PYXIS
GAMING
PROPOSAL

KEY DISCUSSION POINTERS

- Pyxis AI tech stack
- Impact and Uplift
- Onboarding steps
- Next phases of tech stack integration

Creative AI

- Dynamic creatives
- Auto Segmentation of creatives
- Cognitive multivariant testing and placement heat map
- Real time product feed integration
- Live events API
- Predictive creative planner
- Engagement based creative sequencing

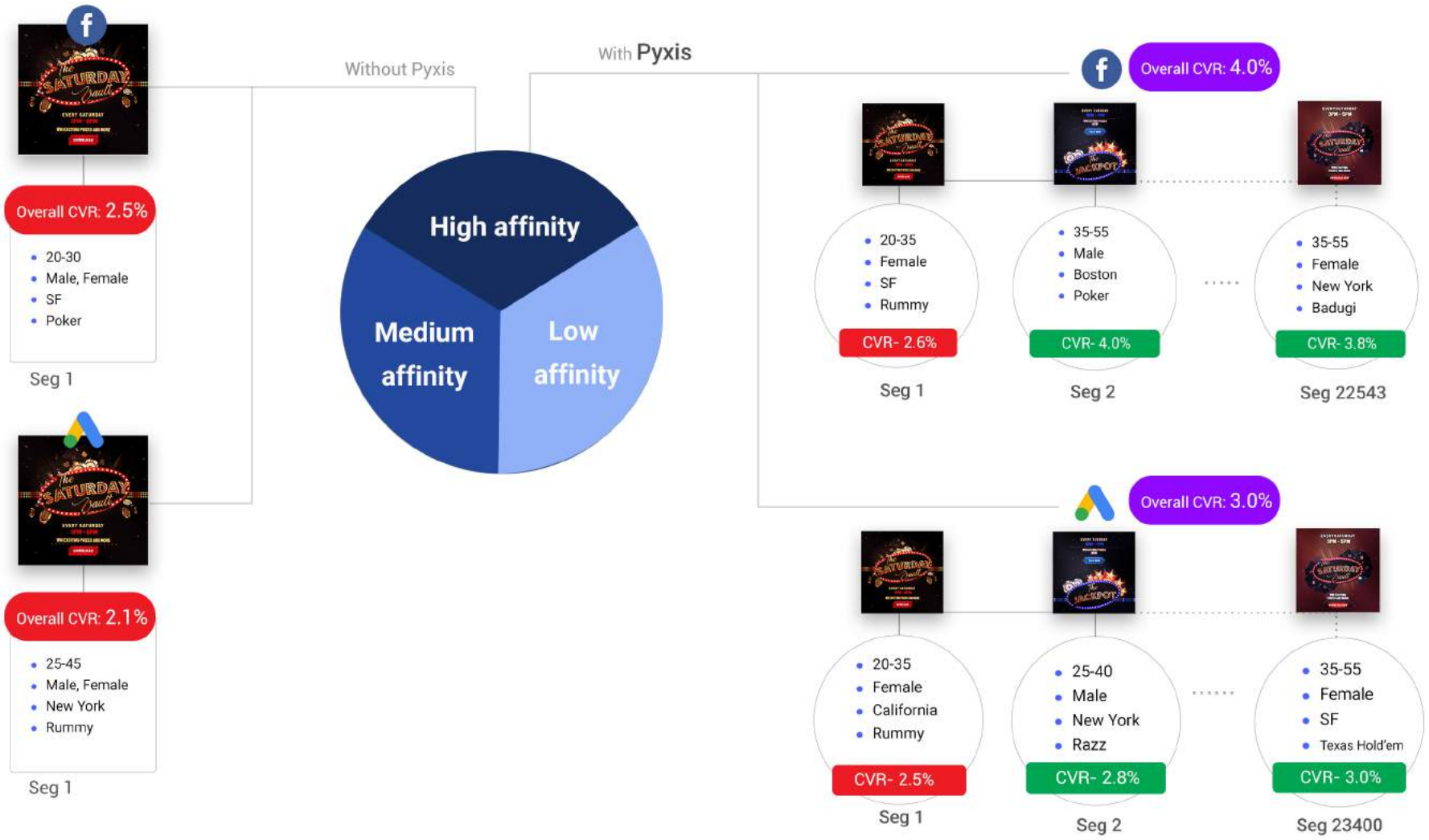
Targeting AI

- Micro segmentation
- Cross platform segment level learning
- Targeting recommendation system from Historical learnings
- Multi layered targeting to find the best performing micro niche

Optimization AI

- Cross platform performance-based learning and real time actions
- 24 X 7 campaign monitoring with real time alerts
- Funnel debugger
- Auto campaign creation from Feedback
- Cross platform metric normalization
- Cross platform campaign ranking
- Custom triggers on performance

FEATURES FROM PYXIS STACK

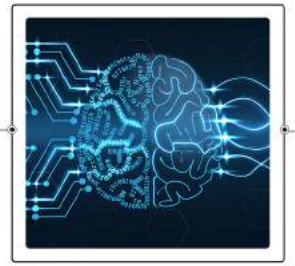


- Conduct fine-grained explorations by dividing the macro-level data into detailed segments.
- Push the budget on the creative that receives highest conversions when targeted on multiple personas to increase the overall conversion rate.

AUTO-SEGMENTATION OF CREATIVES

- Create combinations of ad variations using cognitive assessment based on colors and offer positioning.
- Find out which creative performs best out of all the possible combinations for specific segments and use it to target potential customers.

