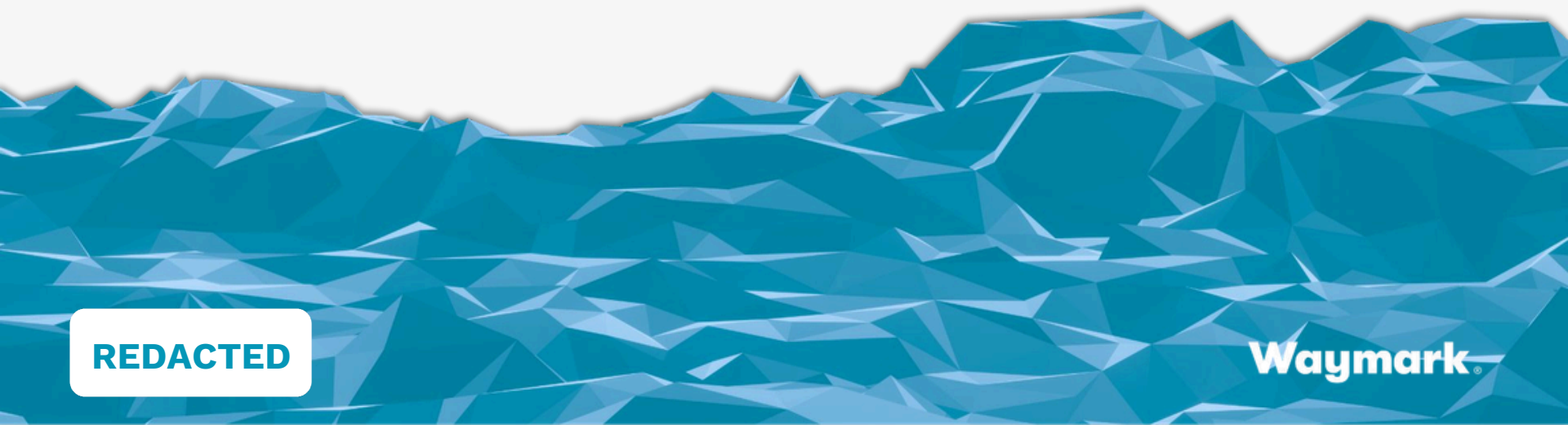


SELL.
CREATE.
LAUNCH.
OPTIMIZE.

The ideal partnership for an end to
end performance video solution.

REDACTED

Waymark.



\$340MM+

ad revenue
supported to date

42%

average sales
conversion lift

93%

of the top media
companies use Waymark

REDACTED

Waymark.

Aligned for Scalable Performance

[CLIENT] Priorities

Performance focused video ads



Scalable ad solutions



Data-driven targeting



Seamless campaign execution



Waymark Strengths

AI-powered ad creation

Streamlined advertiser workflows

Automated personalization

Integrated production tools

REDACTED

Waymark.



Turn creative into a
revenue driver.

REDACTED

Waymark.

Advertisers need more video, more often, with fewer resources.

With Waymark, [CLIENT] increases:

SALES fast spec and 70% more lead engagement

REVENUE scaled creative capabilities

RETENTION better campaign performance

REDACTED

Waymark

DRIVE

Drive revenue:
build demand
with spec ads

BUILD

Build in revenue when
you unleash Waymark

Align your platform

AUTOMATE

Automate revenue through
strategic campaigns

Creative-driven revenue

For every part of your business.

REDACTED

Waymark.

Your leads ~~want~~ NEED to see spec ads.

REDACTED

Waymark.



DRIVE

BUILD

AUTOMATE

Spec sells. See more win-backs,
re-engagement and new revenue.

RESULTS START TODAY

Your team or us. You choose.

Let us create custom spec ads for your top brands

OR

We'll train your team to create video ads in minutes

REDACTED

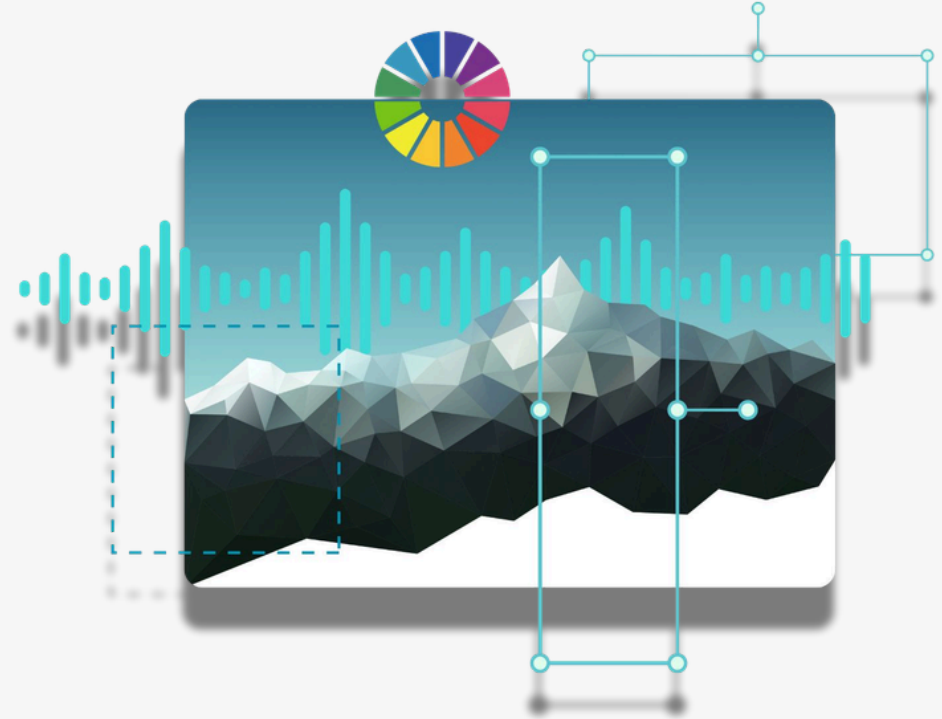
70%

more email opens and clicks

Waymark.

