



Bidbrain launches new functionality and business model

Free	Pro	Pro+	Enterprise
€0	€390 per store / month	€390 +5% adspend per store / month	Custom
Try out a limited version of Bidbrain with a free account.	Optimize & manage your shopping ads & product feed with Bidbrain.	Fully automatic AI bidding and optimization tools with Bidbrain.	For organizations with 3+ stores or monthly adspend above €30 000.
✓ 1 user ✓ Bid quality analysis ✓ Limited feed optimizer ✓ Knowledge base	✓ Everything in free ✓ Unlimited users ✓ Feed optimization tool ✓ Rewrite product titles ✓ Reporting & Insights ✓ Online customer care	✓ Everything in Pro ✓ Bidbrain AI bidding ✓ Keywords optimization ✓ Campaign management ✓ Notifications ✓ 30 min setup session	✓ Everything in Pro+ ✓ Custom reports ✓ Flexible pricing ✓ Customer care team
	30-day free trial	30-day free trial	

Speqta AB's ("Speqta") SaaS service Bidbrain is now launching more functionality, together with a module-based business model and pricing for its subscription services. With the new model, Bidbrain will also enable the optimization of Google Shopping campaigns for e-retailers, who want to use Google's own services; Smart Shopping and Performance Max, which gives the service a greater market to address.

Bidbrain is a SaaS platform for e-retailers, to maximize their sales to a given ROAS (Return On Ad Spend), was launched in the summer of 2021. In addition to optimization, the service is also based on giving the e-retailer more transparency to better control their advertising. Bidbrain is now launching a new functionality and business model with three subscription levels. The new subscription model also meets the need for the e-retailer, who wants to perform better with the use of Google's own bidding strategies, such as getting help with optimizing the product feed or gaining insight into which products and search terms Google spends its advertising budget on.

Three subscription models

Bidbrain will have three levels of its subscription service:

Free - With their Google Ads ID, the e-retailer can get an analysis of how successful their bidding is today, i.e., a "Bid quality analysis". This level also includes a limited product feed optimization service, as well as a comprehensive database of Google Shopping experiences. Cost: Free.

Pro - Optimize sales with bidding engines other than Bidbrain. In addition to everything in "Free", Pro also includes full optimization of product feeds, including rewriting of product titles, to increase the number of impressions, clicks and conversions, on relevant search terms. Bidbrain Pro also includes extended insight reporting, such as identifying which products or segments Google's bidding strategy works well on and less well on. The service also includes free access to Bidbrain's CSS, which provides up to a 20% bidding advantage with Google. Cost: 390 € / month.

Pro + bidding - In addition to everything in "Pro", this level also includes Bidbrain's self-developed bidding engine, which on several occasions has surpassed competing bidding engines. The service also

includes Automatic Bid modifiers and Automatic keyword optimization. The service also activates complementary products, which other bidding engines often miss because there is no transaction data to bid on. The e-retailer controls the bid engine by setting the desired ROAS percentage, on different product groups or brands, which can also be controlled towards the desired profit level. Cost: 390 € / month + 5% on AdSpend.

For larger e-retailers, there is also an Enterprise level, which means different pricing and also a dedicated contact person.

Malin Blomberg, CEO of Shopello and Bidbrain, comments:

With the new model, we can address a larger market. From customers we have worked with, over the past six months, we have seen the need to divide our service into more flexible packages. With the "Pro" level, we can boost Google's own services for a low monthly fee. For the e-retailer, this means higher returns and increased quality scores. Development continues, to further improve the service, including preparing for further scaling of the service. I'm proud of the team that made and makes this possible.

Bidbrain is an important part of Speqta's future venture and strategy. Read more about Bidbrain at www.bidbrain.com

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About Speqta

Speqta is an Adtech company that offers traffic generating services in eCommerce using data and AI. The company has two services: The Affiliate network Shopello and the SaaS service Bidbrain, and is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "SPEQT". The company's Certified Adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50, e-mail: ca@vhcorp.se