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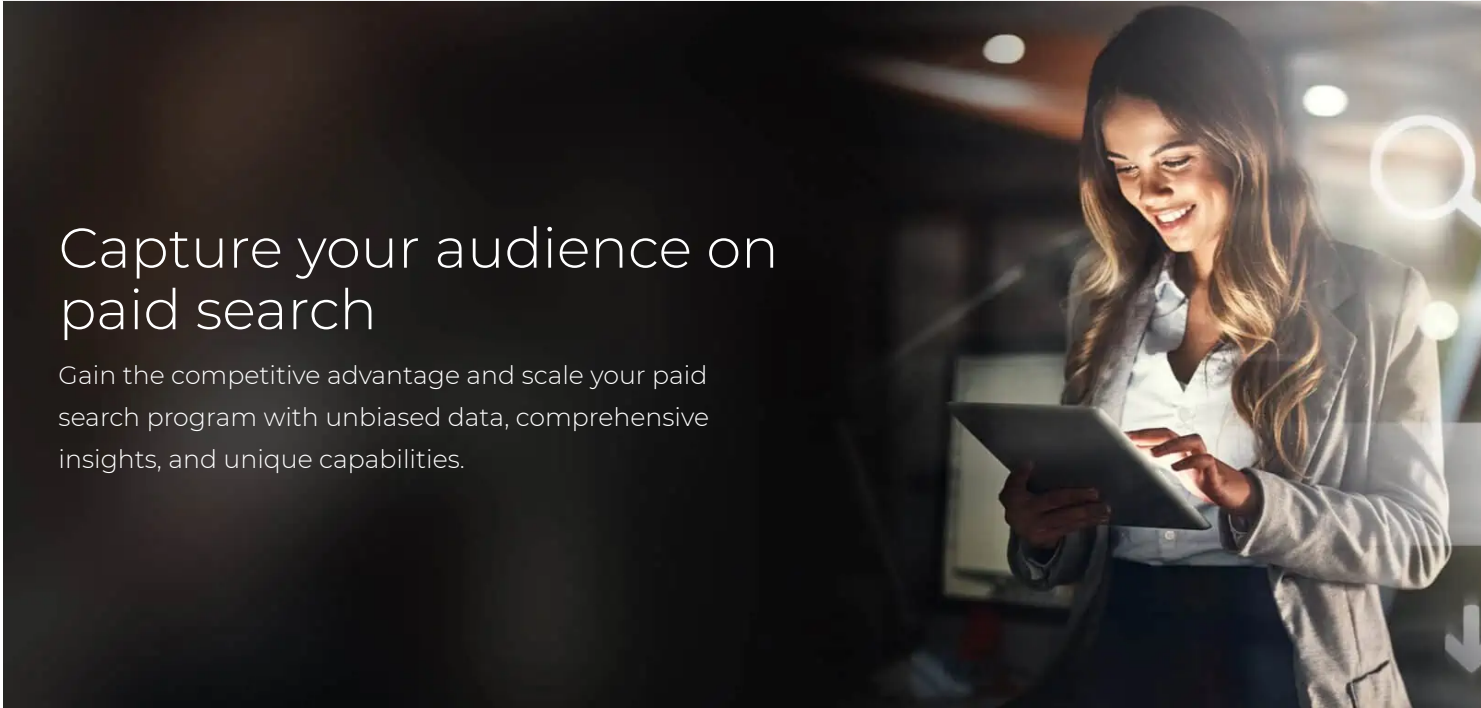
Company ⌄   Platform ⌄   Case Studies   News and Events ⌄   Resources ⌄

Capture your audience on paid search

Gain the competitive advantage and scale your paid search program with unbiased data, comprehensive insights, and unique capabilities.

| RETAIL MEDIA | PAID SOCIAL | PAID SEARCH | APP MARKETING | MEASUREMENT |

Capitalize on every relevant query with Skai's™ unique capabilities

There's no paid media channel that better captures the intent of users. With the right technology platform, you can deliver what your audience is looking for, when they're ready to engage or purchase. With a history of independence, innovation, and data security, Skai keeps your first-party data safe, so you can focus on results.

SEARCH TERM ANALYSIS   BUDGET NAVIGATOR   SIGNAL ENHANCEMENT   EXPERIMENTS   GENERATIVE AI HEADLINES

POPULAR SKAI CAPABILITY

EXHIBIT
PSX01200
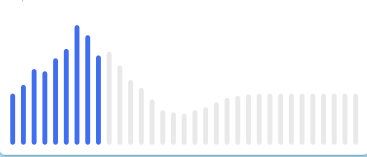
better performance by optimizing with the data that matters most to your business.

Plus all the essentials

Algorithmic bidding

Auditing

Bid management & optimization

Bulk actions

Campaign mirroring

Cross-publisher dashboards

Custom metrics

Dayparting

Dimensions & categories

Pacing Monitor

Publisher bidding enhancement

Rule-based automation

Smart Tags

Targeting

Unified, customizable reports & dashboards

URL automation

Leading brands and agencies trust Skai

"The integration of offline sales data into Skai gave us greater visibility into actua success. As a result, our client saw improved efficiency and revenue from its non search campaigns."

Andrew Strocko
Founder, Strocko Consulting
Read our case studies

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Power your paid search campaigns with Skai

Request a Demo

Insights and thought leadership →

Client success stories →

Drive omnichannel growth →

RETAIL MEDIA | PAID SOCIAL | PAID SEARCH | APP MARKETING | MEASUREMENT

skai™

Media that matters.
Marketing that works.

Omnichannel Strategy

Executive Solutions

Dynamic Marketing Mix

Budget Forecasting

Strategic Consulting

Walled Garden Advertising

Overview

Retail Media

Paid Search

Paid Social

App Marketing

Auditing

Expert Services

Marketing Measurement

Incrementality

Experiments

Cross-Channel Attribution

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Skai Research Center

Quarterly Trends Hub

Training & Enablement

Developer Hub