



Ayima Launch Machine Learning Platform

Ayima today announce the launch of their new machine learning platform, Ayima Intelligence. Designed to give the Company's digital marketing consultants simple access to machine learning algorithms and advanced statistics, the in-house tool enables them to focus on strategy and execution while the machine does the heavy lifting.

Spearheaded by Ayima's Data Scientist, Simon Löfwander, Ayima Intelligence enables increased functionality of important functions such as forecasting, media optimisation, and portfolio bid/revenue analysis.

Most importantly, the tool allows Ayima consultants to provide client recommendations that are truly aligned to their individual business strategies and goals.

Neil Dawson, Director of Data & Marketing at Ayima, says "Over the past year we've put our focus on researching, prototyping and implementing new machine learning solutions so our clients get the maximum return for their advertising campaigns. With all of the data available, we developed Ayima Intelligence to introduce new approaches to optimising and delivering insights to our clients while also giving our consultants access to this data at scale. It will definitely be exciting to see where the platform takes us over the next 12 months!"

The launch of this new tool comes nearly one year after the launch of both the Company's Performance Analytics channel and data warehousing product, Query.

More information on the new Ayima Intelligence tool can be found at <https://www.ayima.com/blog/ayima-launch-machine-learning-platform-intelligence.html>

//

For further Information:

Mallory Mabe, Marketing Manager
+44 (0)20 7148 5970
[press\(at\)ayima.com](mailto:press(at)ayima.com)
www.ayima.com

About Ayima

Originally founded in 2007, Ayima is a digital marketing agency with around 145 employees across its offices in London, Stockholm, New York, San Francisco and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including 'Updatable', 'Redirect Path', 'Page Insights', 'Pulse', 'Appotate' and 'Ayima Intelligence'.