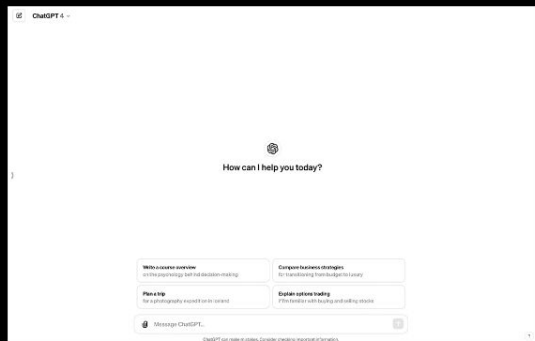


# Waymark<sup>®</sup>

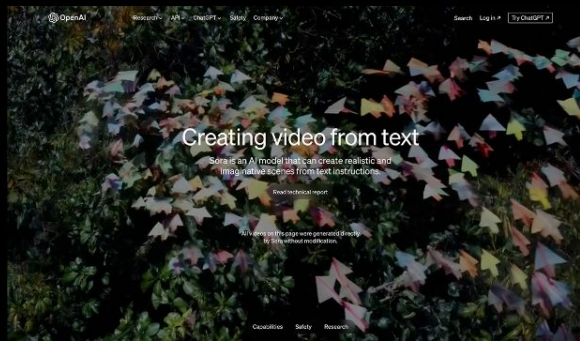
w/ *Paramount*

How GenAI Ad Creative Drives Ad \$  
And Opens the SMB Opportunity

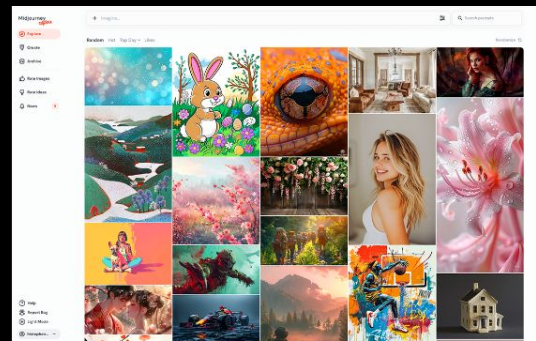
# GenAI is upending creative production.



ChatGPT



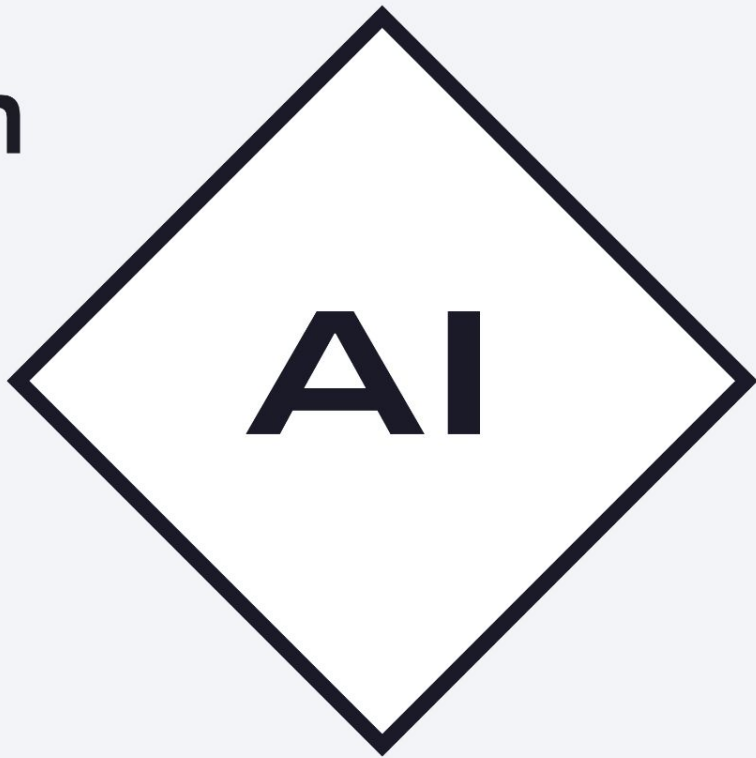
Sora



Midjourney

# AI creative will be new frontier of competition

The \$51B ad creative industry is only the tip of the iceberg. Advertisers will be won and lost with AI creative.



# Why?

**Competition for ad \$ is fierce.**

Differentiators are subtle and hard to convey.

