

**FOR IMMEDIATE RELEASE****ReBid Unveils GPT-Based AI Assistant for Multi-Platform Ad Campaign Optimization**

New AI Assistant Empowers Advertisers to Make Data-Driven Decisions with Ease and improves ROAS

**New York, April 13, 2023** - ReBid, the leading MADTech Intelligence platform, announces the launch of a new GPT-based AI assistant capable of analyzing past campaign data from over 20 ad tech platforms. Like having a personal AI media analyst, the assistant provides deep insights across multiple metrics and dimensions with just a few prompts.

This new AI assistant empowers advertisers to make data-driven decisions with ease, optimizing campaigns, and improving ROAS across platforms such as Google, Meta, Twitter, LinkedIn, DV360 ads, and other programmatic platforms. Built on the latest GPT technology, the AI assistant can understand natural language and provide highly accurate insights based on past campaign data.

According to Rajiv Dingra, Founder & CEO of ReBid, "This new AI assistant will revolutionize the way advertisers analyze and optimize their ad campaigns. With just a few prompts, advertisers can access deep insights that would have previously taken days or even weeks to uncover."

ReBid's new AI assistant will provide advertisers with a competitive edge, allowing them to stay ahead of the curve in the ever-evolving ad tech landscape. With its ability to analyze historical data across multiple platforms and provide real-time insights, ReBid's AI assistant is a powerful tool that will drive success for our customers.

Adding further on the launch of AI Assistant, Rajiv said, "At ReBid, we are committed to providing our customers with the best advertising solutions and helping them achieve their business objectives through effective advertising strategies. Our new AI assistant is a testament to this commitment and we are confident that it will deliver significant value to our customers."

"As the ad tech industry continues to grow and evolve, it's becoming increasingly important for advertisers to have access to innovative tools that help them stay ahead of the curve," said Ashish Bhasin, Chairman and Co-founder ReBid. "ReBid's new GPT-based AI assistant is a game-changer, providing advertisers with unprecedented insights and analytics that will help them optimize their campaigns and drive better results."

The new AI assistant is now available to ReBid customers, who can start using it immediately to analyze their campaign data and optimize their advertising strategies. With its powerful



capabilities, the AI assistant is poised to transform the advertising industry and help ReBid customers achieve their business goals.

## **About ReBid**

ReBid, the MADTech Intelligence platform, is revolutionizing the marketing landscape with its powerful AI-driven insights, tailored for data-driven marketers. By transforming Marketing and Advertising data into tangible business outcomes, ReBid enables marketers to achieve their goals with ease. With its seamless integration across various platforms such as search, social, programmatic, commerce, email, and other data sources, ReBid simplifies digital advertising and marketing campaigns like never before. You no longer need to juggle multiple platforms as ReBid unifies the process into one comprehensive tool. Prepare to embark on a journey to the forefront of data-driven marketing with ReBid.

[Link](#) to Press Kit

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