



A PION/ EVENT

Top 20

AI innovations

in AdTech & MarTech



TOGETHER TOWARDS TOMORROW. TOGETHER TOWARDS TOMORROW. TOGETHER TOWARDS TOMORROW. TOGETHER TOWARDS TOMORROW.

White paper
SUMMER 2025



co:cubed



The vision

Creating an unstoppable engine of innovation

Pion is excited to be partnering with Co:cubed on this report at the very cutting edge of the marketing landscape. Success in youth marketing depends on a brand's ability to blend creativity with data-driven strategy - an area where AI is becoming an indispensable ally. We hope this report provides valuable perspective for marketers, strategists and innovators navigating this fast-changing landscape.



Joel Wellington
CEO, CO:CUBED



Mike Eder
CEO, PION

Executive summary

Artificial Intelligence is transforming the landscape of AdTech and MarTech, becoming a critical driver of growth, efficiency, and innovation. In an environment where consumer expectations are rising and competition for attention is fiercer than ever, AI empowers brands and marketers to operate with greater speed, precision, and effectiveness. From automating decision-making to optimising campaigns in real-time, AI is enabling smarter targeting, better customer engagement, and more dynamic, adaptive strategies.

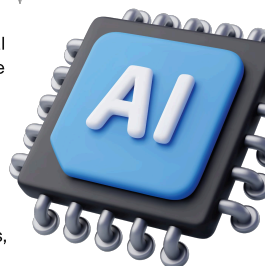
Today's marketing ecosystem demands the ability to process vast amounts of data, predict behaviors, personalise experiences, and create impactful content – all at scale. AI technologies, including machine learning, natural language processing, and computer vision, are making this possible, helping organisations not just to react to market shifts but to anticipate them.

As marketing becomes increasingly data-driven, AI is a catalyst for delivering real-time **insights** into consumer behavior, identifying emerging trends, and uncovering hidden engagement opportunities. Solutions like [The Circle](#) and [Kyra](#) exemplify how AI-enhanced influencer marketing can transform brand reach through precise audience matching and campaign optimisation.

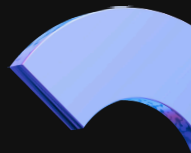
In **personalisation**, AI is revolutionising how brands engage individuals at scale. Platforms such as [Storyly](#) and [Solsten](#) use predictive analytics and behavioral science to craft experiences that feel custom-made, anticipating needs and creating deeper emotional connections. In a privacy-first era, technologies like [Kahoona](#) show how AI can maintain compliance while still enriching customer journeys without relying on third-party cookies.

AI is also unlocking new levels of **creativity** in marketing. Tools like [Alison.ai](#) are automating the optimisation of video ads, reducing production time and enhancing campaign performance, while companies like [Audiomob](#) are innovating non-intrusive audio advertising within mobile gaming environments. These creative technologies empower marketers to experiment boldly, deliver richer storytelling, and produce compelling content at unprecedented speed and scale.

AI is pushing the boundaries of what marketing can achieve. As this white paper will explore, the innovations driving these changes are not only enhancing marketing effectiveness but are also reshaping the very relationship between brands and their audiences.



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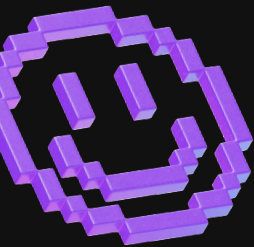
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Introduction

The evolution of AI in marketing & advertising

Over the past few decades, Artificial Intelligence (AI) has transitioned from a theoretical concept to a cornerstone of modern marketing and advertising technologies. This evolution has been marked by significant milestones that have reshaped how brands engage with consumers, optimise campaigns, and drive growth.

In the early 2000s, AI's role in marketing was primarily experimental, focusing on data analysis and customer segmentation. Companies began leveraging machine learning algorithms to analyse customer data, enabling more targeted marketing efforts. A pivotal development during this period was Amazon's introduction of its recommendation engine, utilising collaborative filtering techniques to suggest products based on user behavior. This innovation significantly increased customer engagement and sales, setting a precedent for personalised marketing strategies.



2000

2010

The 2010s, witnessed the emergence of programmatic advertising, revolutionising the digital advertising landscape. AI algorithms began automating the buying and placement of ads in real-time, allowing marketers to target audiences more precisely and efficiently. Real-Time Bidding (RTB) became a cornerstone of this transformation, enabling advertisers to bid for ad impressions in real-time as users loaded webpages. This shift not only streamlined the ad buying process but also enhanced targeting accuracy, leading to more effective campaigns. Google's introduction of RankBrain in 2015, an AI component of its search algorithm, further exemplified AI's growing influence by improving the relevance of search results through machine learning.