Overall CVR: 2.2%



Creative AI

Color 1

Color 2

Color 3

Color 10

Seg 1

- 20-35
- Female
- SF
- Badugi

CVR: 2.7%

Seg 2

- 35-55
- Male
- Boston
- Omaha Hi/Lo

CVR: 3.2%

Seg 20K

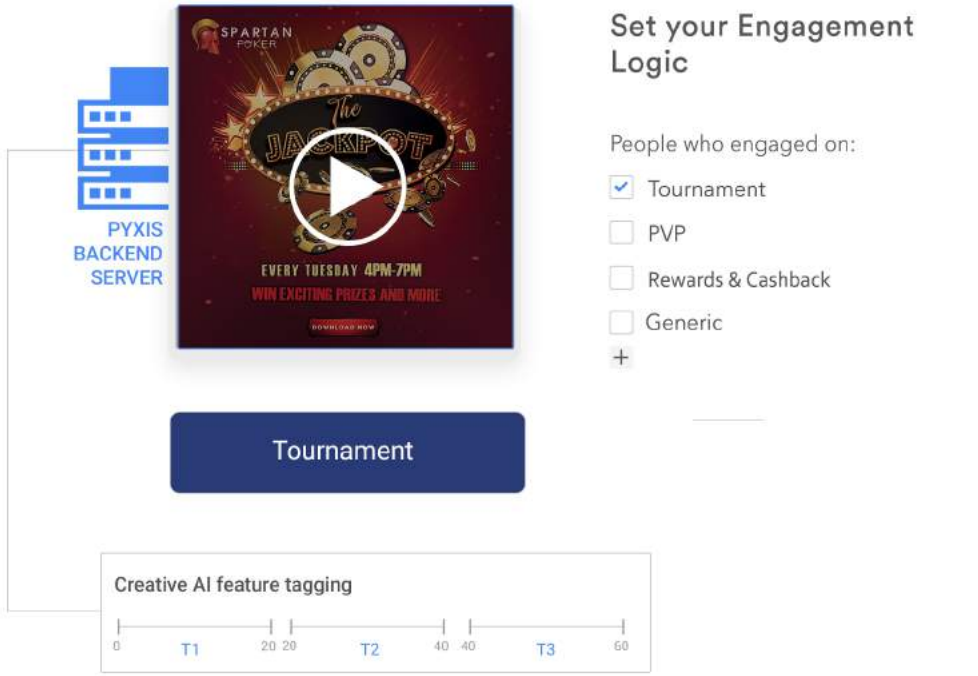
- 35-55
- Female
- LA
- Razz

CVR: 2.9%

COGNITIVE MULTIVARIANT TESTING

- Sequencing of creatives based on customer dropoff

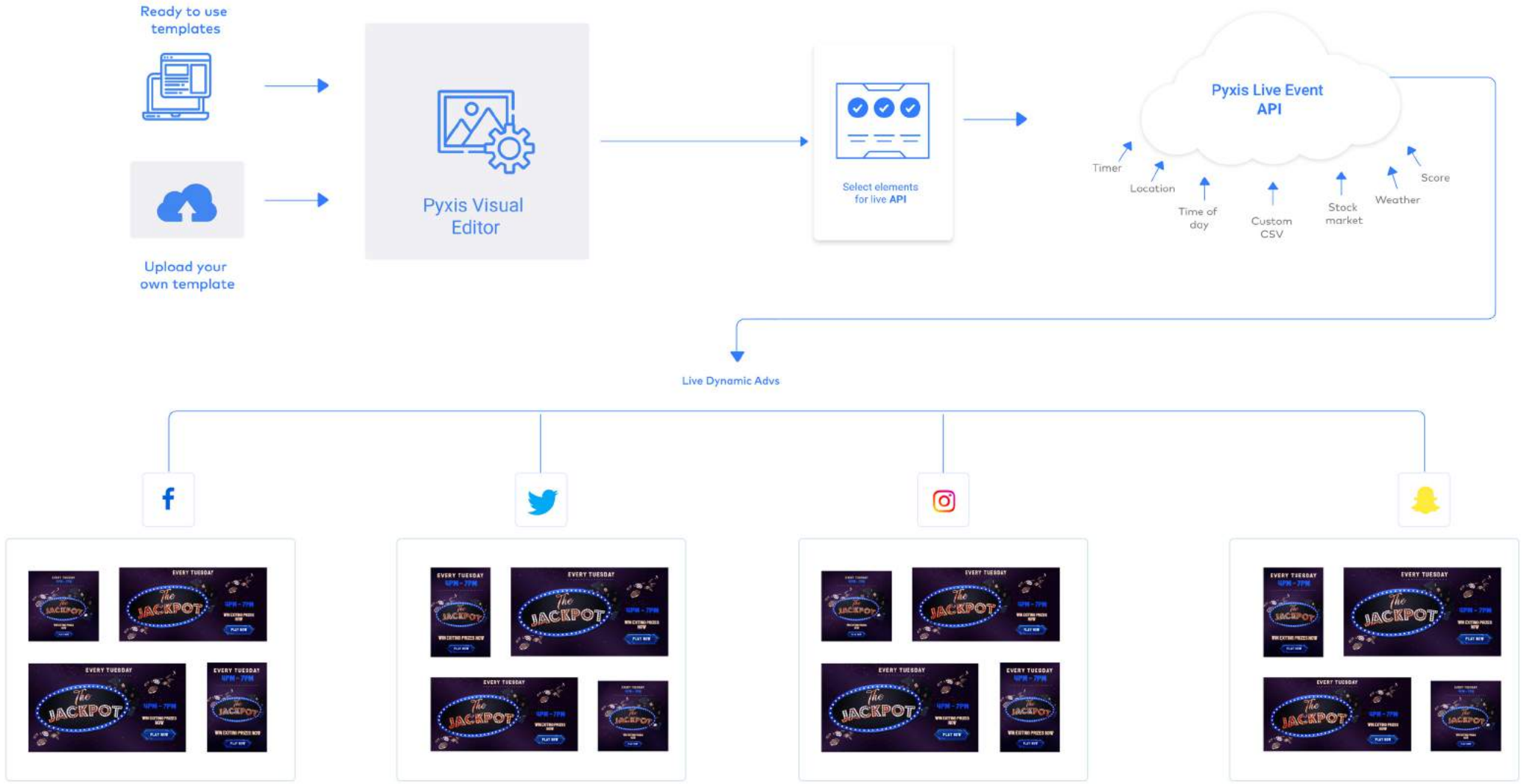
Creative sequencing logic setup



1 Pyxis's back end server is equipped with Creative Feature Extraction which uses a pre-trained model to power the ad creatives and extract insights from them.