**Creative has barely evolved.**

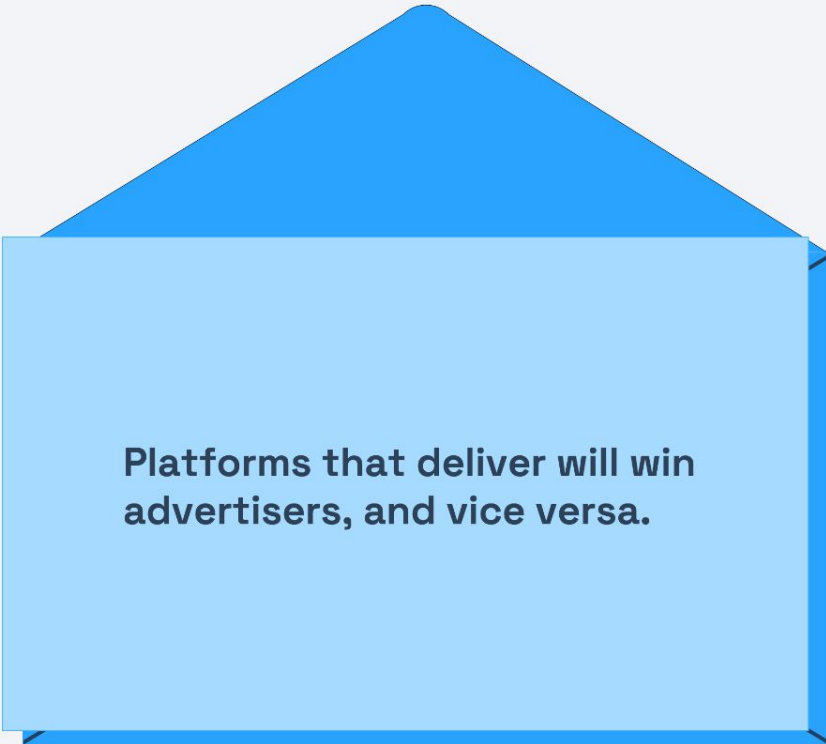
It's expensive, time-consuming, and guesswork.

**GenAI is changing that.**

Finally creative can be truly tech-enabled.

**Advertisers will adopt rapidly.**

Easy-to-see time and cost savings drive action.



**Platforms that deliver will win  
advertisers, and vice versa.**

# The first GenAI video ad production platform.



First company featured  
on OpenAI.com

“A slick commercial can be generated in seconds”



“AI-driven ad creation like Waymark’s enables brands to create hundreds or thousands of different advertisements that are tailored to specific audiences, media publications or environments”

**Forbes**

“Waymark is among the pioneering AI firms to develop targeted platforms trained in a specific function.”

