Ad8 DIGITAL

AI REMARKETING

Not a CPC campaign. A network that learns.

Raw data, AI clusters and remarketing on top of our global partners' performance network.

AD8 DIGITAL

Seen. Clicked. Counted.

Ad8 Digital is an Istanbul-based advertising agency. We plan, buy and optimise media across our own formats and a network of global partners, and we report every result.

Seen

Your brand in front of the right people, at scale.

Clicked

Targeting by audience, place, device and moment.

Counted

Every result measured and reported in plain numbers.

THE IDEA

Buying clicks is easy. Buying the right ones is the work.

HOW IT WORKS

A performance network with a data layer

Network reach

Traffic from our global partners in Türkiye and worldwide.

Raw data processing

Impression, click and conversion logs are collected and cleaned at log level.

AI clusters

Machine-learning models group users by behaviour and move budget to the clusters that convert.

AI remarketing

Past visitors and lookalike clusters are re-engaged when they are most likely to buy.

Fraud filtering

Bot and invalid traffic is filtered before it reaches your budget or your data.

Pay for performance

CPC, CPM or target-CPA bidding, with the AI layer steering every bid.

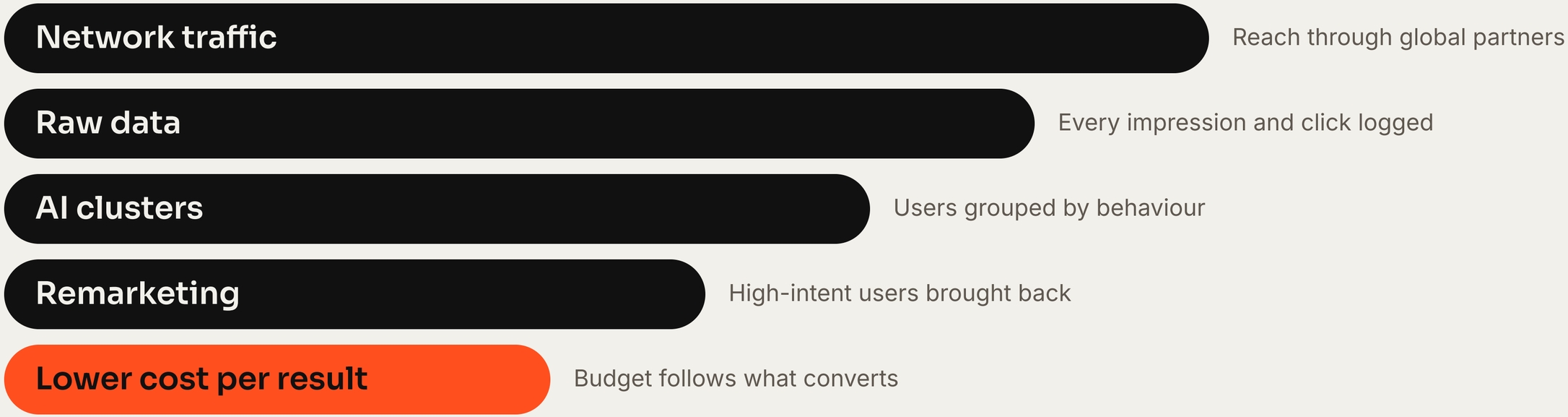
THE DIFFERENCE

Standard CPC vs Ad8 AI Remarketing

	Standard CPC	Ad8 AI Remarketing
Buys	Clicks, one by one	**Users, by converting cluster**
Data	Platform summary	**Raw, log-level data**
After the click	The visitor is gone	**AI remarketing brings them back**
Targeting	Fixed settings	**Clusters updated as data comes in**
Over time	Cost stays flat or rises	**Cost per result is designed to fall**

THE LEARNING LOOP

Every click makes the next one smarter



FORMATS AND PRICING

Direct-response formats, performance pricing

CPC
Pay per click

CPM
Pay per thousand views

tCPA
Target cost per action

Formats: push, in-page push (iOS too), native, pre-roll video, popunder and Telegram Mini App ads.

HOW WE WORK

From brief to first report

1

Brief and goal

We agree on the goal and the one KPI that measures it.

1–2 days

2

Media plan

Products, audiences, budget split, pricing model and forecast, in writing.

2–3 days

3

Set-up and launch

Tracking, creatives in every size and a measurement test before launch.

3–5 days

4

Optimise and report

Weekly tuning, weekly summary and a monthly report.

Ongoing

TRANSPARENCY

Built to be checked

Separate cost lines

Media spend and service fee are separate in every proposal and invoice.

Your numbers

Results are matched with your own analytics and tracking tools.

Clean traffic

Fraud and invalid traffic are filtered and blacklisted.

Clear reporting

A weekly summary and a monthly report with next steps.

NEXT STEP

Let’s put your data to work.

Email	hello@ad8digital.com
WhatsApp	+90 531 994 88 00
LinkedIn	linkedin.com/company/ad8-digital
Web	ad8digital.com