

Applied Artificial Intelligence

Effective Investment
Pixelabs Media



1

Using computer vision and machine learning **we can track and measure** any brand's **data and performance** in different contexts.

2

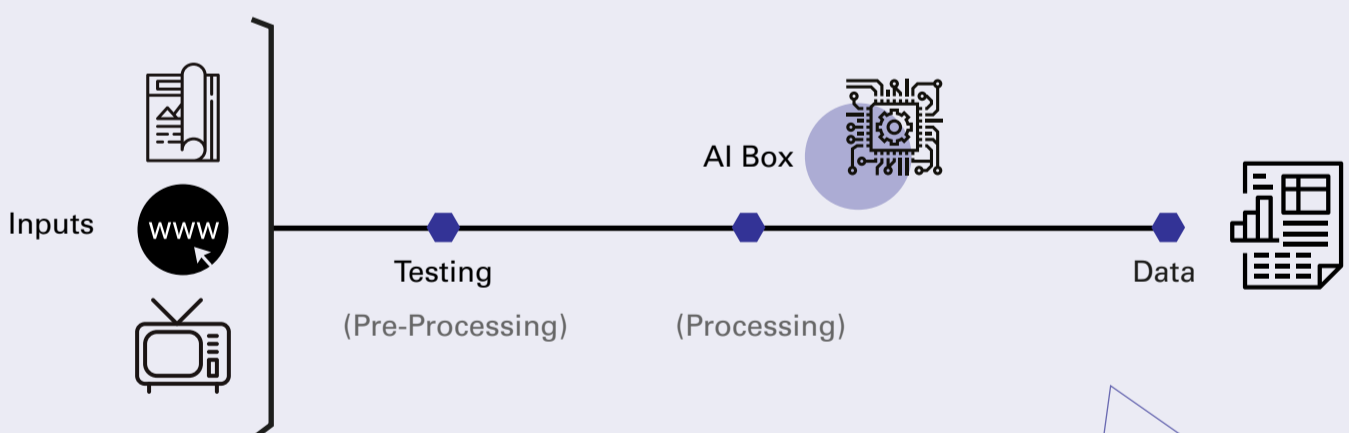
As a brand, media company or partner you need to be able to measure the investment.

Currently, calculating the ROI based only on old methods or manually can be a tedious task, and it's not always accurate. The diversification of the market and the variety of channels make it even more difficult.

3 Value Proposition

Pixelabs develop solutions in order to:

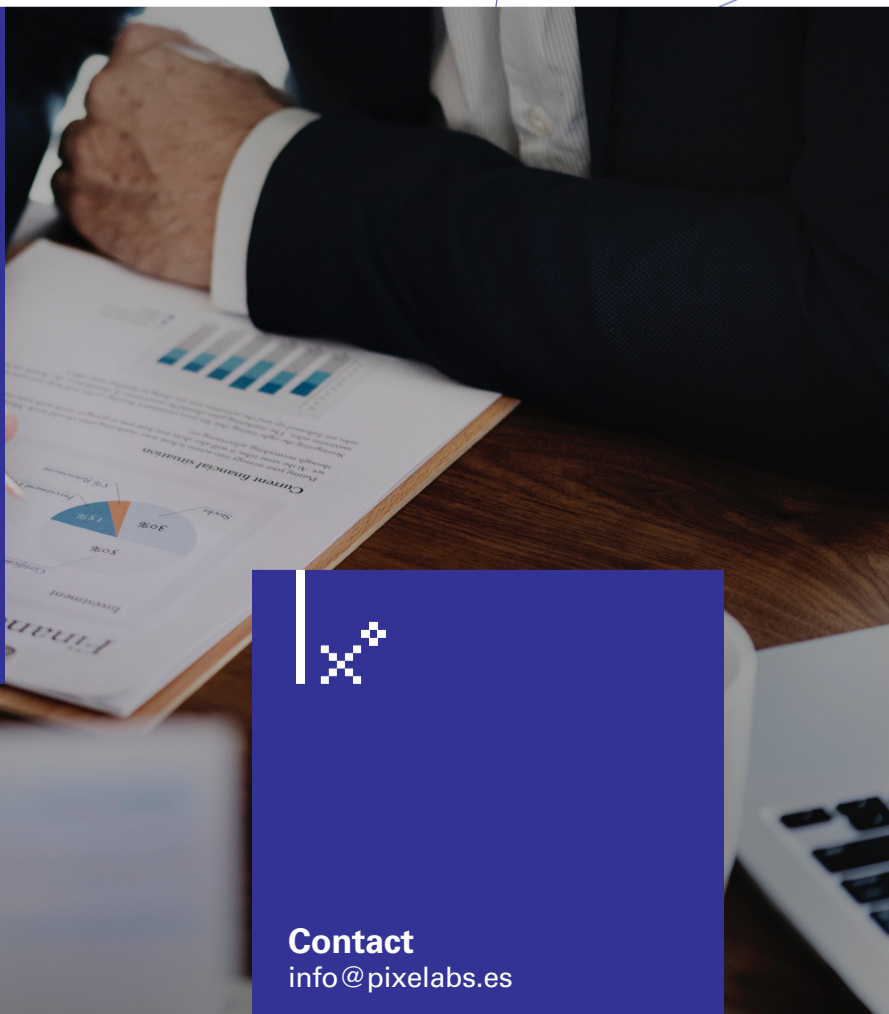
- **Measure the brands** and sponsors' exposure.
- Measure the **exposition in different channels**.
- **Track brands** during events or **in the media**.
- Provide to your business **valuable data** in order to help you to measure your ROI.



4

Key factors:

- Deep-learning based solutions
- Data science technologies
- Personalized software
- Statistics



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