Between the late 2010s and early 2020s, artificial intelligence (AI) cemented itself as a central component of marketing and advertising strategies. This period witnessed a significant surge in AI adoption - according to Salesforce, marketers' use of AI soared from 29% in 2018 to 84% in 2020¹, a significant 186% increase in adoption. As AI technologies matured, their integration across various marketing channels became more prevalent. In order to develop targeted marketing strategies and promotions, Volkswagen studies custom purchasing behavior by evaluating online search histories, social media activity, and past purchase data. Their predictive AI system can determine when a client intends to switch their car, and, subsequently, Volkswagen can provide timely promotion.²

2000

THE FUTURE . . .

The mid-2020s have been characterised by the advent of generative AI, enabling the creation of personalised content at scale. Advanced models such as ChatGPT, DALL-E, and Midjourney allow marketers to tailor content to particular consumer interests, fostering emotional bonds and brand loyalty. These AI-driven technologies use massive datasets and machine learning algorithms, bridging the gap between brands and their target consumers. According to McKinsey's 2024 State of AI report, the use of generative AI in business functions increased from 33% in 2023 to 71% in 2024³. Marketing and sales departments are among the top adopters, leveraging AI for content creation, customer engagement, and data analysis.

“

AI in marketing is projected to grow at a CAGR of 25.67% between 2023 and 2032, increasing its value by more than 145.42bn.

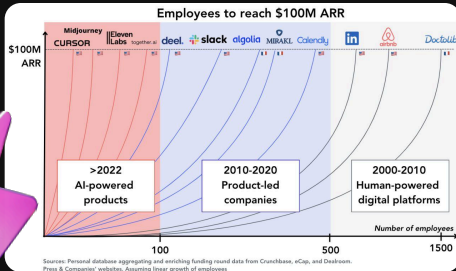
Precedence Research

”

The significance of AI-driven innovation in AdTech & MarTec

Artificial Intelligence has moved beyond buzzword status – it is now one of the most transformative forces in business history. Its impact is reverberating across industries, reshaping everything from supply chains and product design to customer service and business intelligence. The defining shift? AI dramatically reduces the marginal cost of intelligence, creativity, and execution.

A striking illustration of this is the accelerating pace at which AI-native companies are achieving scale. As shown in the chart from *The Growth Mind (2024)*, startups like Midjourney, Eleven Labs, and Cursor – all founded after 2022 – have achieved \$100 million in annual recurring revenue (ARR) with fewer than 100 employees:

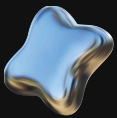


In stark contrast, product-led companies from the 2010s (e.g., Slack, Calendly, Algolia) and digital platforms from the 2000s (e.g., LinkedIn, Airbnb) required significantly larger teams to reach the same milestone. This shift underscores a new paradigm: AI enables companies to scale faster, with leaner teams and greater automation. The implication is profound – AI is not just enhancing productivity; it is compressing timelines, flattening hierarchies, and redefining what's possible for business growth. Nowhere is this shift more evident than in marketing and advertising.

Marketing and advertising functions across large organisations – once reliant on large creative teams, manual analysis, and segmented media buying – are also being fundamentally re-engineered by AI. Google's parent company, Alphabet, reported that AI-powered features like AI Overviews now attract 1.5 billion monthly users, significantly enhancing user engagement and ad performance⁴. This integration of AI into search has led to an 8.5% increase in ad revenue, reaching \$66.89 billion in Q1 2025⁵. Similarly, Meta Platforms has leveraged AI to boost its advertising revenue. In Q1 2025, Meta reported \$42.31 billion in revenue, surpassing analyst expectations, with a 35% jump in net income to \$16.64 billion⁶.

The quantitative impact of AI on marketing is substantial. According to WebFX, 46% of businesses using AI reported revenue increases in marketing and sales, while 37% noted a cost decrease of 10-19% in these functions⁷. The popularity of generative AI is growing at pace in the marketing world – a 2024 Deloitte survey revealed that 26% of surveyed marketers were already using generative AI, meanwhile another 45% intend to use the technology by the end of the year⁸. In a landscape where customer expectations are rising and attention is scarce, AI is no longer optional – it is the competitive edge.

Overview of methodology: How the top 20 were selected



01

Defined focus areas: We began by identifying three strategic themes - **Insights, Personalisation, and Creativity** - that reflect where brands are seeking innovation to stay culturally relevant, technologically competitive, and creatively distinctive.

02

Global scouting: Leveraging Co:cube's proprietary network of over 12 million startups, along with data partners, VC funds, and accelerators, we conducted a global search for high-potential AI startups operating within these themes. Our selection process was structured around the following key criteria: Innovation Advancement, Market Impact/Traction, Scalability and Alignment with Category Objectives.

03

Curated longlist: From hundreds of candidates, a curated longlist of 60 startups was compiled, with 20 per category. Each one-pager summarised the company's offering, traction, funding, and strategic relevance.

04

Expert evaluation & scoring: The top-scoring companies in each category were then reviewed by a panel of industry experts to validate the findings and ensure a balanced representation of emerging and established players. The final selection comprised the top 20 companies demonstrating exceptional performance and potential in their respective categories.