Faster, more accessible
creative = **more revenue**

REDACTED



Waymark.



DRIVE

BUILD

AUTOMATE

Unleash Waymark AI in Your Platform

We play nice with others!

SUPPORTING [CLIENT & CLIENT]



DRIVE

BUILD

AUTOMATE

TODAY

two creative solutions

1. Customers bring
their own creative.



2. Customers work with
[CLIENT]



REDACTED

TOMORROW

three creative solutions

1. Customers bring
their own creative.



2. Customers work with
[CLIENT]



**3. Customers instantly build their own
video ads with Waymark's self-serve
platform and get to air faster**

*Bonus: faster delivery times for [CLIENT]
with proven Waymark creative and templates*

Scale [CLIENT]

with creative automations.

REDACTED

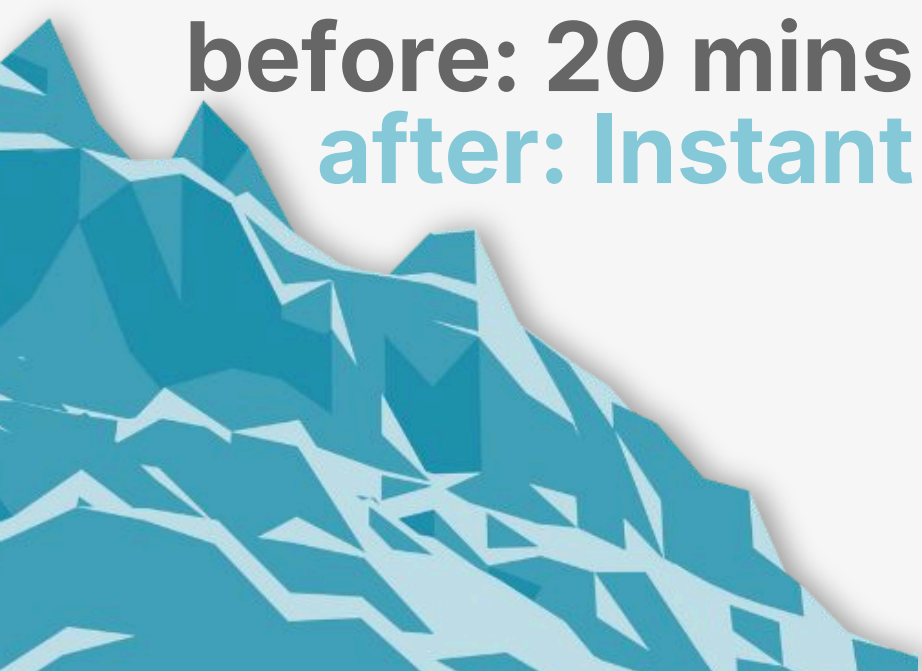
Waymark



DRIVE

BUILD

AUTOMATE



before: 20 mins
after: Instant

SELLER IDENTIFIES LEAD

LOGS INTO WAYMARK

CREATES VIDEOS

COPIES PREVIEW LINK

SENDS EMAIL

WAYMARK INTEGRATES YOUR DATA

BRANDED SPEC VIDEO AUTOMATICALLY
MADE FOR ALL LEADS
SHARING LINK CREATED

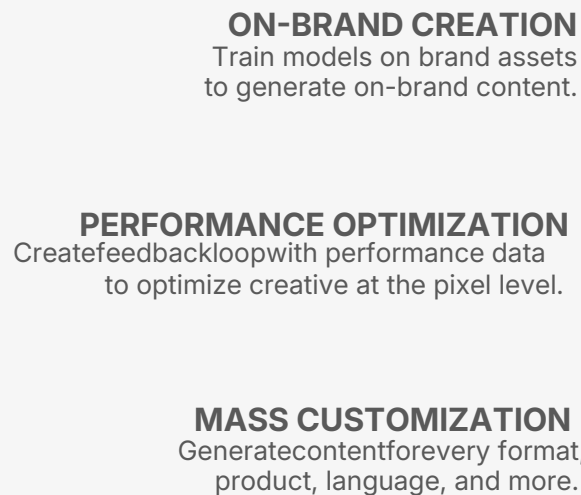
SELLER REVIEWS AND SENDS

CAMPAIGN SOLD

CREATIVE POLISHES AND AD GOES LIVE

Waymark.

Plugging Waymark AI Creative into existing ad platforms will **unify the entire advertising process, allowing true automation and optimization.**



AI CREATIVE

SCHEDULING

DISTRIBUTION

TARGETING

PERFORMANCE DATA



THANK YOU

Waymark®

Alex Persky-Stern
CEO

alex@waymark.com



Hayden Gilmer
VP Revenue

hayden@waymark.com

