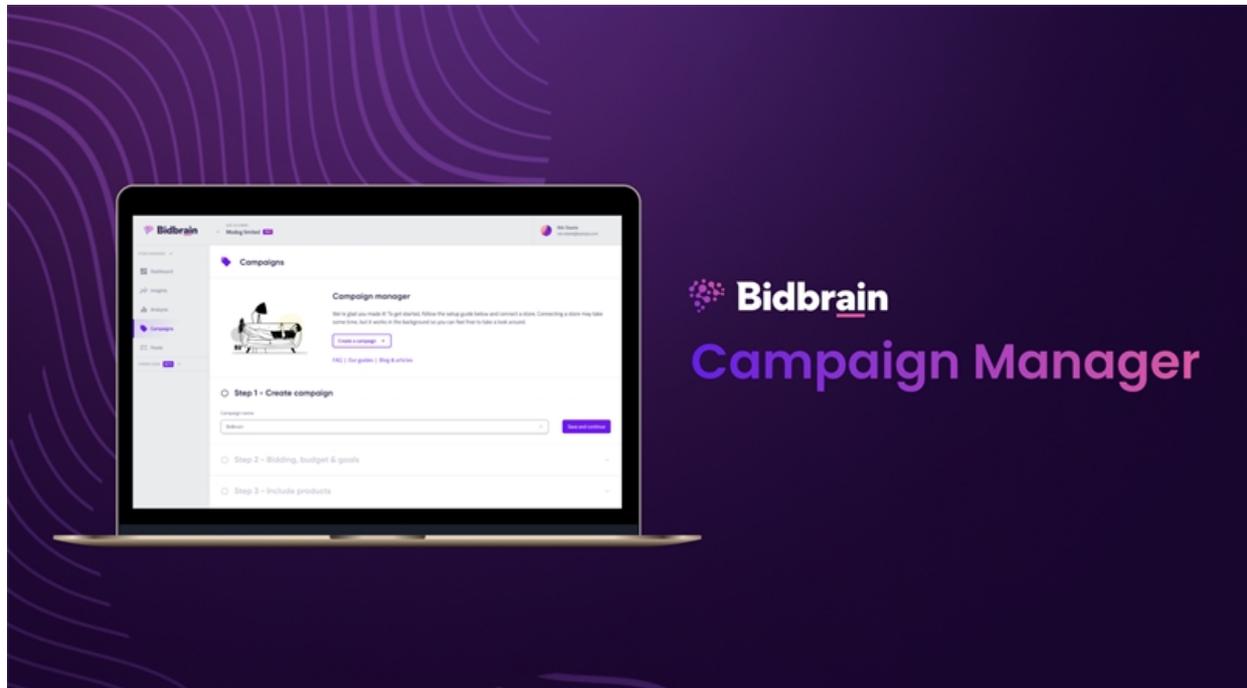


Bidbrain launches effective campaign tool



Speqta AB's ("Speqta") SaaS service Bidbrain is now launching a new campaign tool. The new functionality enables e-retailers to easily set different budgets and ROAS targets on different parts of their assortment. A requested feature that will help e-retailers to get more sales at the same ad spend and therefore be more profitable.

Bidbrain is a SaaS platform for e-retailers who want to optimize their sales at a given ROAS (Return On Ad Spend). In addition to the optimization, the service is also providing more transparency and better control of the advertising. Now Bidbrain is launching a more efficient way for e-retailers to spend their advertising costs and generate sales on: A new powerful campaign tool.

Powerful campaign tool

Bidbrain now gives e-retailers an opportunity not only to set the same ROAS for the entire store's range, but also a powerful filter function to more easily choose which parts of the store's assortment should have a certain ROAS. The e-retailer can now create unique campaigns based on parameters such as:

- Brand
- Product category
- Price
- Product type
- On sale
- ..and all parameters available in *custom labels*

A recorded demonstration of the tool is available on the Bidbrain [web](#).

Malin Blomberg, CEO of Bidbrain, comments:

One ROAS (Return On Ad Spend) target rarely fits the entire product portfolio. The e-retailers' situation is toughening up, and they need more tools and flexibility, and now Bidbrain provides the possibility to set different ROAS targets on different parts of the assortment. With this new functionality, an e-retailer can easily set and get twice as many sales per spent ad-euro for its low-margin products, while maintaining a lower ROI on its own higher-margin brands. This is a functionality that will make it easier for e-retailers, especially during Black Friday and Christmas. I am proud of the team that makes this possible and now we continue to improve the service even further.

Bidbrain customer [TCM Cykel](#)'s CEO Henrik Sjölund confirms the need for this kind of feature:

Selling everything from high-end electric bikes to small spare parts - it's crucial to set ROAS targets on complex segments, combining for example product type, price range, and margin levels. With the Bidbrain Campaign manager, we can set this up in minutes and get full insight into how each segment performs over time.

Bidbrain is an important part of Speqta's future investment and strategy. Read more about Bidbrain at www.bidbrain.com

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About Speqta

Speqta is an Adtech company that offers traffic generating services in eCommerce using data and AI. The company has two services: The Affiliate network Shopello and the SaaS service Bidbrain, and is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "SPEQT". The company's Certified Adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50, e-mail: ca@vhcorp.se