The road ahead



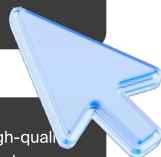
Emerging trends to watch out for

01

Hyper-personalisation at scale: AI enables marketers to deliver hyper-personalised content and experiences by analysing vast amounts of customer data at record speeds. Machine learning algorithms can predict consumer behaviour, preferences, and purchasing patterns, allowing for tailored marketing messages that resonate with individual customers. This level of personalisation enhances customer satisfaction and loyalty. For e.g. Spotify utilises AI to analyse user listening habits, creating personalised playlists like "Discover Weekly" and "Wrapped." This approach has significantly enhanced user engagement and loyalty.⁹

02

Predictive analytics for proactive marketing: Predictive analytics, powered by AI, allows marketers to anticipate future customer behaviours and trends. By leveraging historical data, AI models can forecast outcomes such as customer churn, product demand, and campaign performance. This foresight enables proactive decision-making and more effective marketing strategies. For e.g. Yum Brands, the parent company of Taco Bell and KFC, employs AI to analyse customer data, enabling the delivery of personalised marketing messages. This strategy has led to increased purchases and reduced customer churn¹⁰.



03

Generative AI for content creation: Generative AI tools are transforming content creation by producing high-quality text, images, and videos. Marketers can use these tools to generate engaging content quickly and cost-effectively, maintaining brand consistency across various channels. This innovation accelerates campaign development and enhances creative capabilities, with recent platforms bringing hugely impressive content compared to early versions. Example: Duolingo leveraged generative AI to double its language course offerings, adding 148 new courses in under a year. This rapid expansion was made possible by AI's ability to streamline content creation processes¹¹.

04

Voice and conversational AI: The integration of AI into voice assistants and chatbots has improved customer service and engagement. These AI-driven tools provide instant, personalised responses to customer inquiries, enhancing user experience and satisfaction. Additionally, conversational AI can guide customers through the sales funnel, increasing conversion rates. For e.g. OneOff introduced an AI-powered fashion search platform that allows users to find outfits inspired by celebrities. The platform uses conversational AI to provide personalised shopping experiences¹².

05

AI-driven customer journey mapping: AI tools can map and analyse the customer journey in real-time, identifying touchpoints and interactions across various channels. This comprehensive view enables marketers to optimise each stage of the customer journey, improving overall customer experience and increasing conversion rates. For e.g. Google's AI tools help marketers map customer journeys by analysing behavior across multiple touchpoints, enabling more targeted and effective marketing strategies¹³.

