



# How Jakala Used DV Scibids AI To Drive Business For ITA Airways



*Your Presenter Today*

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Lead Business Director, Italy



# Complexity is the New Normal in Digital Advertising

**\$750B**

Global Digital Ad Spend

Source: [eMarketer, 2025](#)

**15**

Management Tools

Source: [Basis, 2025](#)

**+250%**

Campaign Data

Source: [eMarketer, 2025](#)

**61%**

CMOs under ROI pressure

Source: [Gartner, 2025](#)

# Why It's So Complicated

## Immense

number of channels, platforms and formats

## Disconnected

management tools, measurement and reporting

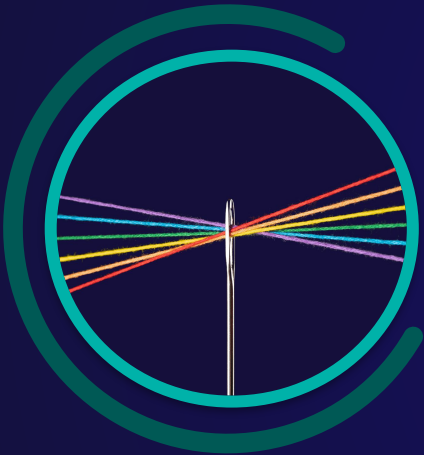
## Disrupted

by AI, for better and worse

...all with intense demand on marketers  
to deliver ROI



# To Drive Advertiser Success, Technology Needs to Be...



**Integrated**



**Efficient**



**Scalable**

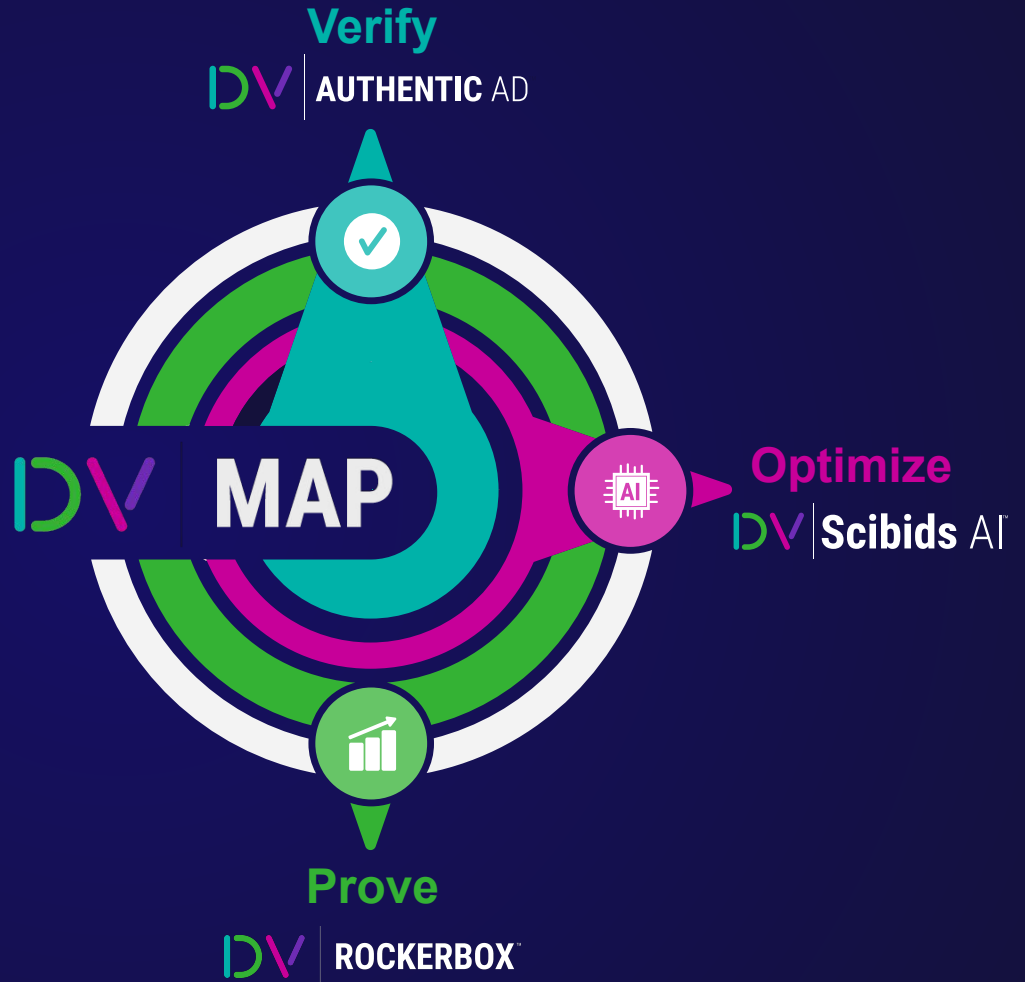


**Effective**

# Your Adtech Compass

The DV Media AdVantage Platform

Integrated Everywhere



# An AI-Powered Product Lineup



## Verify

Protect Brand Equity

**IDV** | **AUTHENTIC AD™**

Fraud | Viewability | Suitability  
Context | Attention



## Optimize

Maximize Ad Performance

**IDV** | **SCIBIDS AI**

Dynamic Algorithmic Optimization



## Prove

Measure Campaign Outcomes

**IDV** | **ROCKERBOX**

Attribution | MMM | Incrementality

# Today's Focus: Optimizing Biddable Campaigns

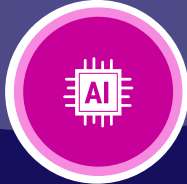


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Attribution | MMM | Incrementality

# Challenges with Programmatic Campaign Optimization

## for SEUR Marketers

1. Reaching target audience **44%**

2. Ability to ingest & analyze campaign data **39%**

3. Staying in budget **38%**

4. Time spent manually optimizing campaigns **35%**

