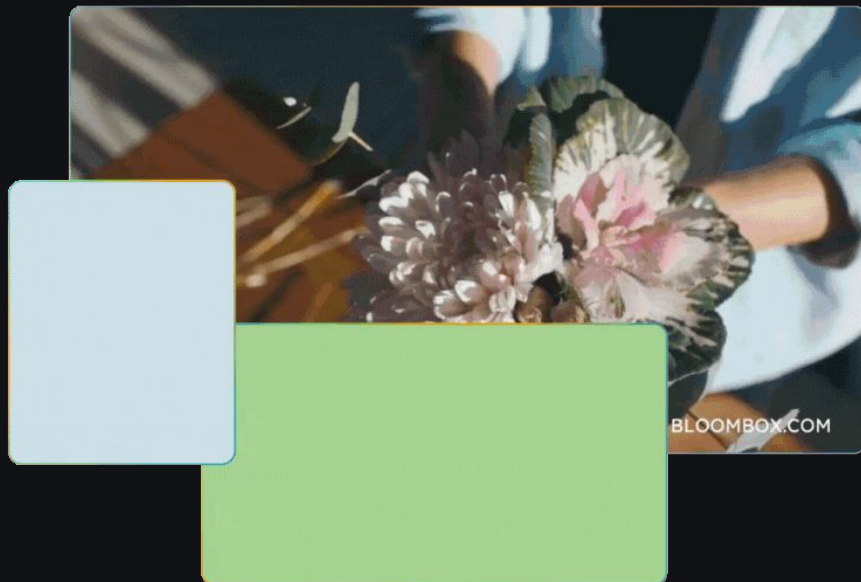




Waymark®

Agenda



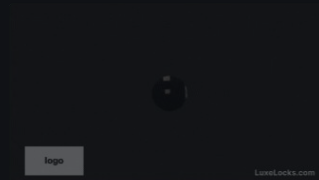
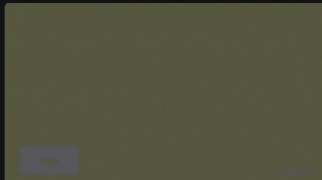
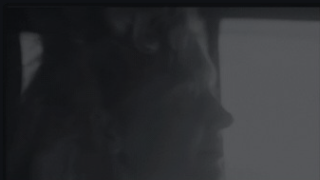
TITLE

TITLE

TITLE

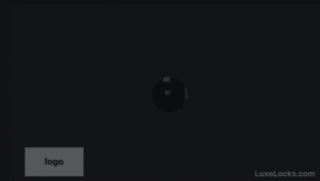
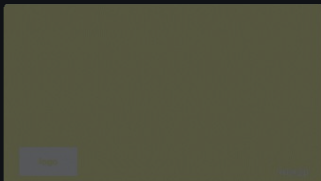
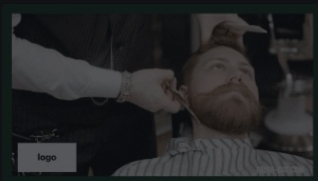
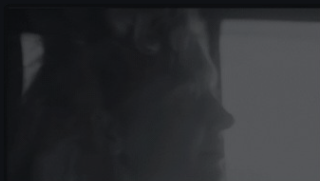
TITLE

TITLE

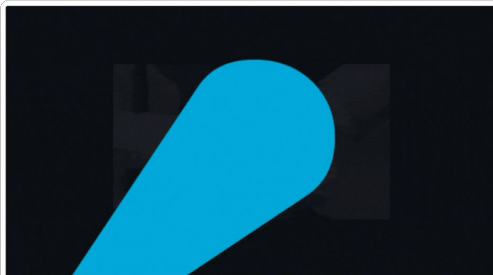


We turn every pitch into a close.

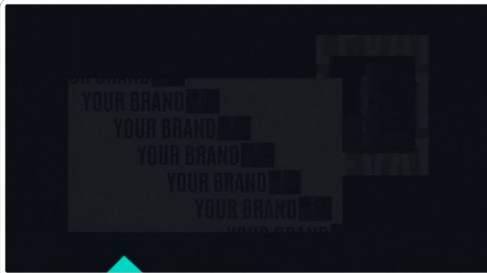
How? With AI video that drives revenue.