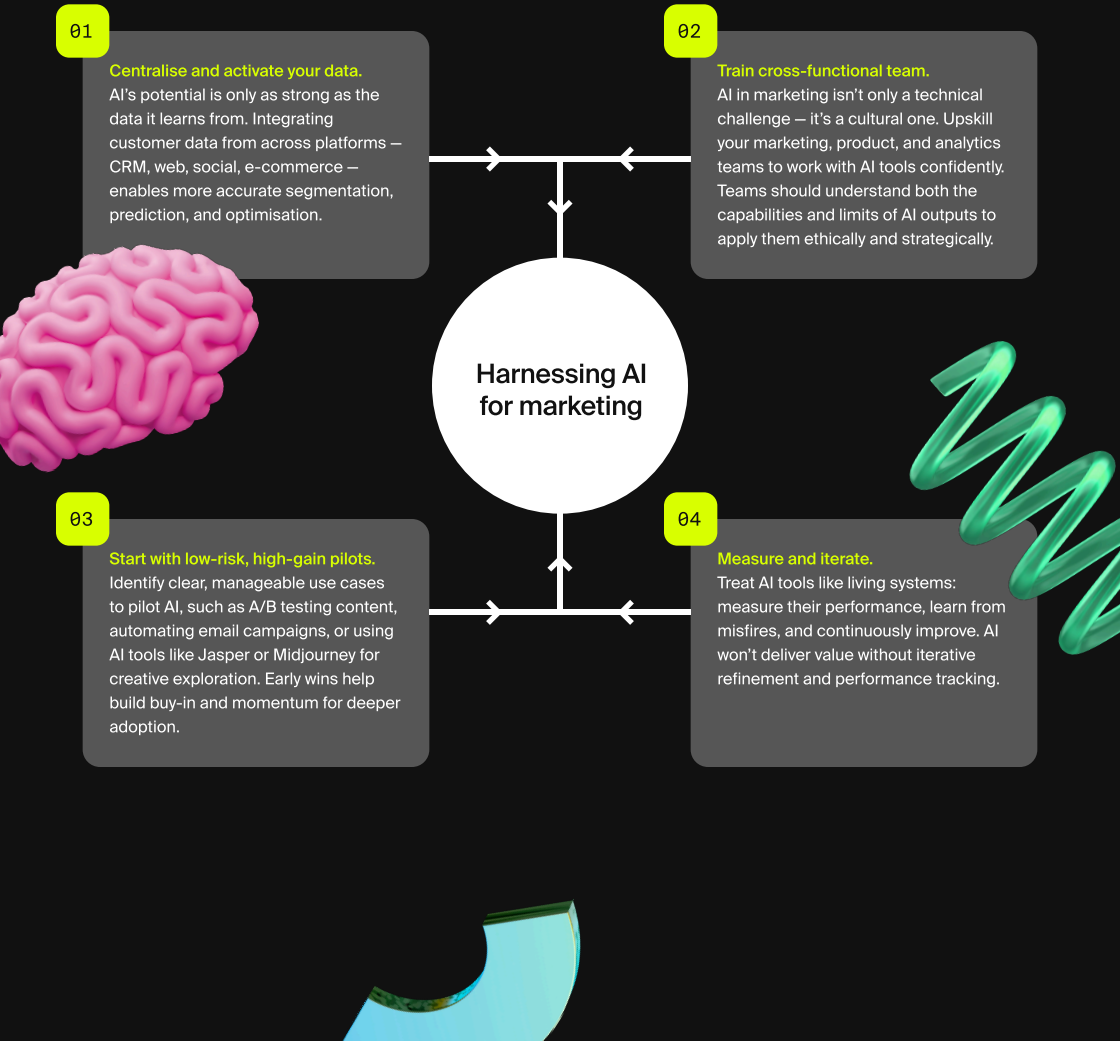



Key steps for successful AI implementation - how to harness and partner with the future of AI

As AI becomes more embedded in marketing and advertising functions, the challenge for many brands is no longer whether to adopt AI - but how to do so effectively. Successful AI implementation hinges on a dual approach: building internal readiness and forming the right external partnerships.

Internal enablement

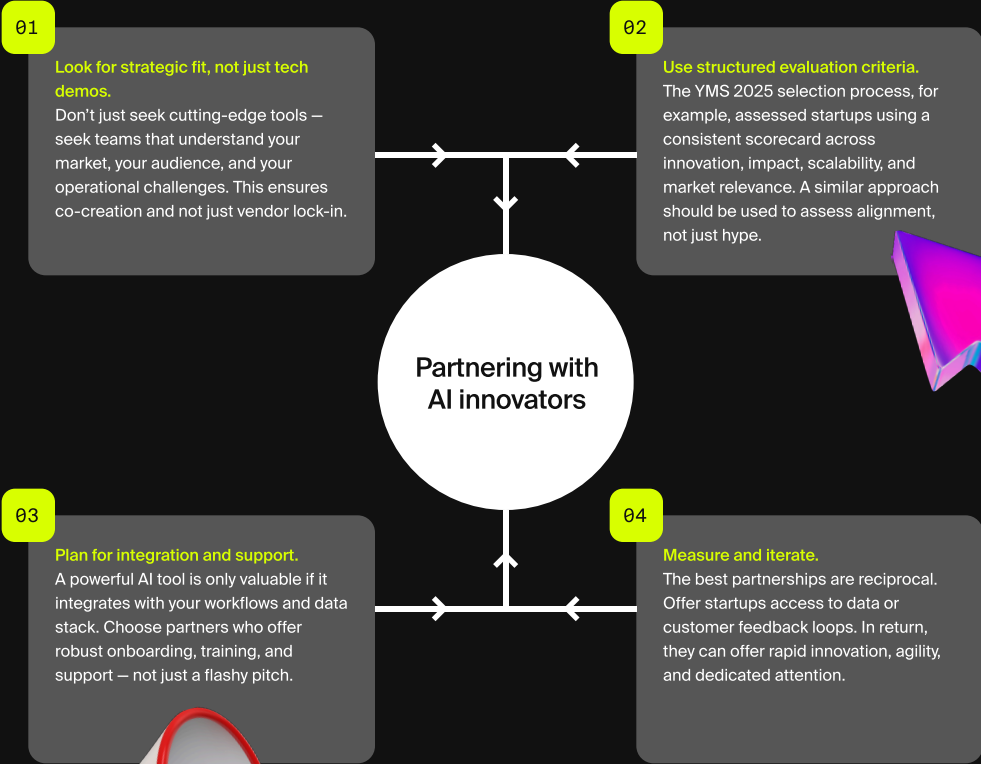
To get the most out of AI, marketing teams must first lay a strong foundation internally. This starts with understanding where AI can deliver the most value – whether in predictive analytics, hyper-personalisation, creative content generation, or media optimisation.





External collaboration

Many of the most effective AI solutions in marketing are being developed by startups and scaleups with deep technical expertise and niche focus. Partnering with these innovators can dramatically accelerate time-to-value.



Building the future of marketing teams with AI talent

As AI reshapes marketing at every level - from strategy to execution - the talent profile of modern marketing teams is evolving fast. To remain competitive, brands must not only adopt the latest technologies but also cultivate the right skills and roles to harness them effectively. Building AI capability within marketing teams is no longer a “nice-to-have” - it’s a critical driver of future growth.