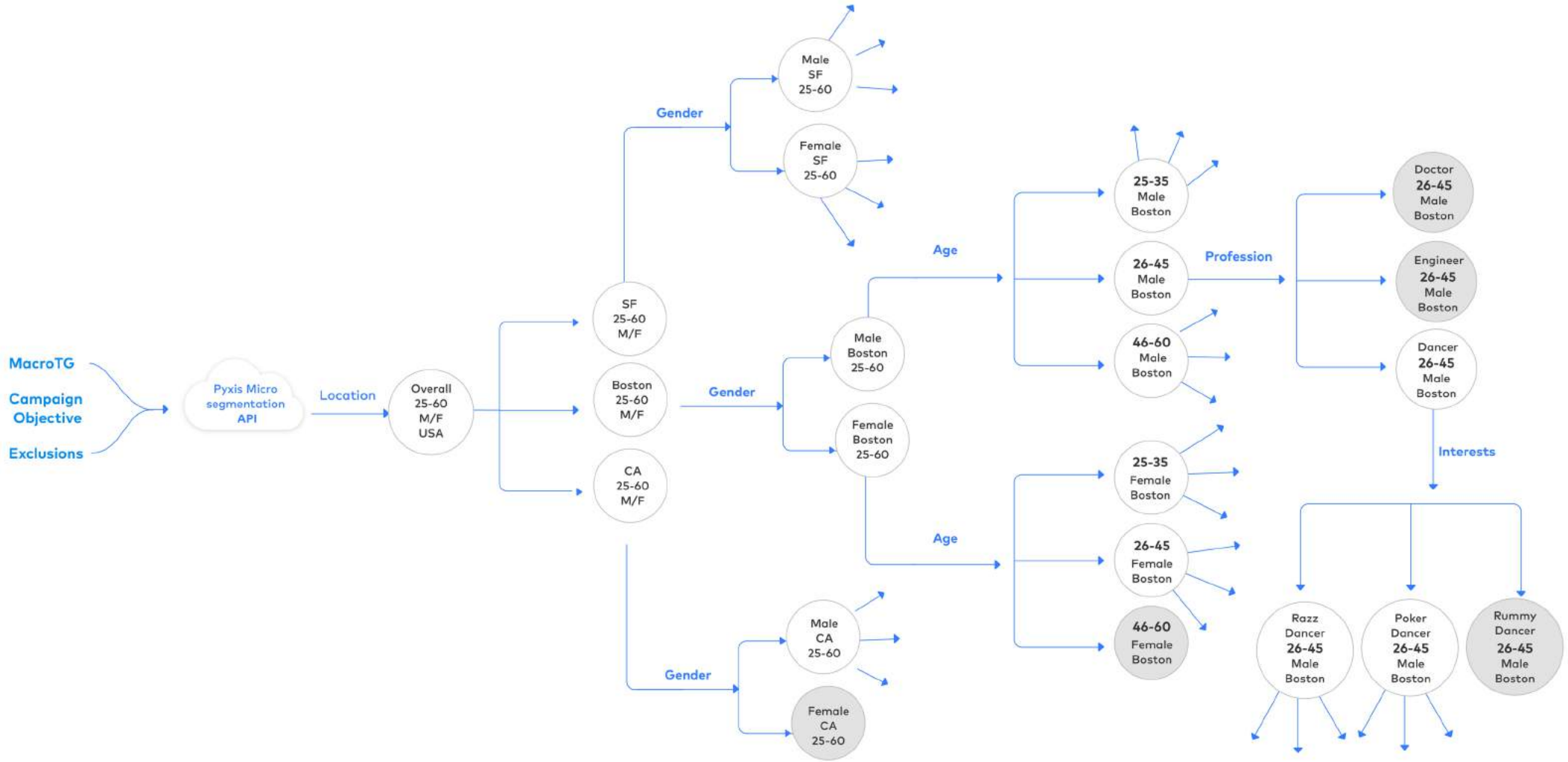
2 Set user engagement logic based on the product categories and define the sequence of creatives a unique visitor will watch based on their response to the ad.