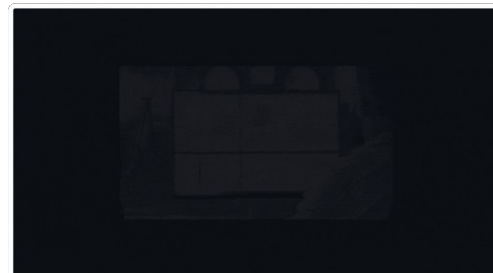
Creative → measurable business impact



Accelerate Sales
Pipelines



Scale Creative,
Scale Growth



Boost Advertiser
Spend

The leading AI video company for media

42%

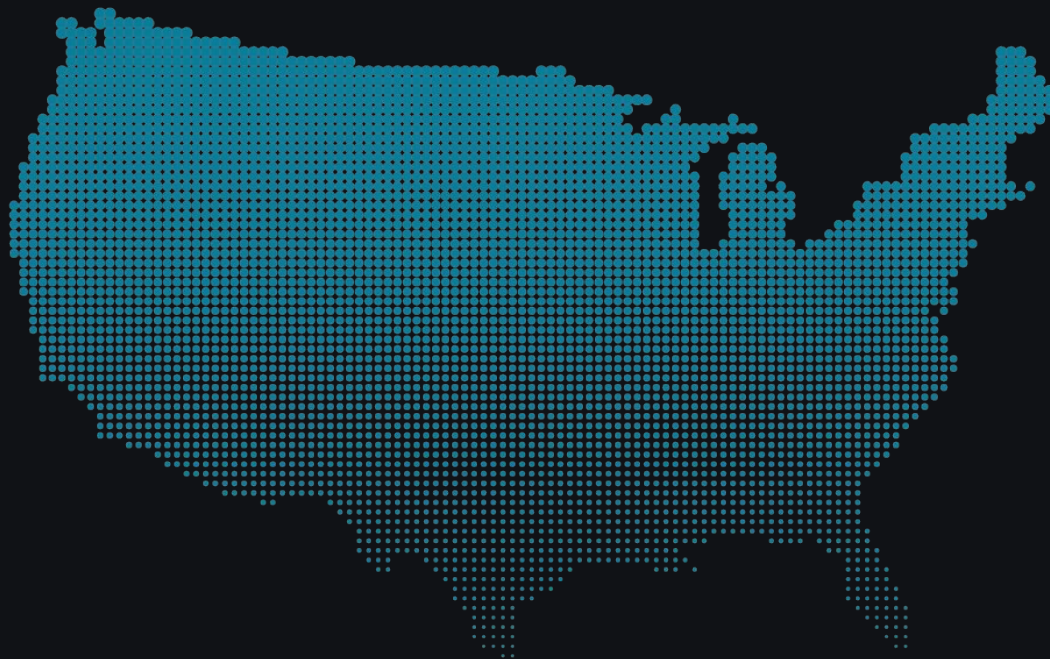
Boost in conversions

70%

More email clicks and opens

94%

Time saved vs traditional production



How it works

01

Enter a Brand URL

02



AI builds the video ad

03

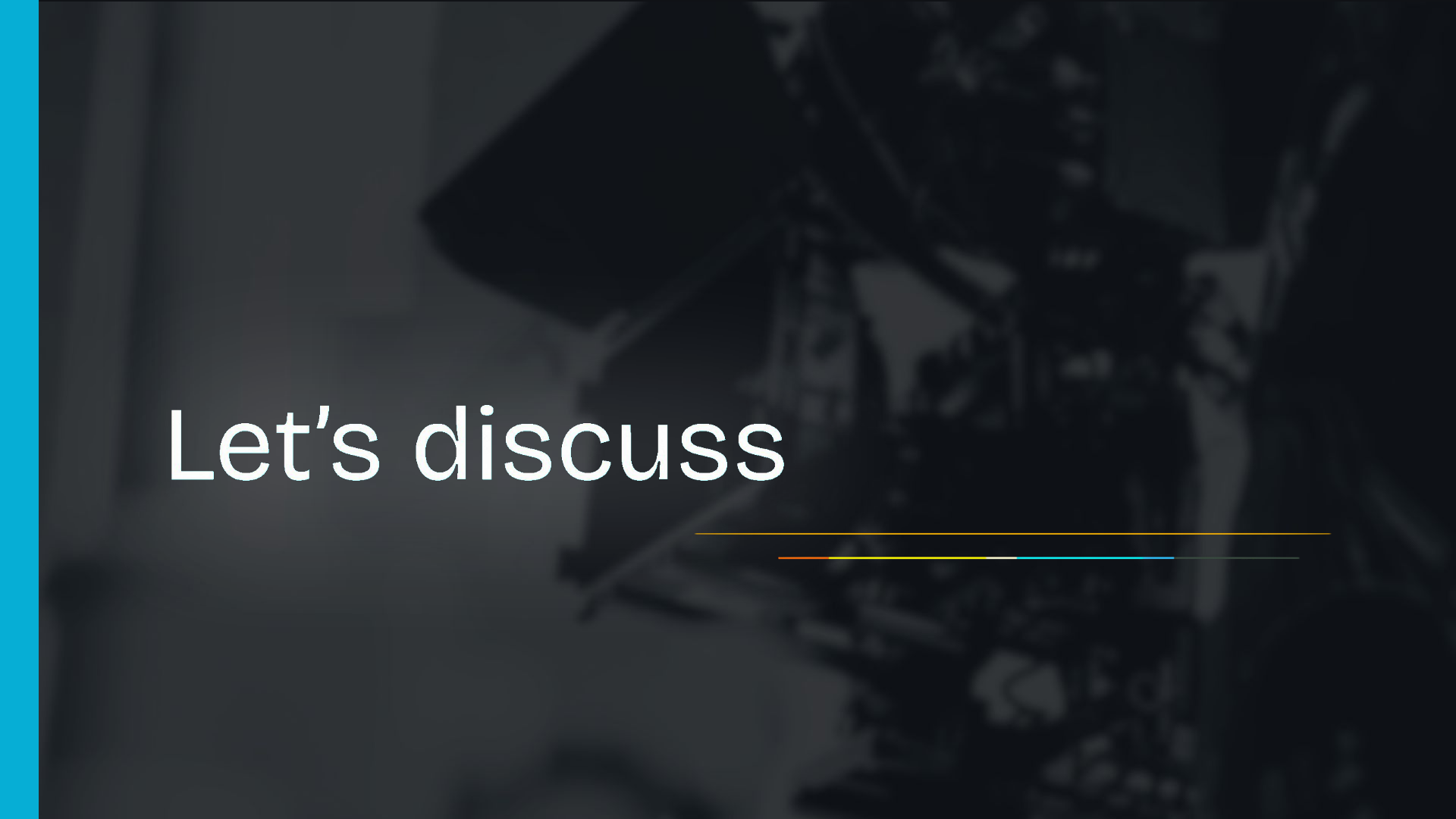


Fine tune

04



Publish across channels



Let's discuss





WIN

New clients and revenue with spec-driven sales

GROW

Client spend with quick creative

BOOST

creative production capacity with automated ads

AI Creative that powers:



SPEC SPOTS AT SCALE



SHORTENED SALES CYCLES



CREATIVE EFFICIENCIES



WINNING FIRST TIME ADVERTISERS



Waymark

We know that spec ads drive sales.
But this is only the beginning.



\$400MM
ad dollars supported

Performance-based pricing



Annual platform access fee: \$XXXX

- Unlimited users
- Unlimited generations
- Unlimited access to all AI tools

Usage Based Price for rendered videos,
starting at \$XXXX



KANSASLIVINGROOM.COM



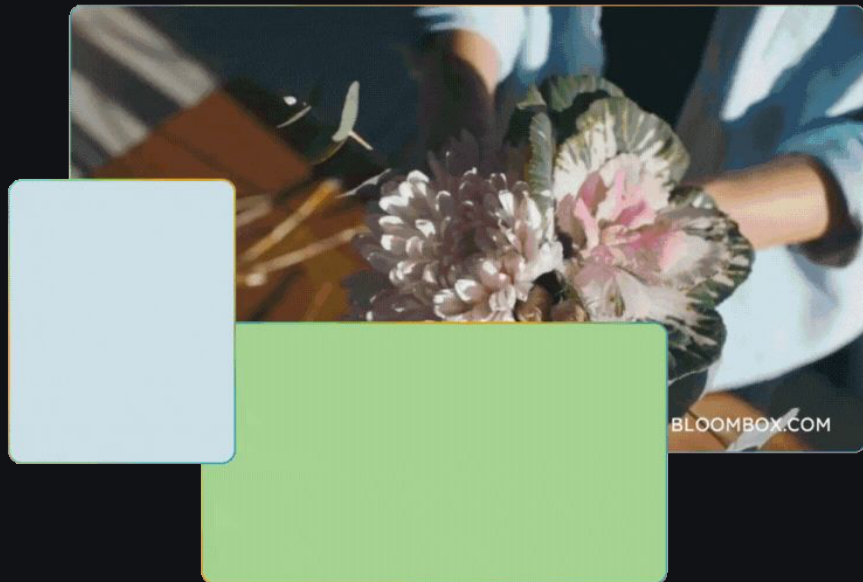
THANK YOU
THANK YOU
THANK YOU
THANK YOU

Demo call deck



Waymark®

Agenda



TITLE

TITLE

TITLE

TITLE

TITLE



Let's discuss

AI Creative that powers:



SPEC SPOTS AT SCALE



SHORTEN SALES CYCLES



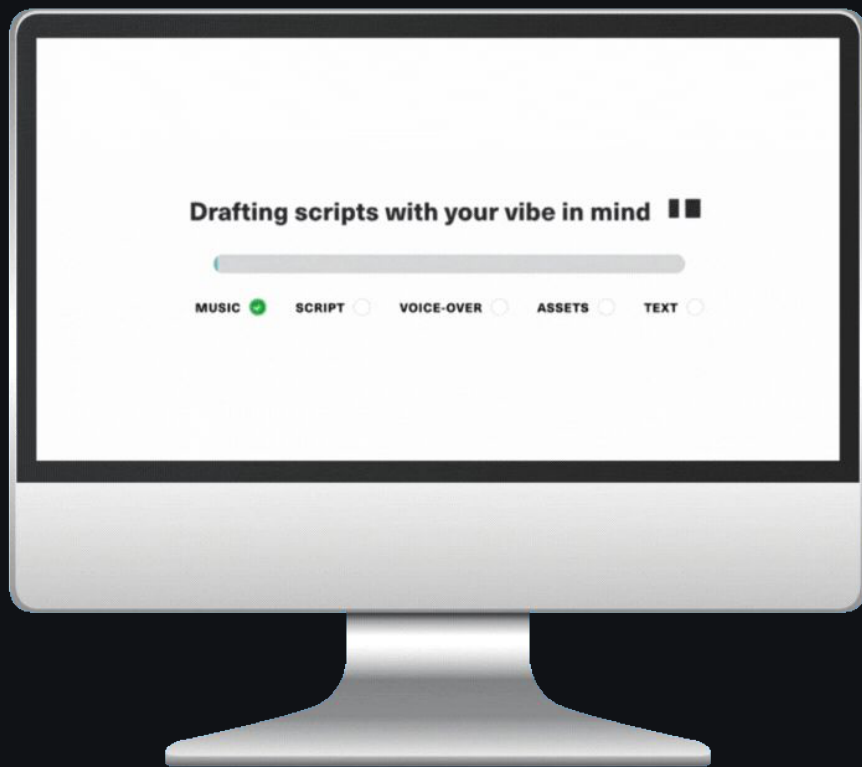
CREATIVE EFFICIENCIES



WINNING FIRST TIME ADVERTISERS



Waymark



Instant branding



Unlimited drafts



Intuitive editing suite



AI voices



Collaboration tools



Preview & sharing links

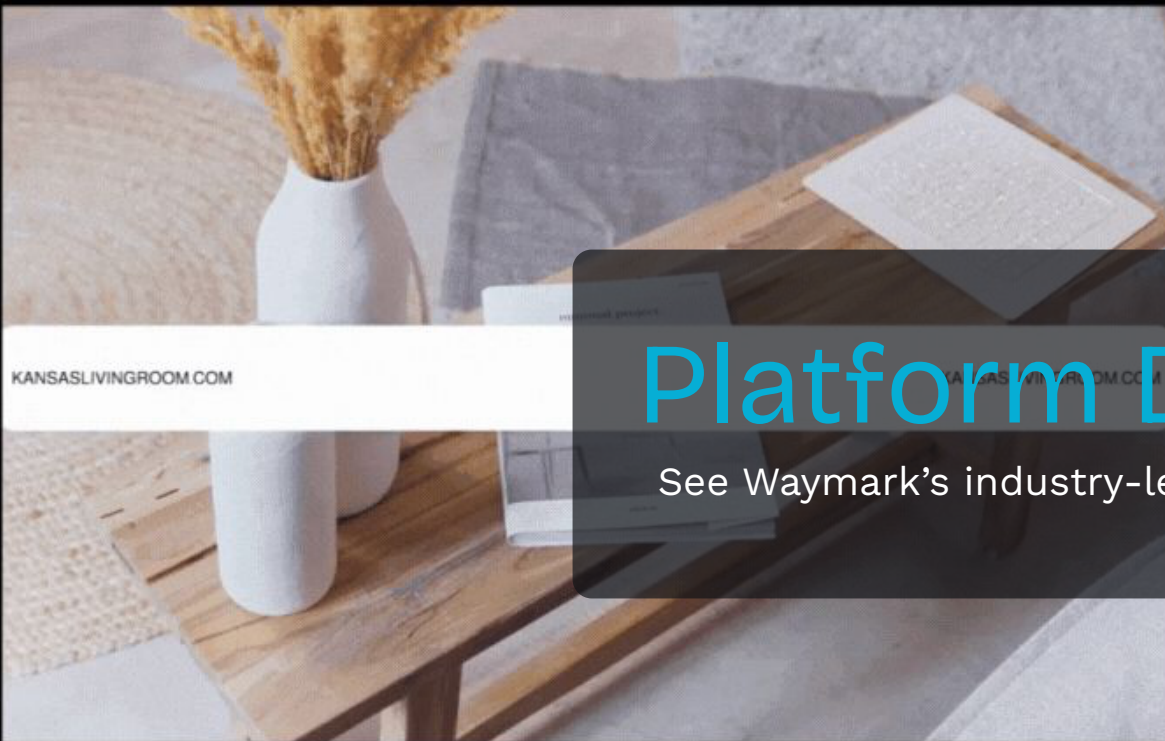


Variations



Translations





Platform Demo

See Waymark's industry-leading AI in action.

A decorative sunburst graphic with a dark grey center and numerous light grey rays of varying lengths extending outwards, positioned on the left side of the slide.

Anticipated Revenue

Total Reps	200
Leads per Rep/mo	7
Annual Leads Getting Specs	16,800
Annual Live Campaigns	1,344
Annual Revenue (avg \$2,500/ea)	\$3,360,000



The revenue playbook

01 IMPLEMENTATION

Build demand with spec spots at scale

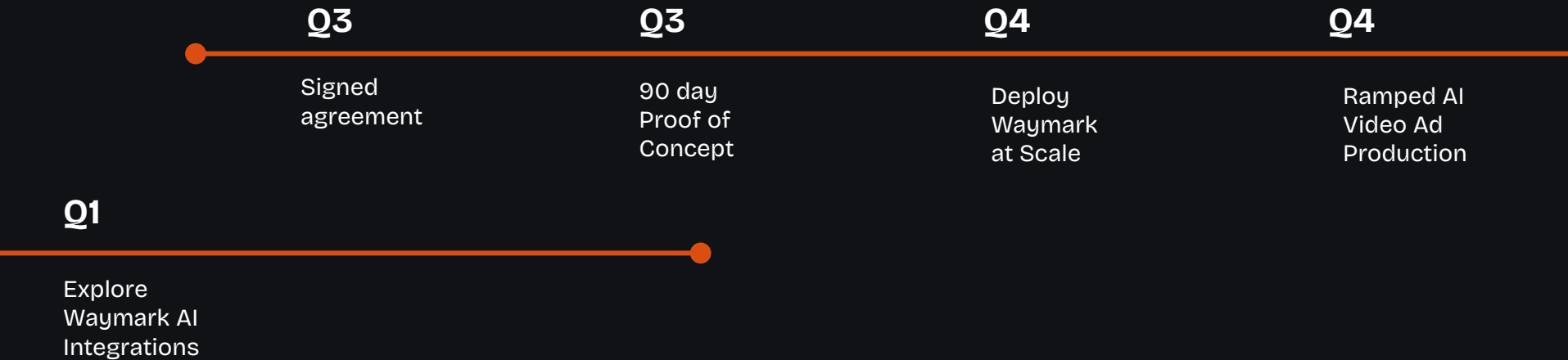
02 EXPANSION

See 3–4x more engagement as you ramp usage.