01

The shift: from generalists to hybrid talent. Traditional marketing roles are being redefined. Today's marketers are expected to understand not only creative storytelling and brand strategy but also how to work alongside AI tools and data models. This shift demands a new type of hybrid talent: individuals who are creative yet analytical, and comfortable collaborating with machine intelligence.

Key emerging roles include:

AI content strategist: Skilled in using generative AI tools for writing, editing, and campaign testing.

Marketing data analyst: Focused on interpreting AI-driven insights for segmentation, attribution, and performance.

Prompt engineer: Experts who fine-tune AI inputs to generate quality content, ideas, and recommendations.

AI product owner (marketing): A cross-functional leader coordinating tech and creative teams around AI capabilities.

02

Upskilling: From tool familiarity to strategic AI fluency. To keep pace with AI-driven change, marketers must move beyond passive tool usage and develop a deeper strategic fluency. According to EY (Dec 2024), senior business leaders whose organisation is investing in AI recognise the importance of AI training with 59% planning to increase the time their organisation will spend training employees on the responsible use of AI over the next year¹⁴.

Key emerging roles include:

Internal academies or learning hubs focused on AI literacy.

Cross training between marketing and data teams to embed shared understanding.

Encouraging experimentation with tools like Sora, Jasper, ChatGPT, and others to build familiarity.

03

Embedding AI in culture and process. True AI isn't just about skills - it's about mindset and workflow. High-performing teams treat AI not as a replacement, but as a partner in creativity, insights, and optimisation.

Key emerging roles include:

Building cross-functional pods that combine creating, data, and AI-savvy roles.

Including AI tools in standard campaign workflows (e.g. creative testing, media planning)

Creating a culture of experimentation and iteration where testing AI outputs is encouraged.

The top 20 AI innovations in AdTech & MarTech

Insights

As AI becomes more embedded in marketing and advertising functions, the challenge for many brands is no longer whether to adopt AI - but how to do so effectively. Successful AI implementation hinges on a dual approach: building internal readiness and forming the right external partnerships.



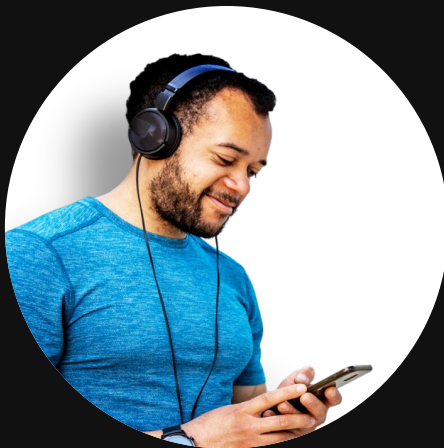
Audiomob

Founded 2020, United Kingdom
CREATIVITY



Meet the innovator

Audiomob is revolutionizing mobile game advertising through its pioneering non-intrusive audio ads. This approach enables continuous gameplay, enhancing user engagement and retention. Leveraging smart technology, Audiomob brings a user-first advertising model that aligns with developer needs for seamless integration and effective monetization, without compromising the gaming experience - their AI technology analyzes over 1,000 data points per ad request in real time to deliver the most relevant ads for users..



BREAKING DOWN THE STATS



53 EMPLOYEES



RANK #1



\$17.5M FUNDING
(SERIES A)



[AUDIOMOB.COM](https://audiomob.com)

Genera

Founded 2023, France
CREATIVITY



Meet the innovator

Genera integrates AI and digital technologies, focusing on the fashion industry. It pioneers human and clothing digital replication, enhancing design and consumer interaction. By employing AI for realistic try-ons and 3D modeling, Genera aids brands in reducing waste and increasing sustainability. Its software suite evolves fashion and entertainment sectors, emphasizing efficient, diverse content creation for global scalability.



BREAKING DOWN THE STATS



10 EMPLOYEES



RANK #2



\$UNFUNDED



[GENERASPACE.COM](https://generaspace.com)

Jellysmack

Founded 2016, United States

PERSONALISATION

Meet the innovator

Jellysmack leverages AI and data analytics to optimize and distribute video content across social media, boosting creator visibility and engagement. Specializing in multi-platform distribution, it provides creators with tools for audience growth, brand partnerships, and content monetization, aiming to transition talented creators into digital icons.



BREAKING DOWN THE STATS



480 EMPLOYEES



RANK #3



\$29.4M FUNDING
(SERIES C)



[JELLYSMACK.COM](https://www.jellysmack.com)

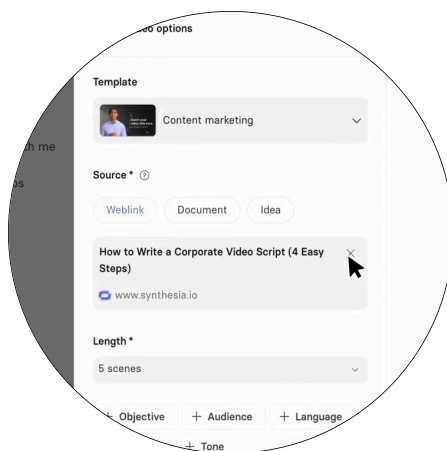
Synthesia

Founded 2017, United Kingdom

CREATIVITY

Meet the innovator

Synthesia leverages advanced AI to offer a scalable solution for creating studio-quality synthetic videos. It supports voiceovers in 130+ languages, seamless integration with multiple platforms, and enables significant time and cost savings in video production. The use of realistic AI avatars and natural language processing broadens access and enhances customization, serving various industries including education and marketing.