ENGAGEMENT BASED CREATIVE SEQUENCING



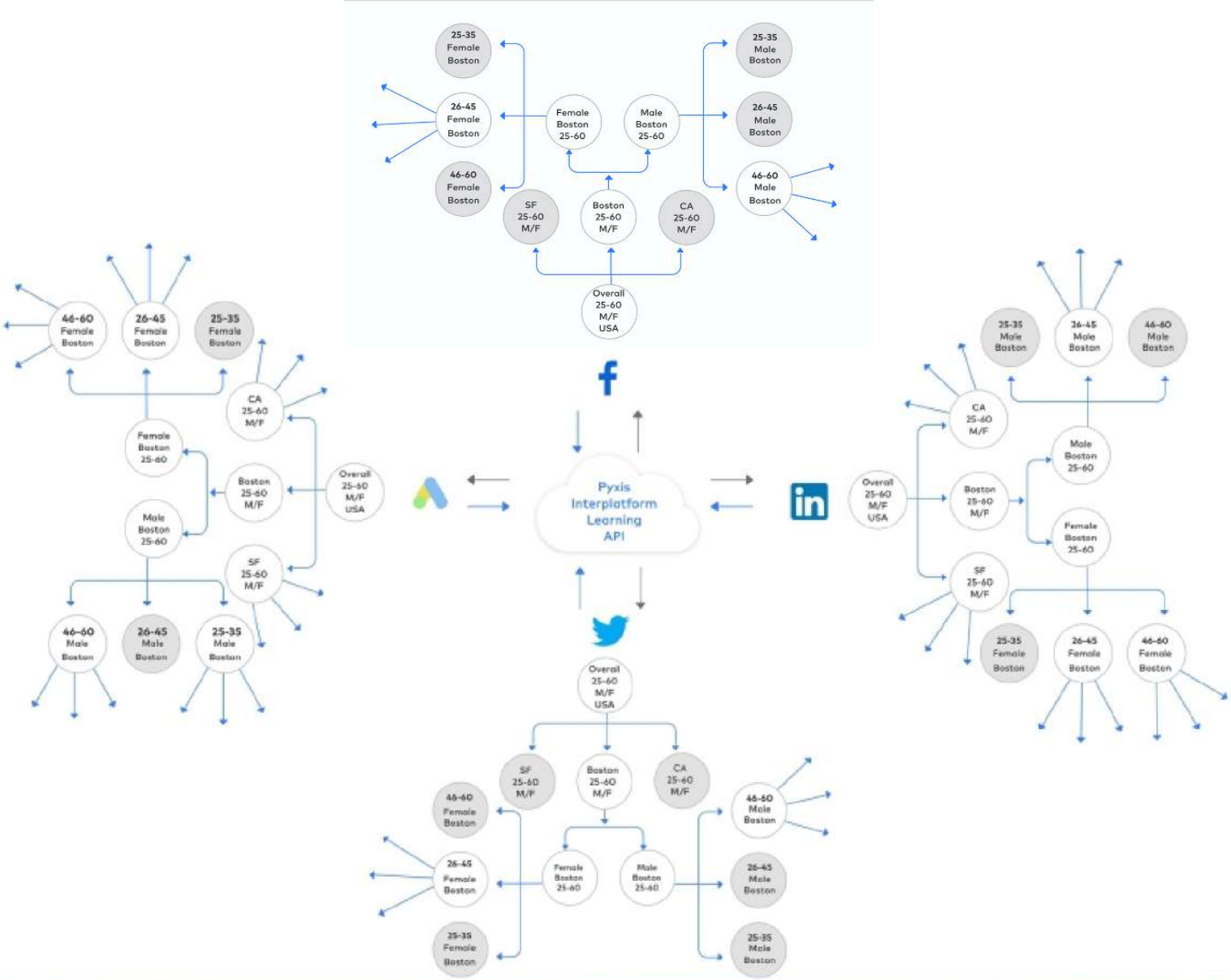
LIVE EVENTS API

Pyxis's Live event API makes it faster for the users to receive live updates and offers them added value by integrating events right from weather to news and sports in the form of dynamic ads.



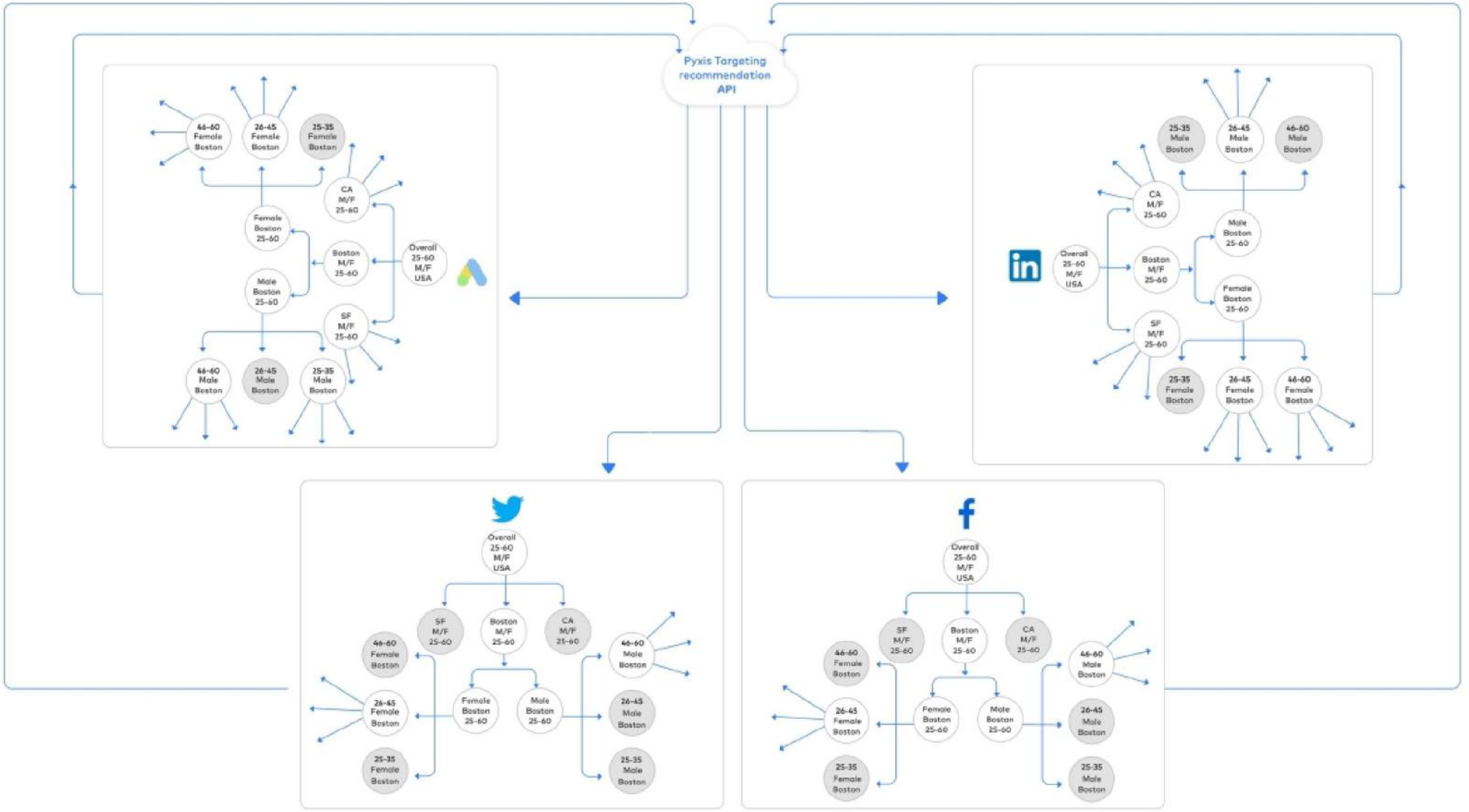
MICROSEGMENTATION

Group users into more specific, focused audiences by extracting information from macro-level data. Identify the most relevant segments to get a clear picture of what each sub-group within the scope of your larger audience needs, what they value, and how they behave.