03 GROWTH

See more win-backs, re-engagement and new revenue from clients.

Implementation timeline



Features

Waymark: the AI video production powerhouse



Instant branding



Unlimited drafts



Intuitive
editing suite



AI voices



Collaboration
tools



Preview &
sharing links



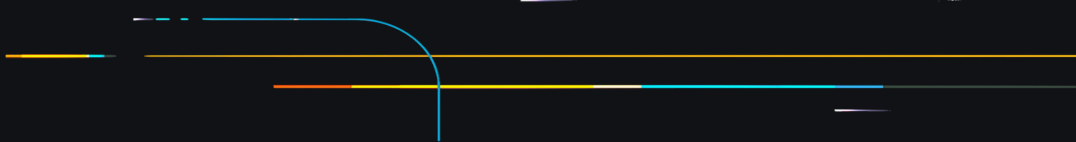
Variations



Translations



Sales



Focus on driving revenue with creative-backed selling



Sellers book more meetings
by including custom branded
ads in their outreach.

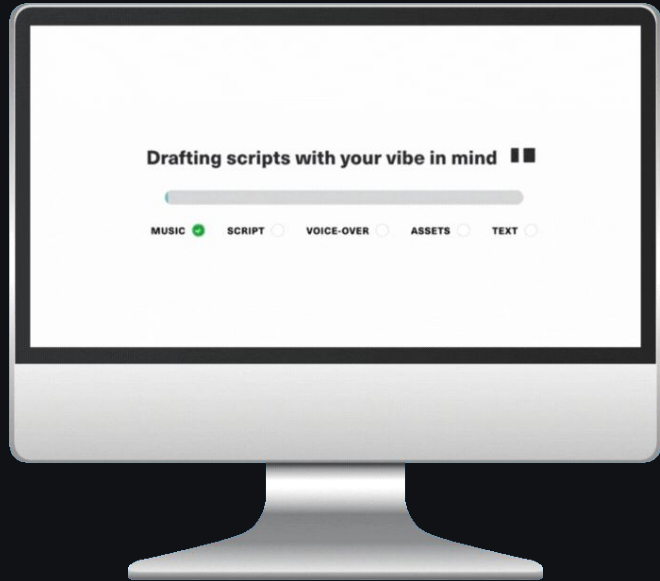


Potential customers commit
faster with higher spends
when spec ads are included in
the pitch process.



Creative production is no
longer a blocker to put brands
on air.

Creative that supports the entire sales funnel



Prospect

+70%

Pitch

+42%

Polish

10-15%

Publish

Making the Impact



**Spec ads not
finished spots**

Pitch specs to clients
as just an example



Speed and Scale

Specs do NOT
need to be perfect



**Target NEW
advertisers**

Show them
what is possible

Great fits for spec sales



Cold conversations

Prospects that have gone silent can be better re-engaged with tangible creative previews

The new advertiser

SMBs, mid-market brands or anyone who believes their budget locks them out of TV advertising

Potential expansions

Current customers that have potential to grow - think multiple languages for different markets, or cut downs for omnichannel sells





Ways to Win

Prospect with spec

Not just after CNAs

Share to book meetings

Email or text to clients

Polish for CNA

Work with client to edit

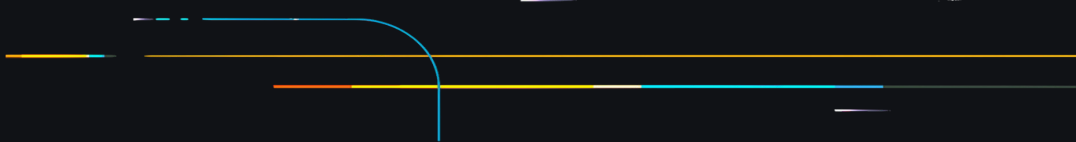
Air or upsell

Using Waymark created ads

Multiscreen versions

Omnichannel offerings

Creative



Make more ads faster for creative teams



Generate ads in minutes with a brand's existing content and the power of AI.



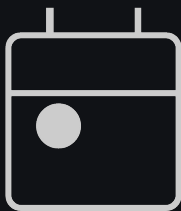
Create multiple formats and cut-downs in minutes and A/B test your messaging and content.



Leverage a total video approach for advertisers of any size with any budget.

Platforms will win on creative.

Today



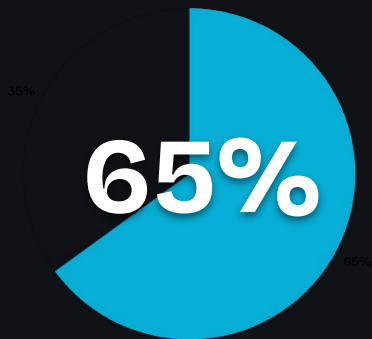
Creative is the differentiator for **brands**. They win on storytelling and design.

Tomorrow



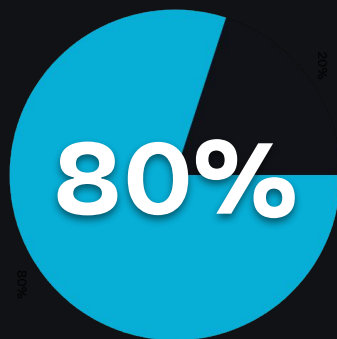
Creative technology will be the primary differentiator for **platforms**. Automation and AI unlock scalable, smart creative.

**Creative is the last
and biggest barrier.**



of self-serve advertising prospects drop off at the creative stage.

Product Executive, CTV Platform



of SMBs say the lack of creative is the top reason they aren't using video advertising.

Plug-in

Unlock creative efficiencies



Save time on production



Get people to air quicker



Use as bridge creative



Package for entry level buys

Toe to toe with traditional ads.

With video completion rates consistently exceeding **97% across verticals**, sellers who offer Waymark creative can compete not just on cost, but on results.



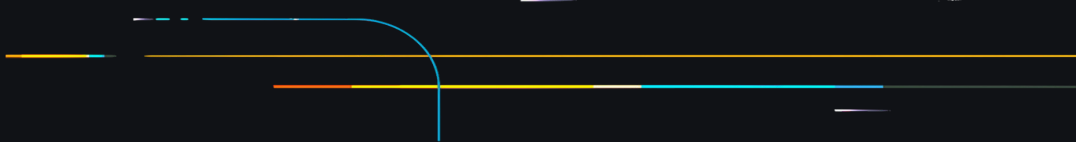
Impressions: 32,461
Video Completion Rate: 97.5%
Top Channels: Univision, Telemundo, Xumo- Hispanic



Impressions: 34,747
Video Completion Rate: 98.3%
Top Channels: CNN, TBS, HLN



Impressions: 34,725
Video Completion Rate: 98.74%
Top Channels: CNN, TBS, HLN



Build creative production right into your ad manager



Ad Managers are self-serve - but creative production isn't.