*VARIETY*

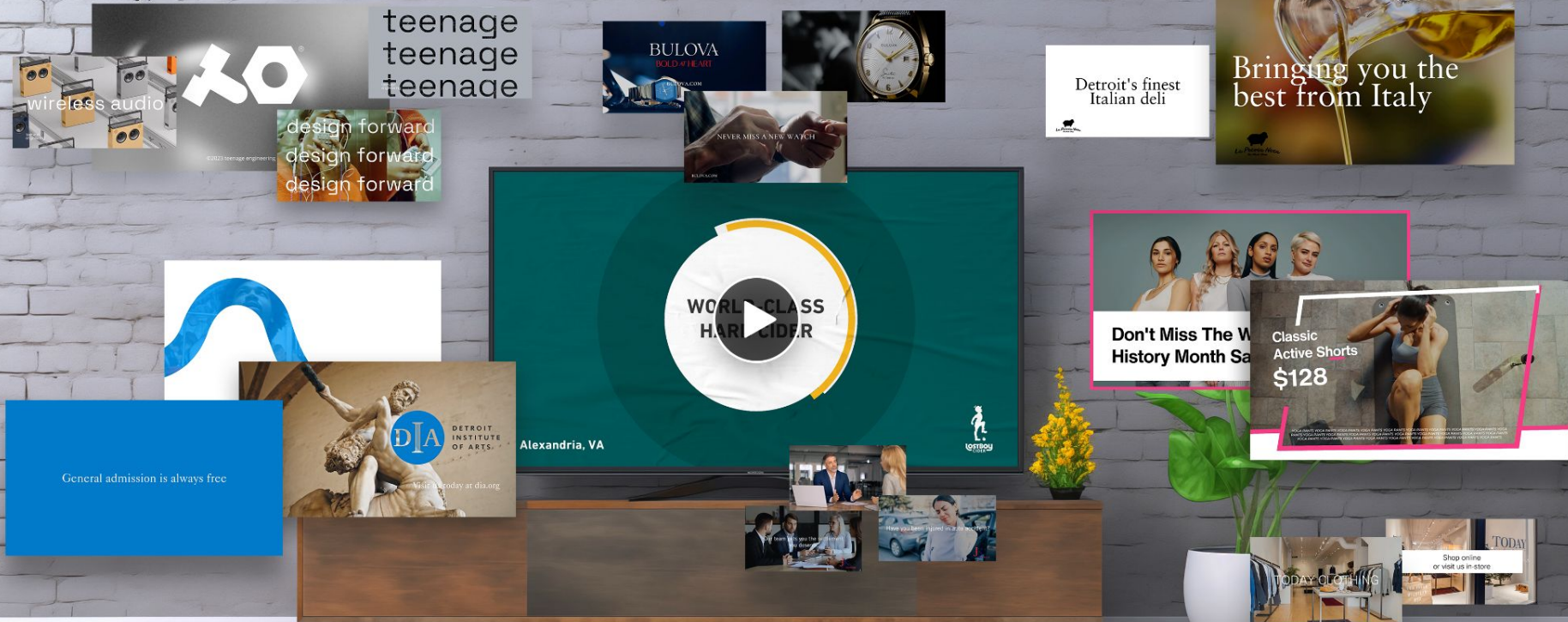
**Waymark.**

Proprietary and confidential. Not for distribution.



# Let's take a look.

Our first product, built for the SMB market.



\*brands shown are FPO/spec, not Waymark customers.

# Driving ad sales > cutting costs

- We thought we built a creative solution. We found out it's a sales solution.
- Ad sellers use Waymark to win business; platforms integrate to drive adoption.
- Measured in new revenue, not cost savings.

With Waymark, creative is the new differentiator.



**It really works.**

30,0000 campaigns live

\$200M in ad spend

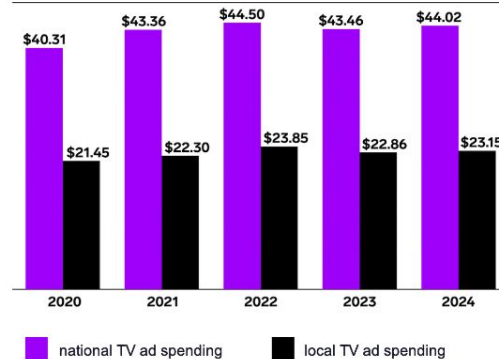
And growing fast



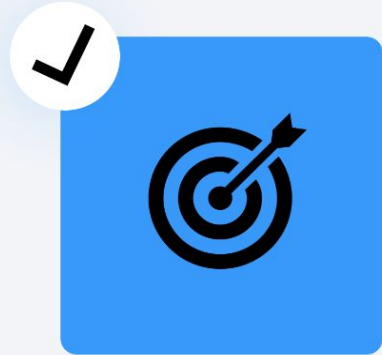
# SMB buying power is immense and mostly untapped.

Over 75% of Meta's ad spend is SMB, while only 34% of TV ad spend is local. For a similar ratio, local TV ads would need to 6x (\$100B+).

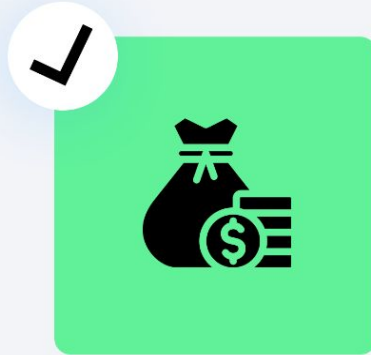
US Local and National TV Ad Spending, 2020-2024  
billions



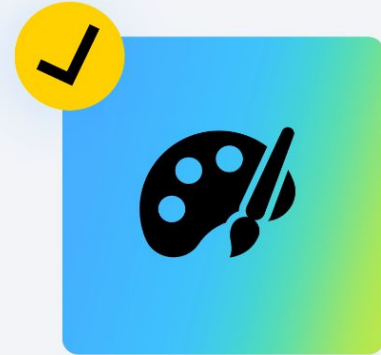
# Streaming is ready to win.



Targeting

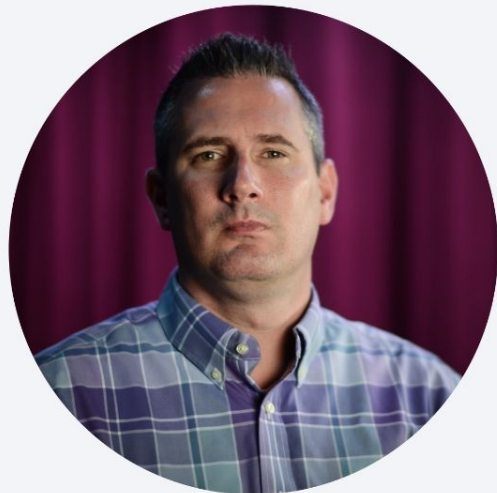


Budget



Creative

I N T R O D U C I N G



# Derek Nicol

SVP of Ad Technology and Systems

*Paramount*

# Thank you.

Try it yourself at [Waymark.com](https://Waymark.com)

Alex Persky-Stern (CEO) / [alex@waymark.com](mailto:alex@waymark.com) / (734) 645-6637

**Waymark.**

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