CROSS PLATFORM SEGMENT LEVEL LEARNING

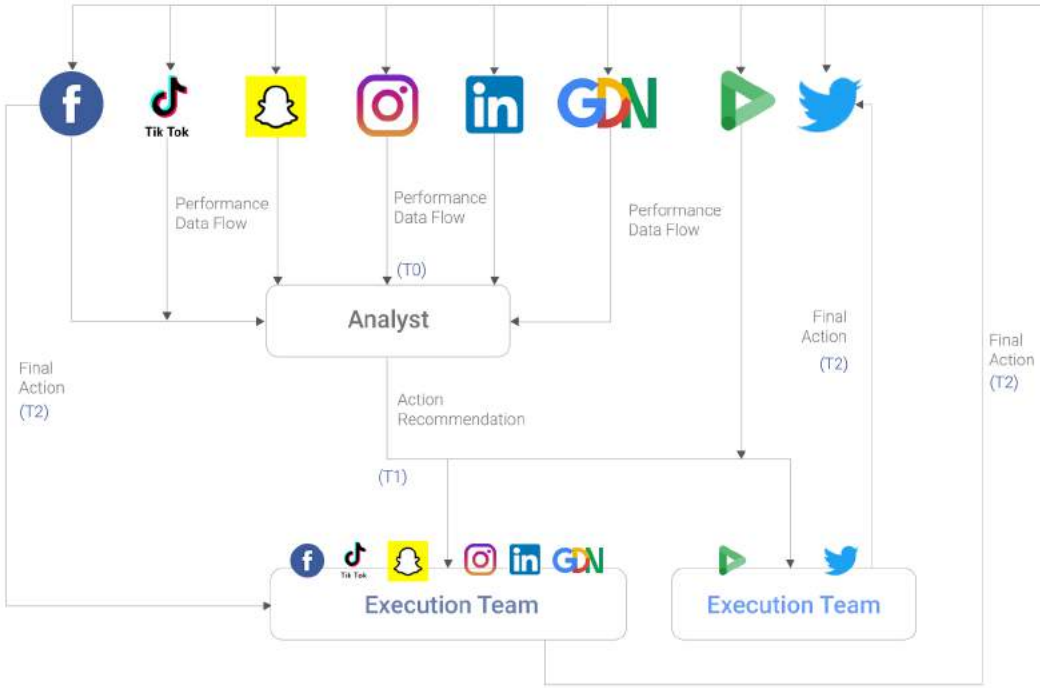
Identify hyper-relevant user segments by taking learnings from cross-channel user behavioral insights from the previous campaigns. Utilize the learning to optimize the budget and run campaigns that garner high conversions across each digital marketing platform.



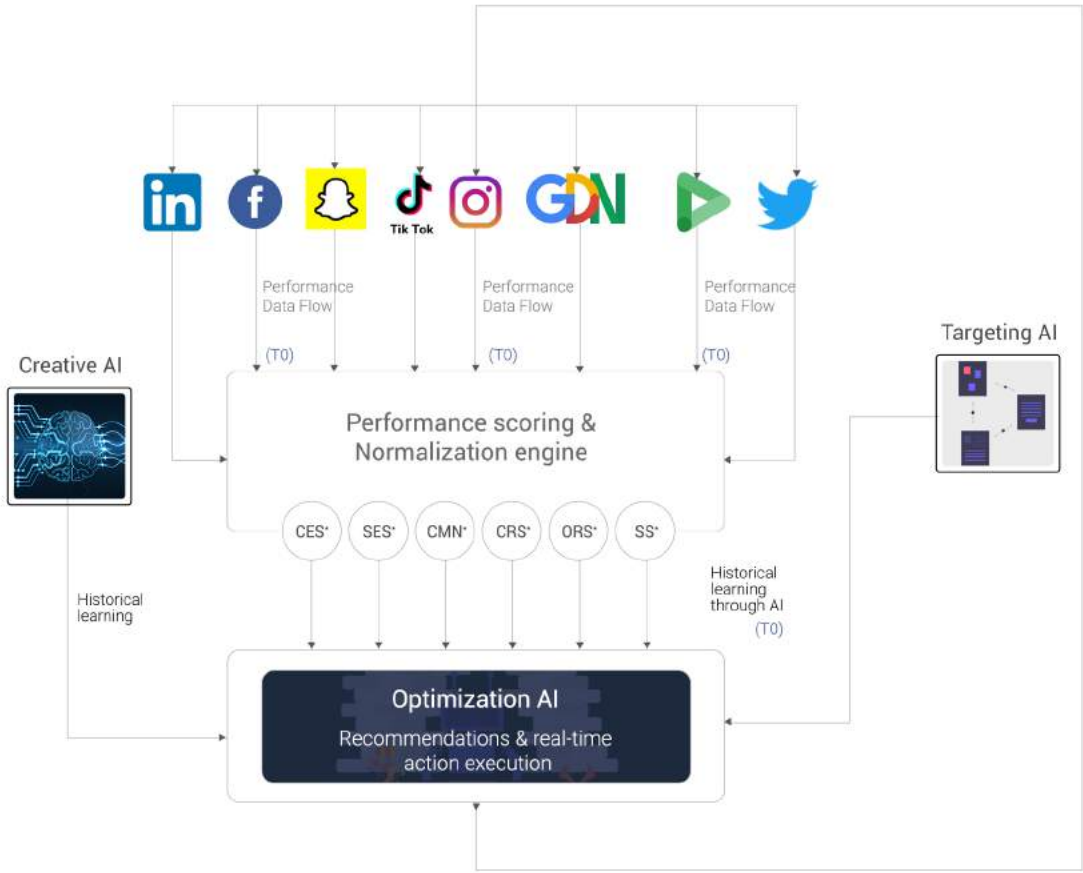
TARGETING RECOMMENDATION

Determine most performing microsegments based on continuous learnings and deeper understanding of user behavior by analyzing sources such as macro target groups, campaign objectives, and unrelated audiences across different digital marketing platforms to improve your campaign performance.