BREAKING DOWN THE STATS



61 EMPLOYEES



RANK #4



\$155.6M FUNDING
(SERIES D)



[SYNTHESIA.IO](https://www.synthesia.io)

Kyra

Founded 2017, United Kingdom
INSIGHTS

Meet the innovator

Kyra innovatively combines AI with influencer marketing, offering data-driven campaign optimisation for global brands. Its platform leverages advanced algorithms to match creators with brands, enhancing target audience engagement through precision and tailored content strategies. As a pioneer in tech-driven influencer relations, Kyra stands out for its comprehensive analytics and real-time campaign management capabilities.

BREAKING DOWN THE STATS



87 EMPLOYEES



RANK #5



\$22.3M FUNDING
(SERIES A)



[KYRA.COM](https://kyra.com)

KYRA



Glassbox

Founded 2010, United Kingdom
INSIGHTS

Meet the innovator

Glassbox specializes in digital experience analytics, leveraging AI to capture and analyze every user interaction on websites and mobile apps. Their robust tools assist in optimizing customer journeys by instantly identifying and addressing friction points, enhancing user satisfaction and conversion rates. Noteworthy for its full-spectrum data capture and real-time analytics, Glassbox serves enterprises seeking to boost digital efficacy and compliance across multiple sectors.

BREAKING DOWN THE STATS



290 EMPLOYEES



RANK #6

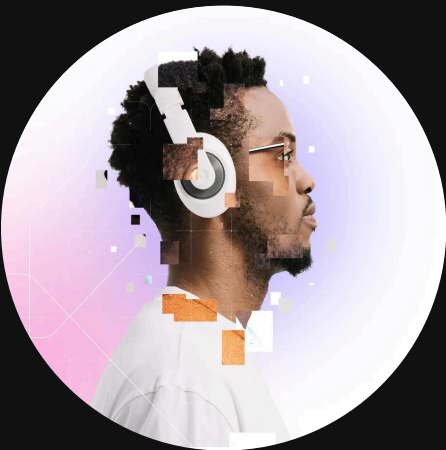


\$171.4M FUNDING
(NOW ACQUIRED)



[GLASSBOX.COM](https://glassbox.com)

GLASSBOX




Alison.ai


Founded 2021, Israel
CREATIVITY


Meet the innovator


Alison.ai leverages AI to streamline video ad production by automatically optimizing and analyzing creatives for improved efficacy. Its platform identifies key performance drivers across ads and offers precise competitive insights, substantially enhancing return on ad spend and decision-making processes. This innovative approach reduces reliance on traditional A/B testing, cutting both time and cost.

BREAKING DOWN THE STATS

 57 EMPLOYEES

 RANK #7

 \$18.4M FUNDING (SEED)

 [ALISON.AI](https://alison.ai)




The Cirql


Founded 2015, Netherlands
INSIGHTS


Meet the innovator


The Cirql, a Meta and TikTok marketing partner, operates a sophisticated influencer marketing platform that leverages AI for optimal influencer-brand pairing. Specialising in performance-driven campaigns, it facilitates robust ROI tracking and automated workflows, enhancing scalability and efficiency in influencer collaborations across diverse sectors. The platform's integration with leading social media channels ensures broad reach and impactful brand engagement.

BREAKING DOWN THE STATS

 10 EMPLOYEES

 RANK #8

 \$1.1M FUNDING (SEED)

 [THECIRQL.COM](https://thecirql.com)



GEEIQ

Founded 2018, United Kingdom

INSIGHTS

Meet the innovator

GEEIQ leverages advanced analytics and insights to guide prominent brands in the gaming and virtual worlds, optimizing their marketing strategies and community engagement. It provides detailed benchmarks and data-driven tactics essential for navigating complex digital landscapes, enhancing both audience reach and sustainable revenue streams. The platform is a pivotal tool for adapting to the rapidly evolving virtual environment, focusing on real results beyond mere digital presence.

BREAKING DOWN THE STATS



48 EMPLOYEES



RANK #9



\$8.2M FUNDING
(SERIES A)



[GEEIQ.COM](https://geeiq.com)

GEEIQ



Quin AI

Founded 2020, United Kingdom

PERSONALISATION

Meet the innovator

Quin AI leverages advanced AI to analyze and influence user behaviour in real-time on digital platforms, focusing intensely on personalization and customer engagement efficiency. Through its predictive technologies, Quin AI enhances the effectiveness of websites and applications by facilitating immediate and intelligent interactions tailored to each user's preferences and anticipated actions.