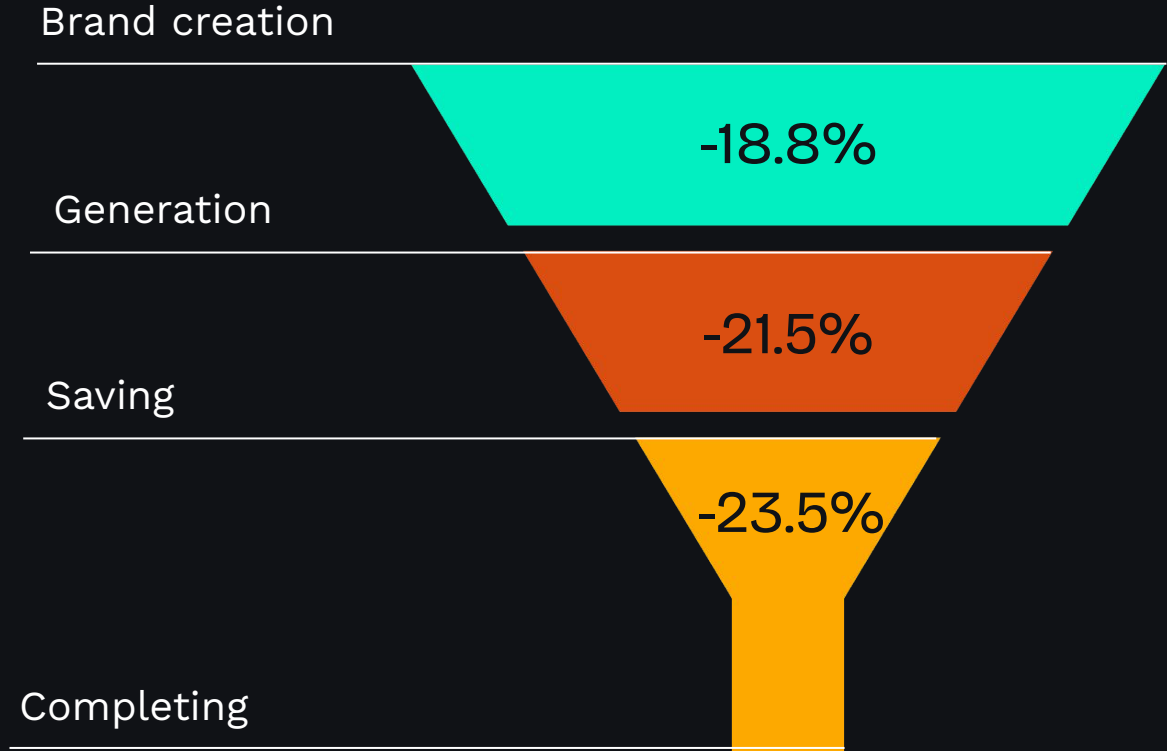
TV-ready content becomes as easy as setting schedule, audience and budget.



AI gives advertisers the option to create pro-tier video ads quickly and affordably.