◀ Without Pyxis



With Pyxis ▶

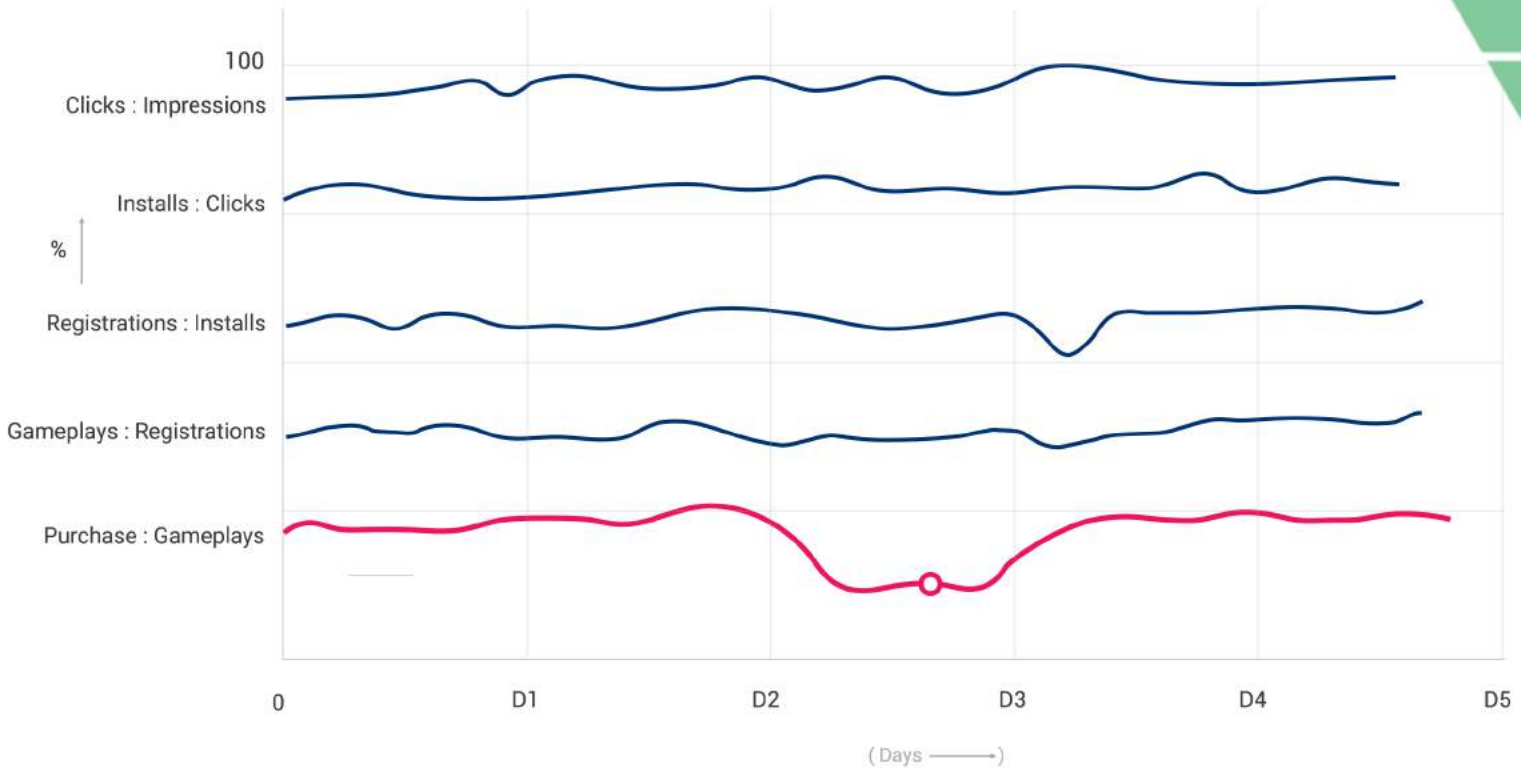


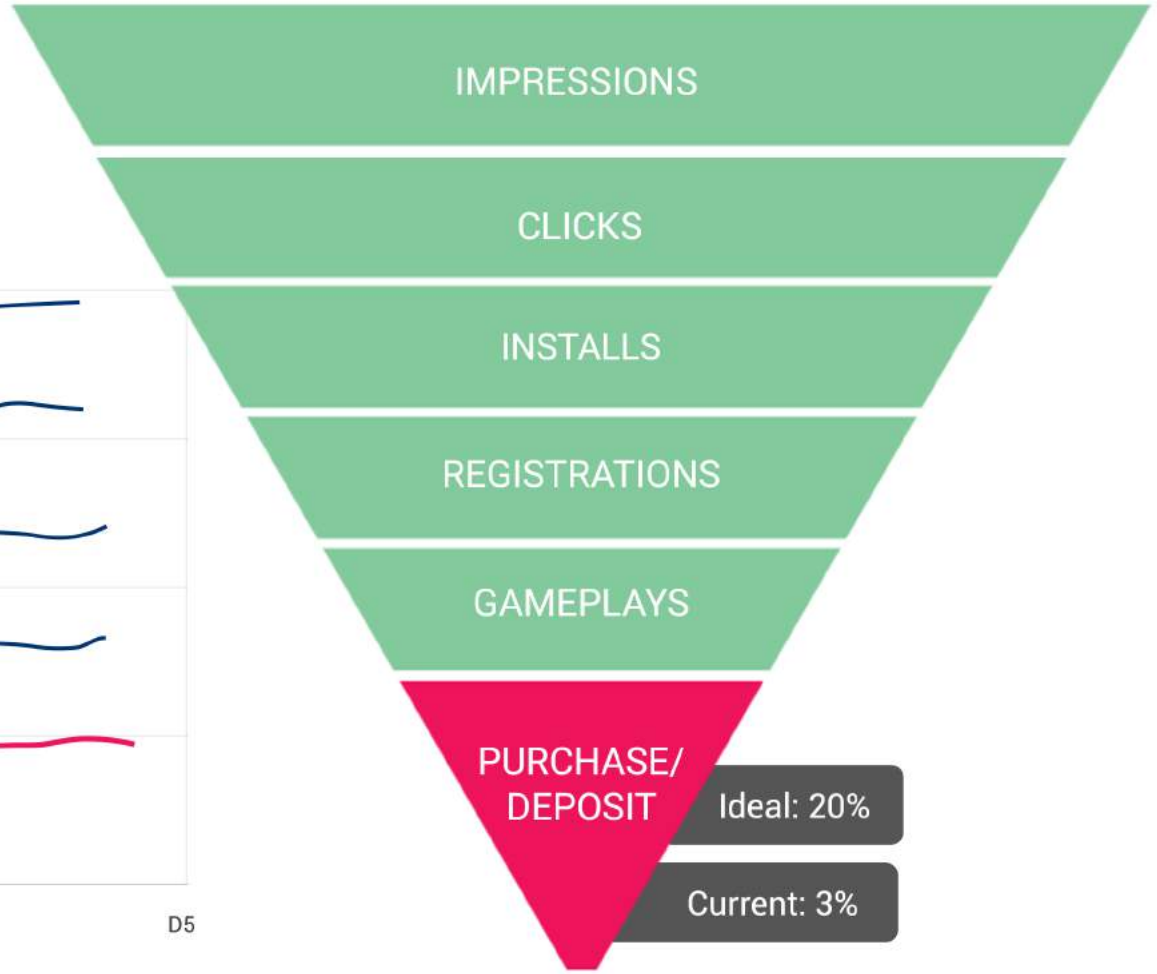
* CRS-Creative Relevance Scoring | *ORS-Objective Realization Scoring | *SS-Scalability Scoring
* CES-Creative Engagement Scoring | *SES-Segment Exhaustion Scoring | *CMN-Cross-Platform Metric Normalization

OPTIMIZATION AI

1 Pyxis's performance scoring engine takes the learning from the campaigns running on multiple platforms to calculate the performance scores and normalize the data flow.

