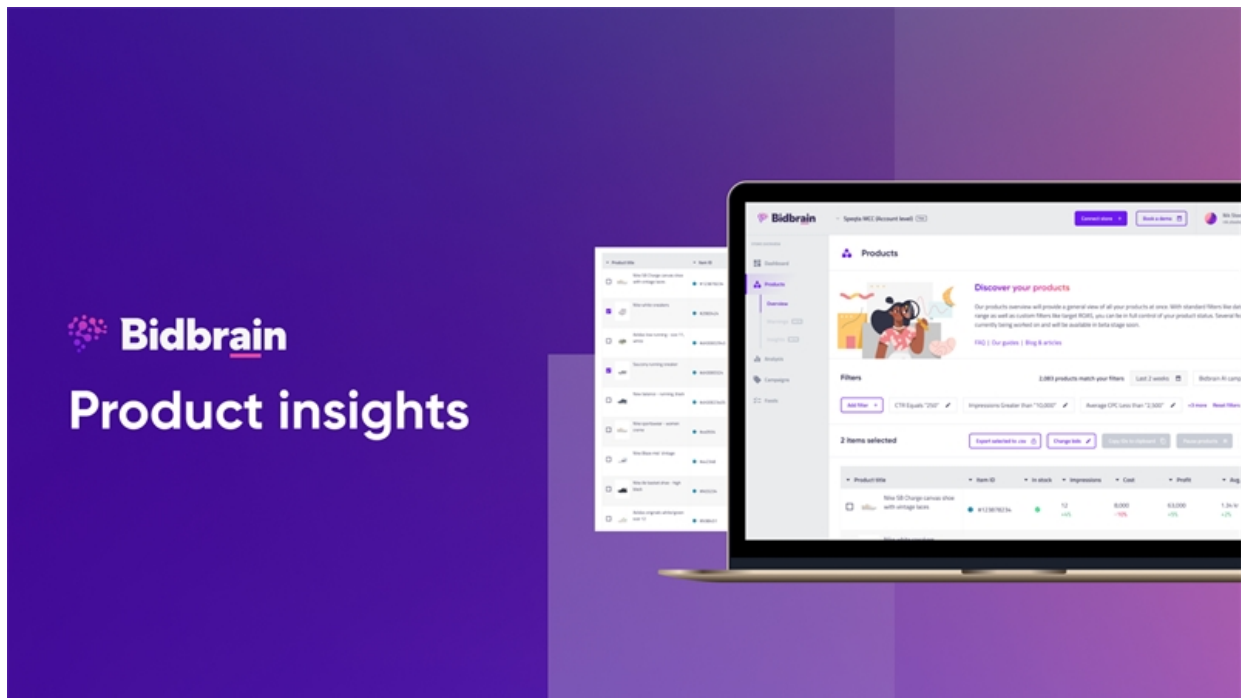




Bidbrain launching new tool with valuable insights for e-retailers



Speqta AB's ("Speqta") SaaS service Bidbrain is now launching more functionality in the form of valuable insights for e-retailers. The new functionality enables e-retailers to monitor and analyze the return of advertising on product levels. The insight functionality is combining different sources of Google which opens up the possibility to identify performance in combination with product characteristics, which is usable for sales optimization and business development in e-commerce companies.

Bidbrain is a SaaS platform for e-retailers who want to optimize their sales at a given ROAS (Return On Ad Spend). Besides the optimization, another foundation is the provided transparency and the possibility to steer the advertising better. Now Bidbrain is launching increased insights where the e-retailer can follow the return on ad spend on product levels.

A combination of data sources

Combining product data from Google's Merchant Center and the performance of the ads in Google Ads, the filtering can be more advanced and useful. Each product can be viewed by performance parameters like:

- Impressions
- Clicks
- Costs for ads
- ROAS
- CPC-level

The possibility to combine this information with other parameters from the product feed creates additional useful insight opportunities. Bidbrain's CEO Malin Blomberg explains it further:

AI services have a rumor of being black boxes. Bidbrain aims to be the opposite and provide the user with the best possible insights into how the advertising is going. With this new functionality, the e-retailer can become smarter and use both product- and performance data in the analyses. The e-retailer could for example sort out products performing above a certain ROAS, have above 100 ad clicks from consumers, and is a certain brand, in order to later create a specific campaign for that particular selection. Another example is that high-performing products from a ROAS perspective suddenly are not advertised due to faulty product data, which the e-retailer could act upon. Now the development of wanted and valuable functionalities continues.

Bidbrain is an important part of Speqta's future investment and strategy. Read more about Bidbrain at <http://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". Redeye AB is the company's Certified Adviser. www.speqta.com