Self-serve users drop with creative friction

Total drop off
51.3%



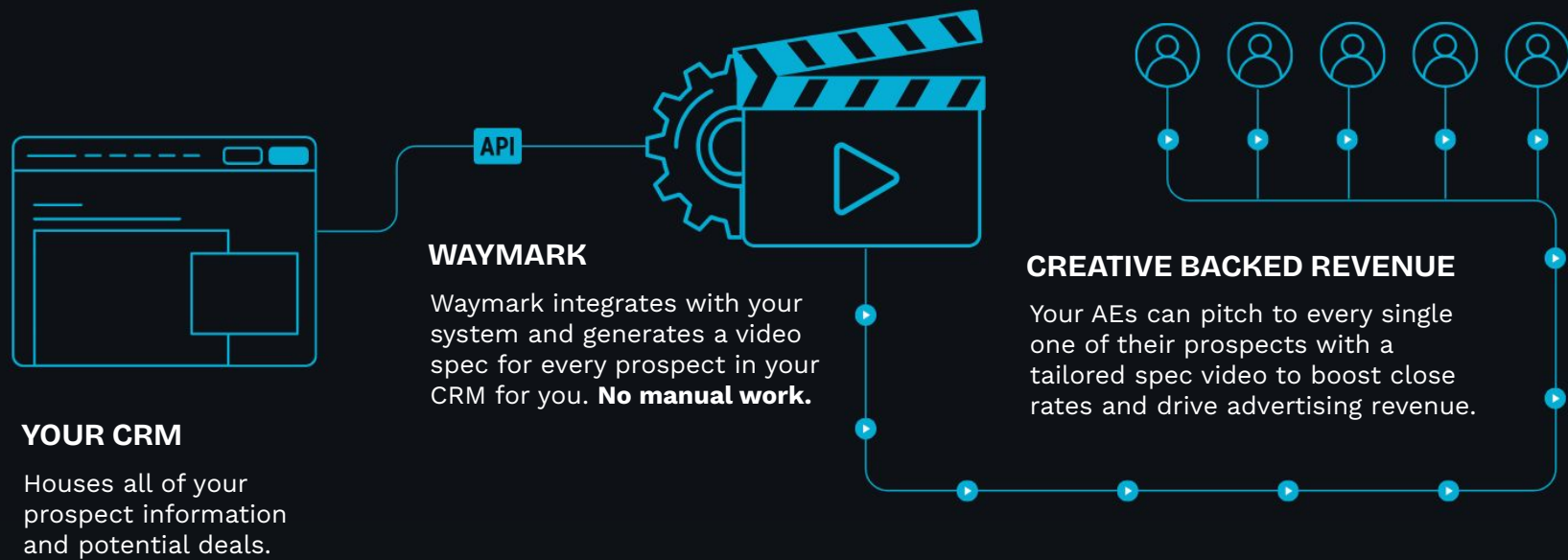
Automations

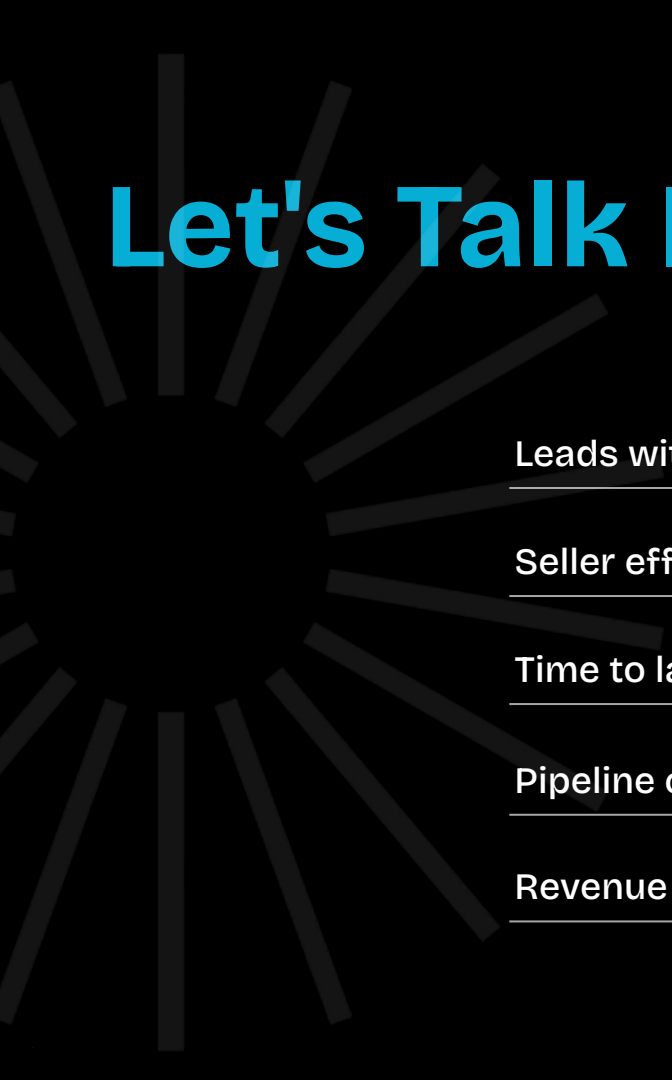
Imagine the added revenue with
automated spec for every lead.



Automations

Spec spots that start conversations, pre-made in your CRM.



A stylized sunburst graphic with a central circle and numerous rays of varying lengths extending outwards, positioned on the left side of the slide.

Let's Talk Impact.

	W/O AUTOMATIONS	WITH AUTOMATIONS
Leads with specs	10 - 20%	70 - 100%
Seller effort	high	zero
Time to launch	20 mins/spec	instant
Pipeline coverage	partial	full
Revenue impact	notable lift	maximized lift

Simple. Scalable. Performance-based.

Managed Service



Managed Service

Combine the speed of generative AI with human creativity and oversight to deliver high-quality video without the need for full-scale production.

A hybrid model: Waymark + white-glove creative support

Hands-on service with quick turnarounds and pro quality.

Ideal for franchises, regional advertisers, or performance focused marketers.



Success Stories

“ ”

“Waymark was what helped me close this sale. This deal would not have gotten closed without it because we did not have time to have a spot produced in house.

The client was incredibly impressed with the product and is looking to use it for another business she owns.”

G. Wooley



“ ”

“So far, Waymark-driven deals total \$30,000—and 70% of that is brand-new business. The tool is getting real traction with the team, and the numbers show it!”

Z. Arogeti

H E A R S T

“ ”

“I had this client call me on a Thursday morning at 8:30 am and said that he signed my annual for his proposed TV schedule for a :15 spot. He asked if I could get the creative done in 24 hours. With Waymark at my fingertips, I was able to say yes!

The client is very happy and will provide me with referrals because of his experience.”

E. Nicholson



“”

“The grand total was an impressive \$17,000. For a small business that has never done advertising before, we are thrilled with their investment.”

K. Dacci

Spectrum
REACH®

“”

“Our in-house video team can take up to 3-5 days to produce custom video for our clients whereas Waymark can have something ready in a matter of minutes.”

M. Casillas

townsquare

“”

“I think I've created four videos over the last two weeks that are either currently airing or have been approved. We've freed up time for our production team to focus on other areas, all while putting quality video in front of our clients and prospects.”

D. Foerster

TEGNA

Details to Date

112 drafts

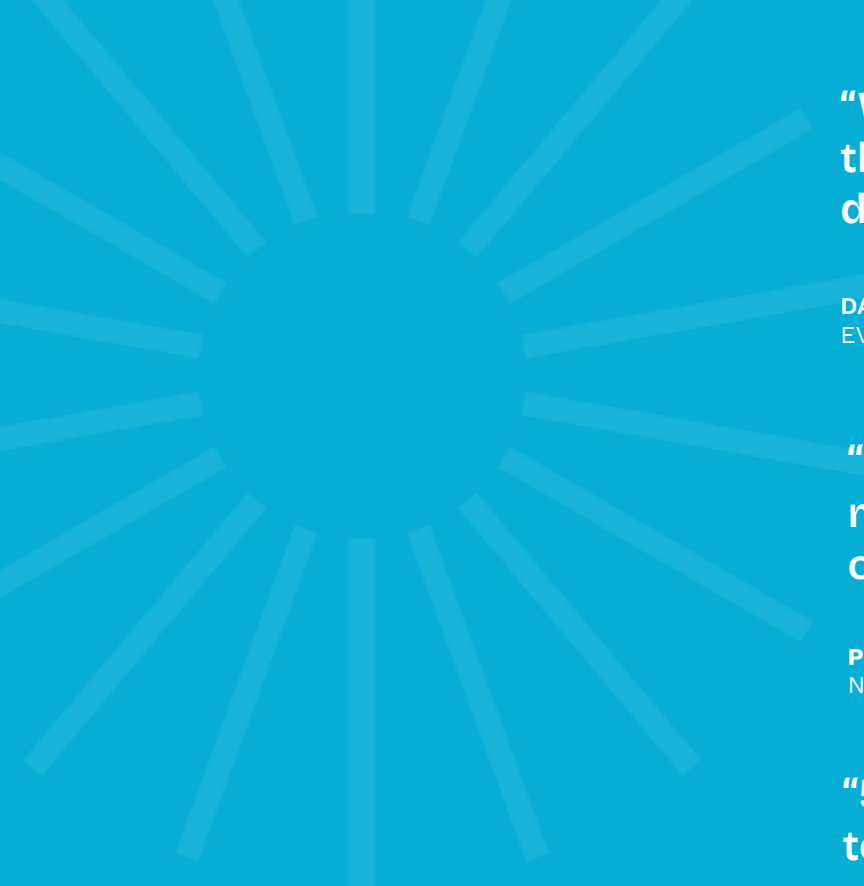
4 renders

3.5% close rate

Assuming average campaign spend of
\$3,500

ROI = **35X (estimated \$14,000 in ad
buys, \$400 POC investment)**





“We’ve got over 7,000 AI-generated ads already this year, and we’ve generated tens of millions of dollars that we normally wouldn’t have.” [AD AGE, JULY 2024](#)

DAVID KLINE

EVP OF CHARTER COMMUNICATIONS / PRESIDENT OF SPECTRUM REACH

“We’re seeing advertisers engage more, 70% more when they receive video creative in our outreach. Waymark makes that easy.”

PRODUCT EXECUTIVE

NATIONAL CTV & BROADCAST PLATFORM

“500+ businesses are running Waymark Ads today, and we're just getting started.”

