



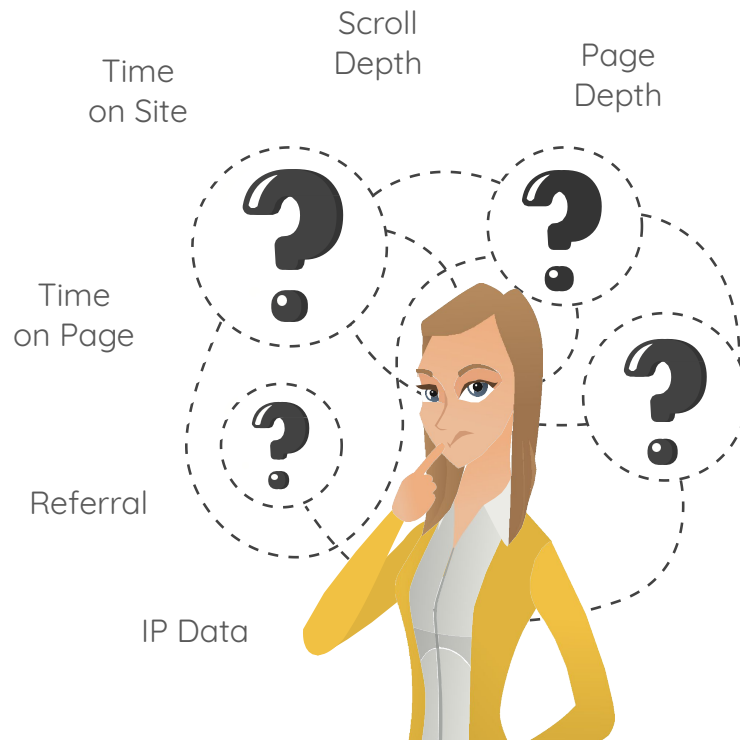
AI BASED USER SEGMENTATION
PLATFORM



TOO MANY

DATA POINTS

Marketers today have many data points on their unconverted visitors, however, all this data is rarely able to predict if a specific visitor is relevant to their marketing goals. According to over 1B site visits we analyzed in the digital ads market (over \$500B in 2023) 52% of the media marketers bought deliver little to no purchases.



ANALYZE

TRAFFIC WITH AI

The first application of Fixel is an AI-based segmentation solution that identifies and scores website visitors based on their website engagement, and delivers insights regarding the quality of your media channels, allowing marketers to make faster and more accurate optimization decisions by leveraging Fixel's behavior-based algorithms.



IDENTIFY

RELEVANT USERS

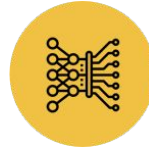
Once analyzed, Fixel delivers insights about the quality of your media channels, allowing marketers to make faster and more accurate optimization decisions by leveraging Fixel's behavior-based algorithms.



TECHNOLOGY

HOW IT WORKS

This is a paragraph about our technology if it's not needed simply copy the slide from the sendable presentation



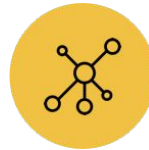
PREDICTIVE ANALYTICS MODEL

Unique AI engagement algorithm for each website based on 60+ data points



GRADING

Score each visitor in real time using 1st Party Data only



INTEGRATION

Automatically integrates into leading digital platforms

BENEFITS

AND OUR ADVANTAGE

This is a paragraph about our benefits if it's not needed
simply copy the slide from the sendable presentation



MARKETING DATA ENRICHMENT

With smart engagement levels



EASY TO USE

Works out of the box



PLATFORM AGNOSTIC

Works with any ad platform or DMP



PRIVACY BY DESIGN

GDPR & CCPA Compliant

BUSINESS MODEL

REVENUE BY VOLUME OF TRAFFIC (SAAS)

DIRECT SALES

- + High Touch Users
- + Professional services
- + Customer success

TAM

\$1B

ARR

\$5K - \$200K

TECH

- + Ad-Tech Companies
- + Co-Sell Opportunities
- + Build as a Premium Product

TAM

\$200M

ARR

\$50K - \$1M

WE ARE

TEAM FIXEL



Etgar Shpivak

Co Founder & CEO, TLV/NYC

- 18 years of experience in campaign management \$MM/year
- Co Author of best-seller "Marketing in the digital Age" (Hebrew)



Hadar Shpivak

Co Founder & CTO, TLV

- Former senior developer and project manager in the IDF
- Established and managed the IDF's Operational Big Data team



Elad Levy

Head of Growth & Product, TLV

- Web Analytics and Marketing Automation expert
- 5 years experience in B2B Tech Marketing



Dave Hyman

Head of Sales

- Led Yotpo to \$1M ARR
- Built the sales operations for SimilarWeb

GO TO MARKET

MARKETING AND SALES

MARKETING ACTIVITIES

- High quality content in our site and hard sale campaigns for the engaging visitors
- Paid Acquisition: LinkedIn, Facebook, Google
- Content Marketing / PR
- Leveraging our network: Techstars, Plug and Play, Advisors, Investors.