BREAKING DOWN THE STATS



19 EMPLOYEES



RANK #10

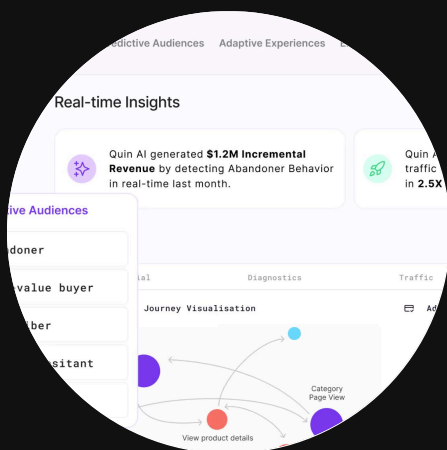


\$2.7M FUNDING
(SEED)



[QUINENGINE.COM](https://quinengine.com)

quin



Rock Paper Reality

Founded 2017, United States

PERSONALISATION



Meet the innovator

Rock Paper Reality (RPR) is an immersive technology agency specializing in augmented reality (AR), virtual reality (VR), mixed reality (MR), and artificial intelligence (AI). They work with global brands to develop cutting-edge experiences that combine creative storytelling with emerging technologies. RPR integrates AI into their projects to enhance personalization and interactivity, making digital experiences more engaging and dynamic. By leveraging AI, RPR helps brands create immersive and data-driven customer interactions.



BREAKING DOWN THE STATS



22 EMPLOYEES



RANK #11



\$UNFUNDED



[ROCKPAPERREALITY.COM](https://rockpaperreality.com)

Ryff

Founded 2018, United States

PERSONALISATION



Meet the innovator

Ryff leverages AI to innovate product placement in digital content, allowing seamless, context-aware integration of brands into videos. Its platform analyzes scenes and narratives for optimal insertion, ensuring brand relevance and viewer engagement without traditional advertising disruptiveness. Ryff's technology appeals notably to advertisers aiming for non-intrusive yet effective marketing in multimedia environments.



BREAKING DOWN THE STATS



73 EMPLOYEES



RANK #12



\$27.8M FUNDING
(SEED)



[RYFF.COM](https://ryff.com)

RudderStack

Founded 2019, United States

PERSONALISATION



Meet the innovator

RudderStack optimizes data integration and real-time personalization for businesses. Positioned as a robust tool for data teams, it focuses on unifying and activating customer data seamlessly across platforms. Known for its warehouse-native approach, RudderStack enables direct leveraging of existing data infrastructure to enhance operational efficiencies and marketing personalization, without extensive third-party tools or data replication costs.

BREAKING DOWN THE STATS



160 EMPLOYEES



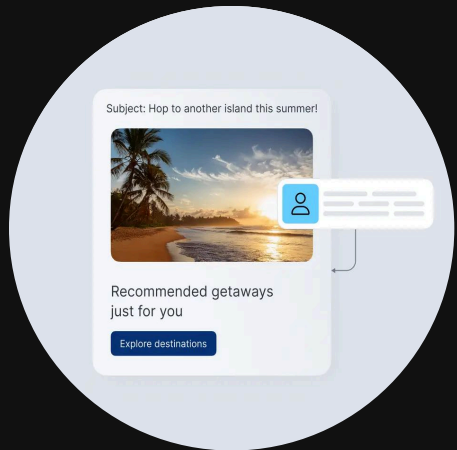
RANK #13



\$82M FUNDING
(SERIES B)



[RUDDERSTACK.
COM](https://rudderstack.com)



AdCreative.ai

Founded 2021, France

CREATIVITY



Meet the innovator

AdCreative.ai is an AI-driven platform enhancing digital advertising by automating ad creation and providing actionable insights, tailored for optimizing campaigns. Specializing in real-time analytics and efficient, high-conversion ad designs, its tools also include AI for dynamic photo shoots and competitor analysis, simplifying comprehensive advertising strategies.

BREAKING DOWN THE STATS



330 EMPLOYEES



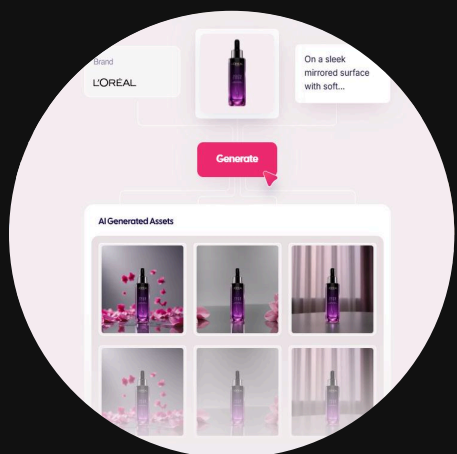
RANK #14



\$UNDISCLOSED



[ADCREATIVE.AI](https://adcreative.ai)



Vidmob

Founded 2014, United States

CREATIVITY



Meet the innovator

VidMob is distinct within the creative data sector for its AI-driven analysis, enhancing brand consistency across various media. By offering proprietary AI tools that integrate with the broader digital ad ecosystem, VidMob optimizes creative and media performance, thereby reducing waste and enhancing efficacy. Their technology not only provides critical insights but also facilitates effective application of these learnings. This approach aims at transforming marketing dynamics through detailed analysis of creative attributes linked to performance metrics.