CLIENT SUCCESS EXECUTIVE

ADTECH'S LEADING ADVERTISING SUCCESS PLATFORM

Waymark®

Details and support

Spec support at every stage

IMPLEMENTATION

LEAD GEN

WIN

PRODUCE

10x Faster Production

Same day spot turnaround versus weeks of traditional production

CORE
PLUGIN
AUTOMATIONS
MANAGED SERVICE

Higher Close Rates

Video specs on contact convert prospects 3x more effectively

CORE
PLUGIN
AUTOMATIONS

Scale Every Deal

Custom creative for every prospect, regardless of their budget limits

VARIATIONS
TRANSLATIONS
CINEMATIC

Flexible enough for every stage:

1



Prospecting

Lead with Creative:

Share a sample ad during outreach to promote emotional buying.

Use existing content:

Repurpose content into an agency-quality ad.

2



Pitching

So Long Storyboards:

Set your presentation apart with a custom spec ad for every pitch

More Wins More:

Showcase multiple specs with varied calls to action, messaging, formats, or languages

3



Creating

Bye-Bye Budget Issues:

Offer Waymark videos as new entry-level buys.

Conquer Time Crunch:

Produce ads in minutes.

Win the Race to Air:

Use Waymark Ads as bridge creative to shorten time to air.

4



Launching

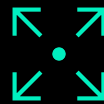
A/B Test:

Instant production makes A/B tests easy.

Total Video Approach:

Bundle Waymark videos to sell longer-term or omnichannel packages: linear, OTT/CTV, digital.

5



Expanding

Stay in Touch:

Get clients to consider future ads with new spots for additional opportunities.

Upsell:

Easily add more formats or channels at any time.

-
- 1 Collaboration tools
 - 2 Preview & sharing links
 - 3 Access to customer support
 - 4 Variations & Translations
 - 5 Template Library

Team Benefits

1 White labeling capacity

2 Advanced workflows

CLIENT APPROVALS

TEAM ADMIN CAPABILITIES

3 Dedicated Customer Success Manager



1:1 SUPPORT

DIRECT ACCESS TO WAYMARK TEAM

4 Usage reporting

5 1:1 Product Adoption Support



ONBOARDING

REFRESHER

1:1 SESSIONS

6 Early feature access

7 Custom templates and fonts

Enterprise Benefits

Breakthrough tech

Waymark's system is a patent pending ensemble of 13 AI models trained on proprietary datasets. We are continuously improving and upgrading this tech to keep up with state of the art developments.

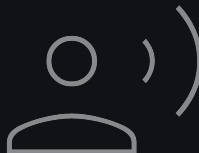


FINE TUNED LARGE LANGUAGE MODEL

LLM trained on thousands of videos orchestrates the process

UPSCALING

Img2img models enhance low resolution assets

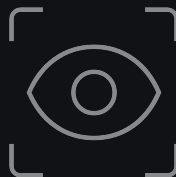


VOICEOVER

VO models apply proprietary syntax to sync with each storyboard

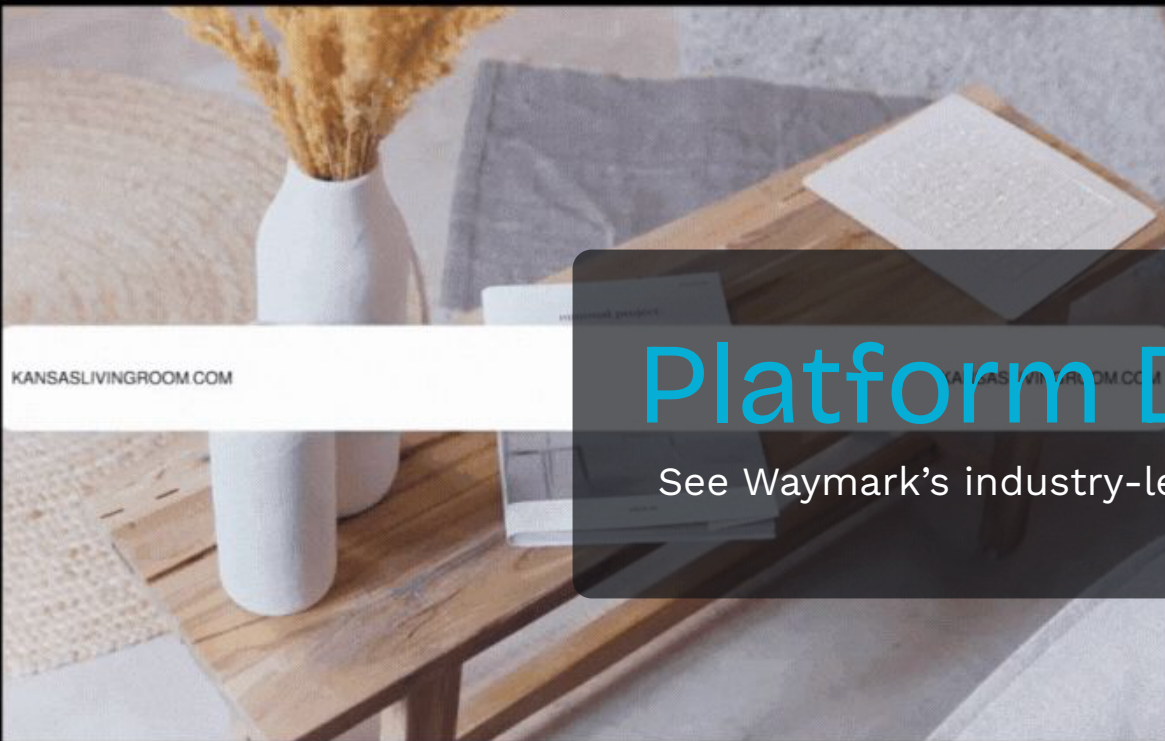
COMPUTER VISION

AI models and proprietary techniques identify the most relevant imagery/visuals



HANDCRAFTED CREATIVE ELEMENTS

Explore the future of work, as we review emerging trends, like AI

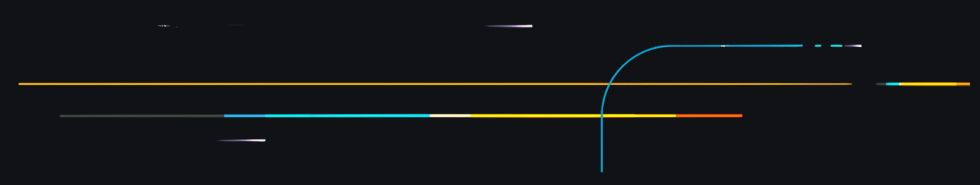


Platform Demo

See Waymark's industry-leading AI in action.

A large, faint, dark gray sunburst logo is positioned on the left side of the image, behind the text. It consists of a central circle with many radiating lines of varying lengths.

Waymark® + **client logo**

An abstract graphic element is located on the right side of the image. It features several horizontal lines in yellow, cyan, and orange, with a curved line segment on the right side.

We are the real AI ad company.