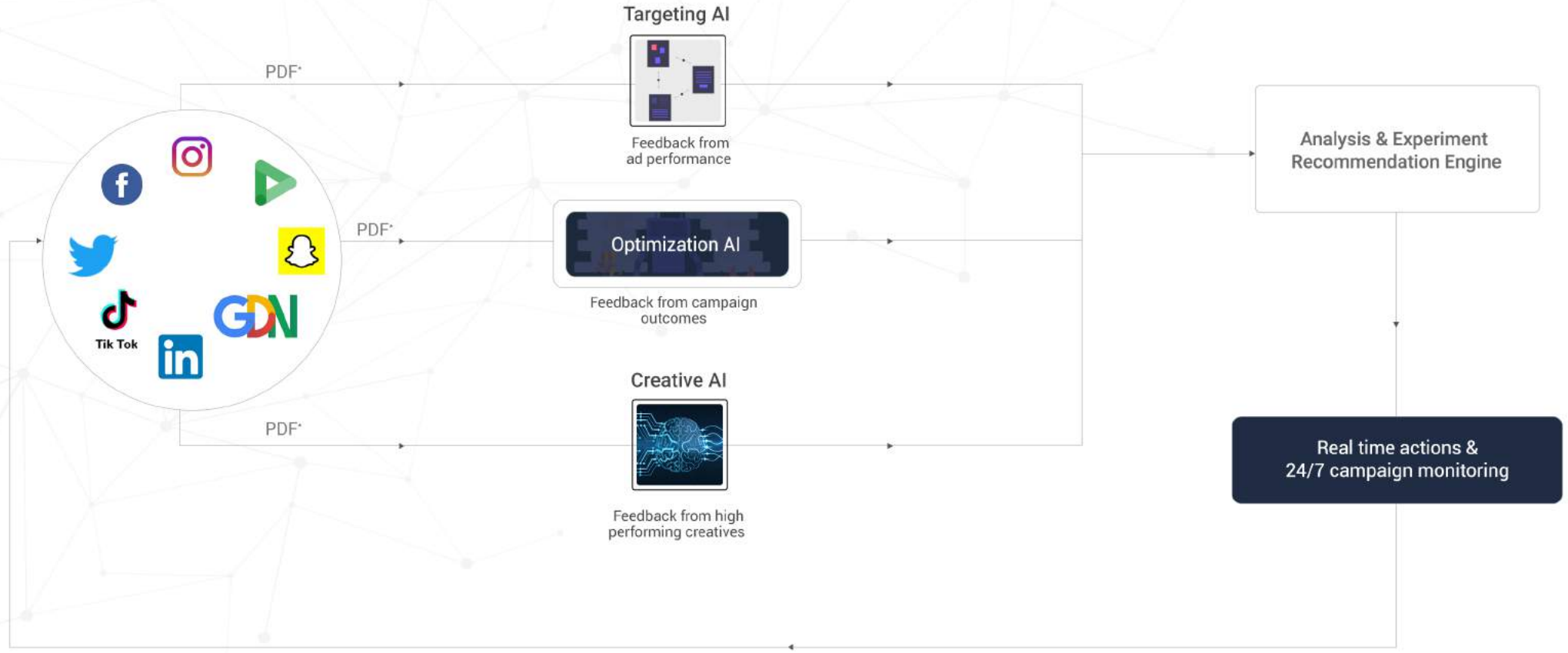
2 The Optimization AI takes feedback from Creative AI and Targeting AI and maps the scores with the historical learning of the AI to monitor and optimize the campaigns in real-time to maximize efficiency.





FUNNEL DEBUGGER

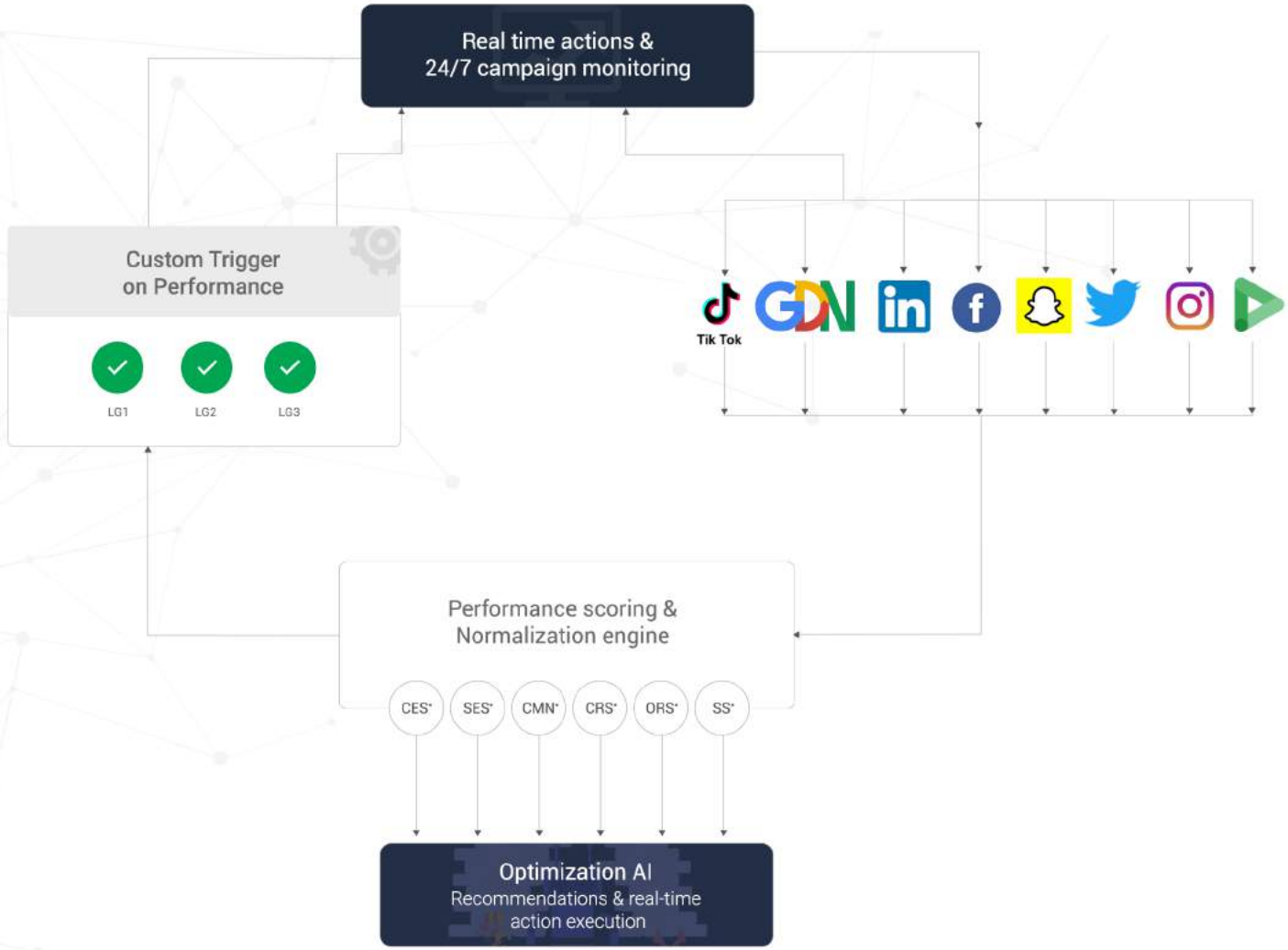
Identify the stage at which your marketing efforts faltered and take immediate actions to leverage the business performance.