BREAKING DOWN THE STATS



210 EMPLOYEES



RANK #15



\$204.9M FUNDING
(SERIES D)



VIDMOB.COM



Sampltech

Founded 2020, United Kingdom

INSIGHTS



Meet the innovator

Sampl leverages advanced digital targeting to optimize product sampling, focusing on driving sales through carefully crafted marketing campaigns. It utilizes real-time analytics to gauge consumer response and improve engagement, ensuring samples reach the most interested demographics effectively. By integrating seamlessly with existing CRM and marketing systems, Sampl provides a comprehensive solution for efficient, targeted marketing strategies.

BREAKING DOWN THE STATS



35 EMPLOYEES



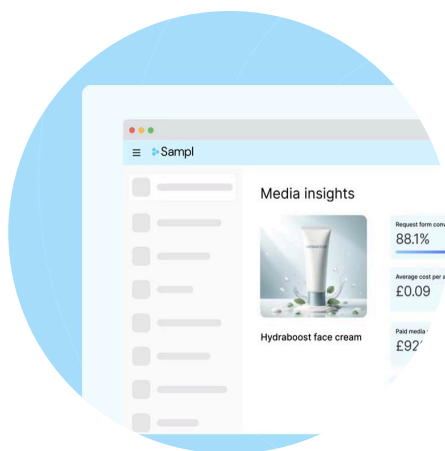
RANK #16



\$UNFUNDED



SAMPLTECH.COM



Hypefy

Founded 2021, Croatia
INSIGHTS

Meet the innovator

Hypefy is your plug-and-play engine for influencer campaigns. It finds the right creators, drafts briefs, handles outreach, manages approvals, and even sorts payments—automatically. Powered by AI, it turns what used to be weeks of manual work into a streamlined process you can launch in minutes. Whether you're scaling fast or running lean, Hypefy keeps your campaigns moving without missing a beat.

BREAKING DOWN THE STATS



23 EMPLOYEES



RANK #17



\$1.8M FUNDING
(SEED)



[HYPEFY.AI](https://hypefy.ai)

Hypefy



Four/Four

Founded 2017, United Kingdom
INSIGHTS

Meet the innovator

Four/Four optimizes B2B interactions using AI to analyze real-time customer conversation data, seamlessly integrating with CRMs and providing actionable insights. Aimed at improving opportunity discovery and customer relations, its offerings include predictive analytics, customized AI model training, and secure architecture for data integrity.

BREAKING DOWN THE STATS



5 EMPLOYEES



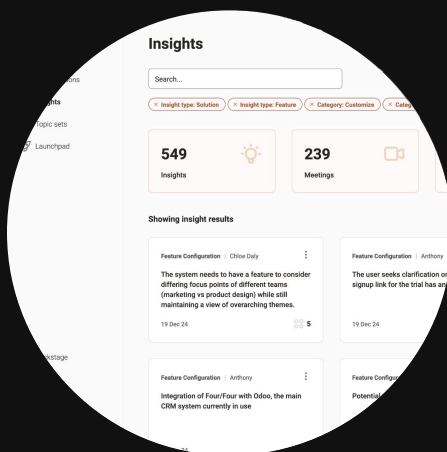
RANK #18



\$409K FUNDING
(SEED)



[FOURFOUR.AI](https://fourfour.ai)



Programmai

Founded 2017, United Kingdom
INSIGHTS



Meet the innovator

P.ai leverages machine learning to optimize e-commerce marketing strategies using first-party data. Positioned at the forefront of adtech innovations, it generates predictive audiences to enhance targeting and campaign effectiveness, thereby focusing on sustainability in a cookie-less advertising future.

BREAKING DOWN THE STATS

50 EMPLOYEES

RANK #19

\$1M FUNDING (SEED)

[PROGRAMMAI.COM](https://www.programmai.com)



Storyly

Founded 2019, United States
PERSONALISATION



Meet the innovator

Storyly leverages interactive full-screen content to enhance user engagement in mobile apps and websites, focusing on interactivity, personalization, and shoppable media. Using an intuitive AI-powered platform, it enables dynamic user experiences conducive to increased engagement and actionable analytics, appealing to a broad range of global brands.

BREAKING DOWN THE STATS

47 EMPLOYEES

RANK #20

\$UNFUNDED

[STORYLY.IO](https://www.storyly.io)



Pion!



[WEAREPION.COM](https://wearepion.com)

Get in touch with the Pion team today
to discuss your Gen Z marketing goals
and find the solution fit for your brand.



co:cubed



YMS