



Personal Injury Law Firm SEM
monthly budget of campaign A: \$20,000

Daily performance of campaign A

keyword 1:
impression: 820
click: 15
conversion: 2
cost: \$9750

⋮

keyword N:
impression: 170
...

Bids of campaign A

keyword 1: \$650
keyword 2: \$550
keyword 3: \$450

⋮

keyword N: \$150

Managed Service
Media Buying

Translate SEM CPC to Display CPM

Proprietary Ai/LLM
Real-Time Media Matching

Flow of Attention



Daily performance of campaign A

All keywords:
impression: 10,000
click: 10
conversion: 2
cost: \$97.50

Bids of campaign A on relevant URLs

URL 1 CPM: \$13.00
URL 2 CPM: \$15.00
URL 3 CPM: \$4.00
URL 4 CPM: \$7.00

Web Publishers & Mobile Apps

Flow of Intention Data

Real-Time Listening

Log-level data