\$400MM

Ad dollars supported

1MM

videos generated

35

Employees

30K+

Enterprise users

Clients and Partners

CBS

COMCAST

**COX
MEDIA**

GANNETT

gray
Television • Digital • Mobile

FOX

ROCKET
Mortgage

Nine

Paramount

SCRIPPS

SIMPLIFI

SINCLAIR
BROADCAST GROUP

Universal Ads

Spectrum
REACH

amazon ads

Disney

ROKU

SAMSUNG

creative partners

Our mission:

**Drive Revenue with AI
Video Ad Creative**



Problems we solve for customers



Pitch and Concept

- Sellers know spec videos help close deals
- No time or resources to develop spec videos



Client Onboarding

- New advertisers lack TV or CTV quality creative
- Creative slows down ad buying



Creative Development

- Typical creative takes weeks to develop
- Access to self-serve creative
- Inconsistent quality



Campaign Production

- Costly Production Models
- Localization Bottlenecks
- Variations of content



Launch and Scale

- Speed to Market
- Scaling Challenges
- Optimize

How we do it



DIY platform



Managed service



Plugin



API Automations



Cinematic



The Smarter Way to Create Video Ads

The Waymark platform transforms your client's existing assets into powerful, on-brand video ads with the power of AI.

Instant branding



Unlimited drafts



Intuitive editing suite



AI voices



Collaboration tools



Preview & sharing links



Variations



Translations



Real client stories

42%

Boost in conversions

94%

Time saved vs
traditional production

70%

More email clicks
and opens

100%

Optimized for TV, OTT,
and digital platforms

Waymark®

Spectrum ▶
REACH

Bringing TV to
the SMB Market



SIMPLI.FI

Video for all platforms



See how it works



Waymark®

Video ads that work

Two horizontal lines are positioned below the title. The top line is a solid yellow line. The bottom line is a segmented line with four distinct color sections: orange, yellow, cyan, and grey.

Waymark in Action

DIY Platform



THE CHALLENGE:

Connoisseur Media struggled to convert clients without digital ad solutions.



WAYMARK'S SOLUTION:

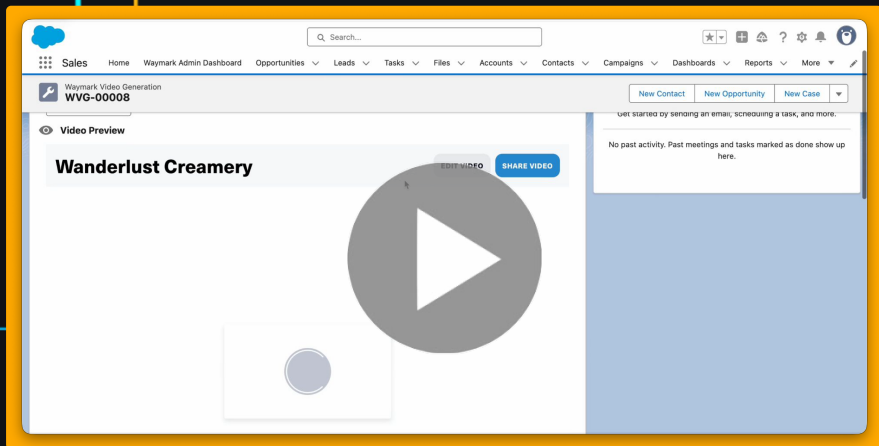
Sellers used Waymark to easily create and showcase video ads. No creative team required.



THE RESULTS:

New advertisers, first-time CTV buyers, increased campaign spend, and faster launches.

Waymark in Action Automations



THE CHALLENGE:

A top 10 broadcast company needed to reduce the time their sales team was spending on spec videos.



WAYMARK'S SOLUTION:

By integrating Waymark Automations into their CRM, videos were instantly generated for every lead.



THE RESULTS:

Zero manual effort, higher close rates, and increased ad revenue.

Waymark in Action Plugin



Paramount
ADS MANAGER

ADSMANAGER.PARAMOUNT.COM



THE CHALLENGE:

Paramount was losing advertisers to the creative bottleneck.



WAYMARK'S SOLUTION:

Integrating Waymark into Paramount's Ad Manager allowed advertisers to instantly produce ready-to-launch video ads.



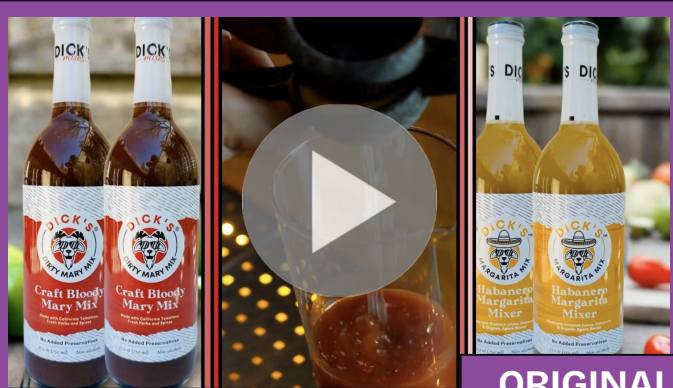
THE RESULTS:

Accelerated campaign launches, increased ad spend, and reactivated lost advertisers.



Waymark in Action

Managed Service



ORIGINAL



IMPROVED



THE CHALLENGE:

A leading CTV platform lacked an in-house creative team to handle video edits.



WAYMARK'S SOLUTION:

Waymark's Managed Service stepped in to elevate every asset—sharpening visuals, refining pacing, and perfecting tone.



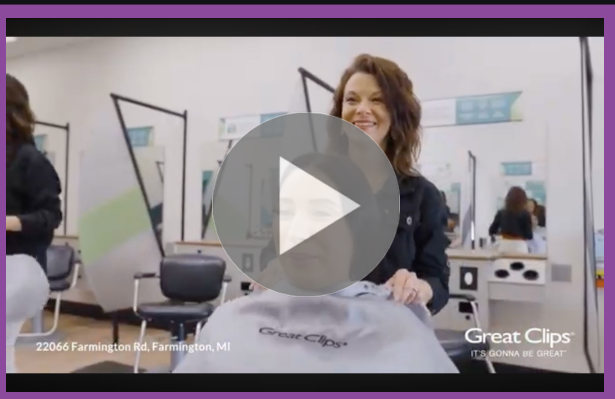
THE RESULTS:

Elevated creative quality, fast turnaround, and strong brand impact.

Waymark in Action

Managed Service

Localization



THE CHALLENGE:
TEXT TEXT TEXT



WAYMARK'S SOLUTION:
TEXT TEXT TEXT



THE RESULTS:
TEXT TEXT TEXT TEXT

Waymark in Action

Managed Service

Cinematic



THE CHALLENGE:

Betr needed Hollywood-style ad in three days.



WAYMARK'S SOLUTION:



THE RESULTS:

Hollywood quality at a fraction of the time and cost: 90% faster turnaround and a 97.8% completion rate.



LET'S TURN CREATIVE INTO REVENUE

Thank You