5. Ability to report on the effectiveness of campaigns **34%**

=6. Meeting performance KPIs **32%**

=6. Ability to implement optimization quickly / efficiently **32%**

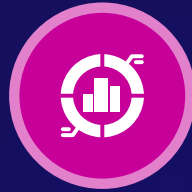


# Harnessing The Power Of DV | SCIBIDS AI™

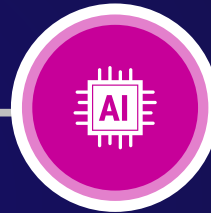
4x

Average ROI\*

using algorithmic optimization  
through Scibids AI



Multiple data  
sets..



...optimized by AI...



...to drive brand  
specific outcomes

Available On



\*ROI = additional media cost needed to match Scibids  
AI performance / Scibids fees.

## % SEUR Marketers Using 3rd Party AI / Automated Bidding Solutions

DV x SAPIO Research 2025  
(SEUR = France, Italy, Spain)

15%

Not using them, with no plans to

38%

Actively using them

47%

Not using, but have plans to

## Introducing



**Simone Freddi**

Director  
Engage



**Anna D'Augusta**

Head of Media  
Jakala

## To Break the Ice...

What is your top challenge  
within programmatic  
optimization?

# Driving Efficiencies with AI Powered Automated Bidding Solutions



## Challenge

### Increasing budget efficiency

Increase conversions

Decrease CPA

Maintain budget pacing

## Test Scenario

### A/B Test

BAU manual optimization

vs.

AI powered custom algorithm



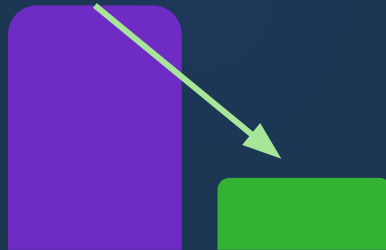
SCIBIDS AI™

# significantly improved budget efficiency across KPIs



Cost Per Acquisition

-88%



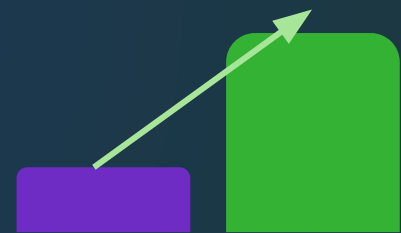
Control

DV | SCIBIDS AI



Conversion Volume

+326%



Control

DV | SCIBIDS AI



# Automation: Time Savings With



Up To

50

Working Days Saved  
Due to Improved  
Operational Efficiency



Source: DV Case Study, 2025

# Let's Connect!

See What **DV** | **SCIBIDS AI** Could  
Do For Your Programmatic  
Campaigns

Contact: [Italy-sales@doubleverify.com](mailto:Italy-sales@doubleverify.com)