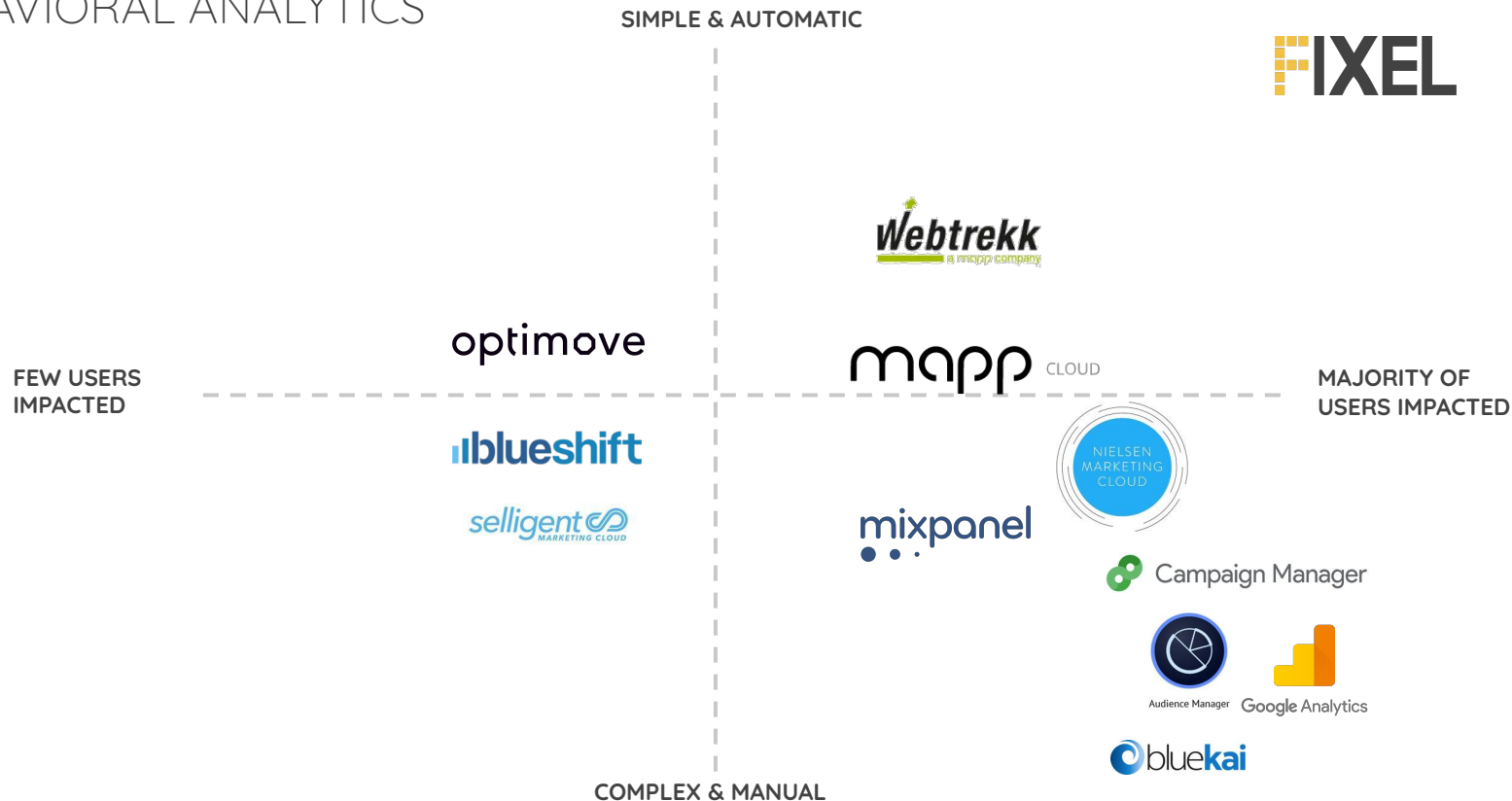
PLUGANDPLAY



FIXEL

COMPETITIVE LANDSCAPE

BEHAVIORAL ANALYTICS



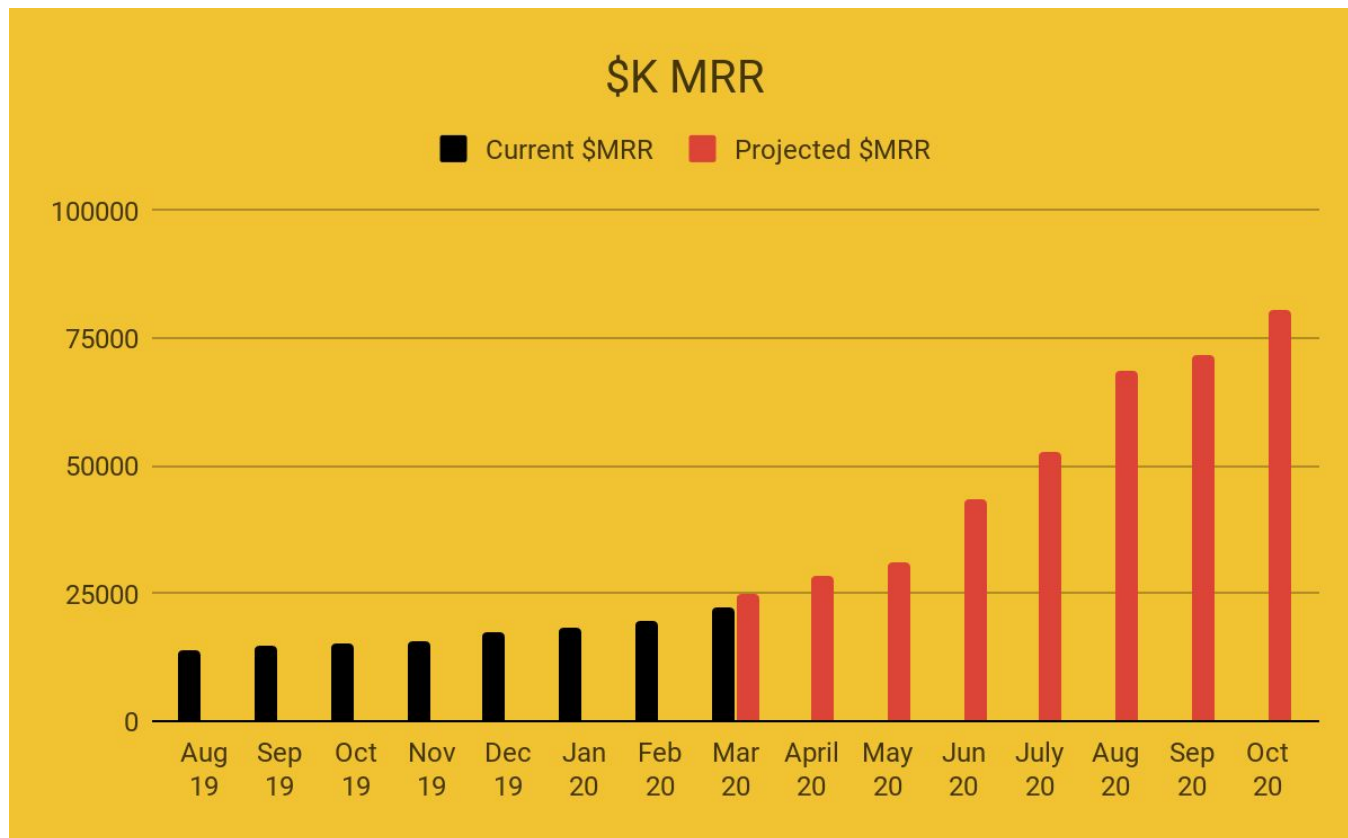
TRACTION

AND FINANCE

Current ARR:
\$271,000

Leading investors:
Inango Ventures,
Techstars

Raised: \$790K

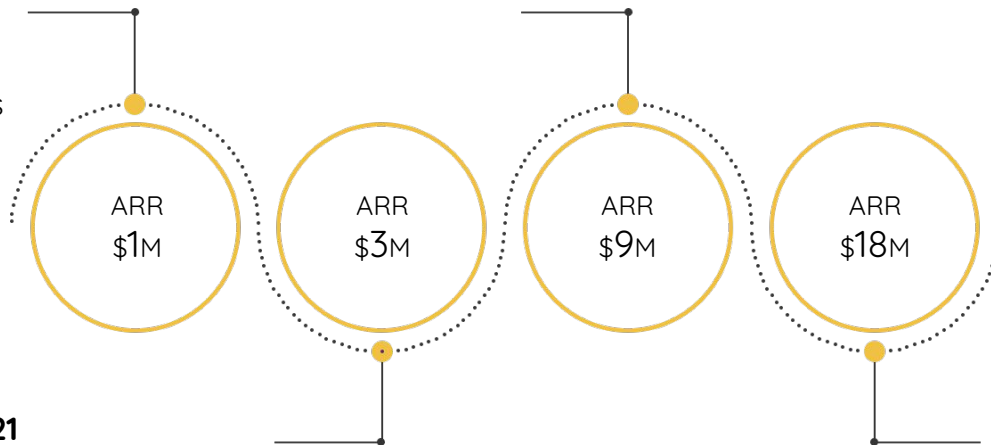


PROJECTIONS

AND MILESTONES

2020

Fixel Insights
Fixel API
Enterprises services



2021

Focus on large and enterprise clients

2022

Focus on MarTech use cases and mobile apps

2023

Building FIXEL as the leading segmentation solution



SUMMARY

- + We have the solution the digital marketing industry needs.
- + We have the right team to do it.
- + We had shown that marketers can make decisions using Fixel
- + The need is now more than ever

Etgar Shpivak
e@fixel.ai