PDF*- Performance Dataflow

AUTO CAMPAIGN CREATION FROM FEEDBACK

Pyxis's analysis and experiment recommendation engine takes feedback from the three powerful AI engines which process the historical data from social media channels to come up with the best campaign solution for each one of them.



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CUSTOM TRIGGERS ON PERFORMANCE

Take quick actions over momentary events on your campaigns as Pyxis's Optimization AI sends a custom trigger based on the performance scores sourced from historical learnings over social media channels.

IMPACT, LEARNINGS AND EXPECTED UPLIFT

340K+

Creative and Targeting AI Feedback based Actions

AI Led actions expected/month

15%

Increment in app engagement(IAP, deposits) Gameplay

Creative Layout Feedback & Cognitive Learnings & Insights for future creatives

35K

Game type Based Segment Priority Ranking

cohorts generated and analyzed

Start Using Pyxis

- **Schedule a Demo**
  Fill in the details and we will connect with you at the earliest to book the schedule for an intro call.

- **Set Up an Intro Call**
  Once we receive your demo request, we will answer all your initial questions you might have and learn more about your goals. If your needs are aligned with our offering, we move forward to the next step.

- **Review the Account**
  We will review your account and walk you through the platform to take your business performance to the next level.

- **Sign Up and Get Started**
  When you have signed up, your dedicated customer success manager will guide you throughout the onboarding process so that you can start using the platform as soon as possible.

- **Transform Your Experiences with Pyxis**
  Get ready to achieve new heights with your paid social.

EXECUTION STEPS

CASE STUDIES

- MPL
- Pocket 52
- Spartan Poker

Case Study

35K+ Segments created

Dynamic creatives used **9K+**

380K+ AI Led actions

reduction in Cost per Deposit **34%**

1.8X increase in CTR with personalized creatives

MPL MOBILE PREMIER LEAGUE

With a user base of more than 35 million, MPL is one of India's leading online gaming platforms with a growth rate of 30% every year. The platform gives its users an option to create a virtual team, join contests for upcoming live matches, and win cash prizes.

Challenges

- Optimize customer acquisition cost on lower funnel matrices
- Grow customer lifetime value and increase the percentage of repeating users
- Maintain customer acquisition costs for rapid scaleup and driving quality traffic

Solution

Pyxis came up with a structured approach to use data creatively and overcome the issues in consumer-centric personalized marketing with:

- Microsegmentation of user groups based on age, location, gender, and relationship status, similar interests and device activity.
- Create dynamic creatives based on local dialect, gender and location to improve CTR and conversion rates.
- Use cognitive assessment to create combinations of personalized ad variations based on colors and offer positioning.
- Optimize and allocate budgets across the different channels using cross-platform performance based learning.
- Generate campaign feedback to determine the best campaign solutions for the brand's social media channels.

45K+ Segments created

decrease in CPD 1.4X

360K+ AI Led actions

increase in CTR 1.7X

Case Study

POCKET52
Build. Churn. Win

With an overall revenue of $3 million, Pocket52 is India's first cryptographically secure random number generator online poker platform with a cashback program.

Challenges

- Drive high LTV audience to increase the engagement rate and drive purchases.
- Leverage dynamic ads to target the right set of audiences
- Reduce cost per purchase for new users who are acquired

Solution

Pyxis provided the gaming company with a solution that involved:

- User segmentation based on demographics, location, behavior and interests.
- Generation of dynamic and personalized creatives based on insights from previous high-performing campaigns.
- Use of cognitive assessment to create combinations of ad variations based on colors and offer positioning and display vernacular creatives based on a user's gender and location.
- Budget optimization and allocation across different channels based on cross-platform learning.
- Campaign feedback analysis to recognize an optimal campaign strategy for the brand's social media channels.

28K+ Segments created

decrease in CPD 1.6X

430K+ AI Led actions

increase in CTR 1.4X

Case Study

SPARTAN POKER

Spartan Poker is one of India's prominent poker websites and hosts an average of more than 50 live online tournaments each day. With an active participation of 2300 players, they have broken records hosting the India Online Poker Championship (IOPC)

Challenge

- Increase the user engagement rate and drive high LTV audience
- Target the right set of audiences with hyper-localized dynamic ads
- Maintain customer acquisition costs and drive quality traffic

Solution

Pyxis provided Spartan Poker with a solution that showed blazing results and involved:

- Bifurcation of users into micro-target groups based on demographics, location, behavior and interests.
- Generation of dynamic and personalized creatives based on historical learnings of the past campaigns and target the users with vernacular creatives according to their gender and location.
- Optimize the budget and bidding across the different channels based on cross-platform learning to increase ROAS.
- Determine the stages in the advertising funnel where the campaign was faltering and provide quick solutions to overcome the issue.