



## The Challenge

The Cost of disconnected fragmented interfaces and manual workflows expose teams to high-risk budget entries and strategic misalignment.

In the MENA region, where Google and Meta alone account for approximately 70% of all digital ad spend, managing these platforms in silos creates immense operational vulnerability.

## The Solution: ProgIN

ProgIN is an AI-powered platform that turns marketing data into actionable insights by unifying campaign optimization and budget control, delivering financial efficiency and operational control in a convenient UX.

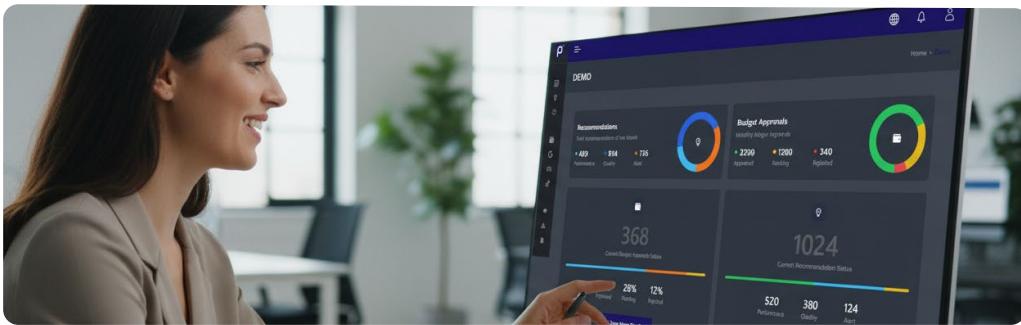
ProgIN delivers a "Day 1" solution by securing and optimizing the channels where the vast majority of your investment resides, replacing platform fatigue with a single, secure platform.

The screenshot shows the ProgIN platform's 'Brands' overview page. The top navigation bar includes a logo, a menu icon, and links for 'Home', 'Demo', and 'Brands'. On the left, a sidebar features icons for various marketing channels: Google Ads (G), Meta (M), DV360 (D), LinkedIn (L), TikTok (T), and YouTube (Y). The main content area is titled 'Brands Overview' and contains a sub-header 'This is the brands page.' Below this are search and filter options: 'Show 10 entries', 'Search Brand' input field, and 'Search Brand ID' input field. A search bar is also present. The main table lists four brands with their respective details:

Brand ID	Brand Name	New Recommendations	Number Of Campaigns
5	NovaCore	0	0
12	BlueOrbit	13	29
19	Vertex Labs	26	58
26	Axiom Digital	39	87

## How ProgIN Helps You

- Centralized Platform:** Unify fragmented advertising ecosystems—including Google Ads, Meta, and DV360—into a single, high-performance interface.
- Actionable Performance Intelligence:** Leverage an always-on AI engine that analyzes real-time campaign data to generate concrete suggestions tailored to your specific KPIs.
- Operational Oversight:** Protect your brand with mandatory manager approval gateways and a one-click Rollback System that reverses errors instantly without pausing your momentum.
- Investment Integrity Guard:** Eliminate the risk of "human error" with proactive blockers that detect budget anomalies—like accidental extra zeros—before they drain your resources.



# progin

## Progin For The Digital Leaders

### For Marketing Agencies

- Multi-Client Management:** Run multiple clients and channels from a single system, keeping structure and control as accounts and spend scale.
- Quality at Scale:** Apply consistent campaign standards and automated checks across teams, clients, and platforms.

### For In-House Marketing Teams

- Centralized Governance:** Bring all channels, budgets, and approvals into one system to maintain clear ownership, visibility, and control across internal teams.
- Cost & Risk Control:** Prevent budget leakage and campaign errors through automated checks and structured validation, turning operational discipline into measurable OpEx savings.

## Early Adoption, Long-Term Value

Progin already delivers the core capabilities teams expect from a modern marketing intelligence platform. Adopting it at this stage allows you to access upcoming capabilities earlier and under more favorable commercial terms—without changing tools, workflows, or operating models.

### Multi-Channel Expansion

TikTok Ads integration and a mobile-first setup for managing campaigns across locations.

### Competitive & Team Intelligence

Automated competitor benchmarking and performance-driven gamification.

### Creative Performance Excellence

AI-supported creative generation and data-backed scoring, paired with advanced media planning.

### Agentic Media Buying

The transition from AI-assisted optimization to autonomous, high-frequency execution.

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