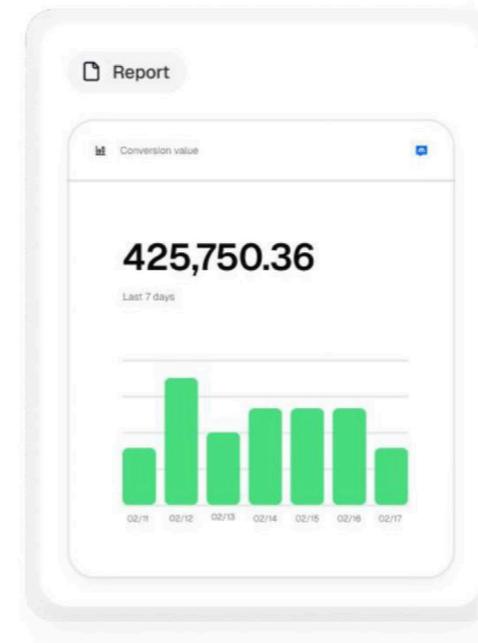
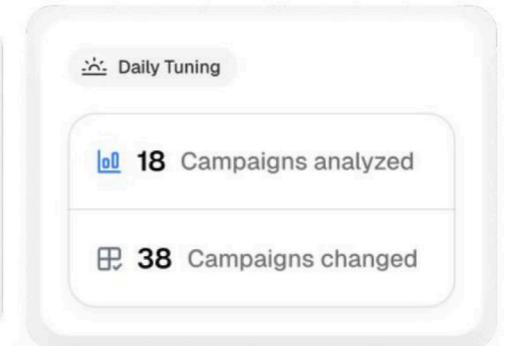
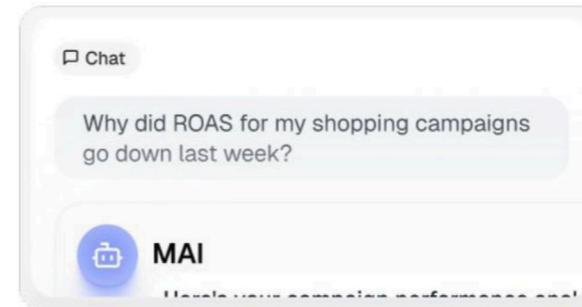
Very large marketing spend with complex workflows. Gives us a big TAM and fit. Our team are experts on Google Ads. We are uniquely positioned to solve it

Focus on simplicity

Unlike other mar tech tools which offer dozens of settings, our philosophy is to make MAI approachable and easy to use. We only show controls users really need to use or metrics they care about.

Give users control and full transparency

MAI is a partner you can trust. The user controls goals and guardrails and we never deviate from them. Every day, MAI Agents show all the changes made to campaigns to deliver performance.





/Testimonial: NutritionFaktory

Challenges:

As a reseller of supplement products, NutritionFaktory carries all the top brands in the industry. The number one goal of the company is to get in front of buyers looking for these products.

After hiring multiple marketing agencies, the company was stuck at a plateau. They never had a strategic partner who could deeply understand the business. Every time they tried to increase spend, profitability decreased.

How MAI helped:

MAI Agents analyzed Nutrition's Faktory very large catalog of SKUs to find untapped opportunities. We partnered closely to understand Mike's goals and guardrails.

MAI Agents restructured campaigns based on predicted performance and performed daily tuning to capture new demand.

Results:

MAI increased profitable spend by 3x in 90 days. NutritionFaktory had their highest sales and profits month in July and August.



Mike
CEO, NutritonFaktory

"After working with one of the big marketing agency, we are thrilled to be using MAI. What stood out to us is how much more work their AI system delivers compared to humans."



/Testimonial: Velotric

Challenges:

Velotric sells high value items. They were relying on generic campaigns and struggling to deliver Google Ads performance.

The team was looking for a strategic partner who could also provide deep insights on product trends instead of generic performance.

How MAI helped:

MAI Agents conducted a deep account audit to understand intent and category. Our technology identified significant differences in performance based on the targeting being used.

Instead of relying on generic campaigns, MAI Agents segmented products to enable better optimization by product lines and adapt to seasonal changes.

MAI Agents also organize campaigns in budget pools to easily allocated spend based on product priorities.

Results:

MAI increased ROAS by 118% and sales by 32%. During promotional periods such as Prime Day, Velotric was able to hit record sales.



Adam
CEO, Velotric

"MAI's audit helped us identify opportunities in a simple way. The agents identified new segments we could spend into and a better way to structure our campaigns."



/Testimonial: DrWoof

Challenges:

DrWoof manages their business based on product lines and very strict performance guardrails for overall ad spend. This required granular reporting and tight controls. As an apparel brand, they have thousands of SKUs and each product line has different goals and guardrails.

As the company grew rapidly, the team did not have expertise in Google Ads and was looking for a partner so they could focus on product development and Meta optimizations

How MAI helped:

MAI Agents analyzed all product lines and product variants. We created a media plan with very strict guardrails and provided advanced reporting so the team at DrWoof could build confidence.

As we started to scale Google spend, MAI Agents were able to quickly respond to changes in budgets while providing full transparency about their actions to the team at DrWoof.

Results:

MAI delivered a 2x increase in profitable spend for the Australian market. MAI helped launch an optimized Google Ads structure in the US from 0.



Ron
Owner, DrWoof

"MAI worked closely with us to make sure we understand performance based on how we look at our business. Their team is super responsive and an amazing partner to DrWoof."

MAI

//Thanks!