



Rotator™

Powerful AI that changes the digital
marketing landscape.



Rotation Direct®

(512) 580-9043 - rotationdirect.com

What is *Rotator*[™] ?



State-of-the-art A.I.



Market Research Tool



Data Analytics Software



Born out of the campuses at UT Dallas and UT Austin, a team of students wanted to find out if the new advances in Machine Learning and Neural Networks could take the intuition and guesswork out of data analytics in the digital marketing space.

The traditional way of processing data in digital marketing goes like this: Data is exported from Google Ads / Meta Business Manager. That data is observed by humans at marketing agencies or internal departments. Decisions are made to scale or pause adsets based on human observation of that data. The distribution of the advertising budget, although based in data and interpreted by experts, is determined by intuition. This is not the most scientific approach, nor is it optimal. The average adset has over 40 data points that are vital for interpreting performance. If you have only 50 adsets, that's 2,000 data points that you need to keep track of week-by-week. Leaving that task to the human brain is not reasonable. That's why we embarked on the journey to solve this problem.

Here's what *Rotator*[™] does: Data is exported from Google Ads / Meta Business Manager. That data is imported to *Rotator*[™]. From baseline dataset training, the algorithm interprets 47 data points per adset, and determines an index for each one, ranking them from best to worst. It recommends scaling or pausing an adset. It also works on the campaign-level, and ad-level the same way. After 7 days, the process is repeated, and here's where the magic happens... the dataset now being trained. Based on your specific data about how your customers react to your business' ads, the algorithm learns and gets better. It starts to realize when it was right and when it was wrong about recommendations, and it makes corrections accordingly.

After a year in development, September 2019, Version 0.90 was ready for testing in the market. *Rotation Direct* and several other marketing agencies were the initial testing ground for the Beta; we A/B tested the algorithm against our best ad campaign managers, to see if the software could beat us.



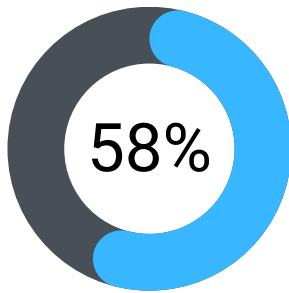
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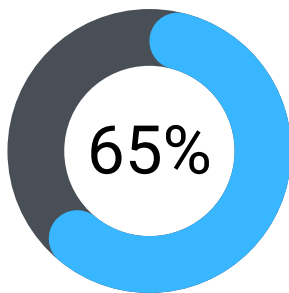
What happened:

After 3 months of the initial 0.90 Beta

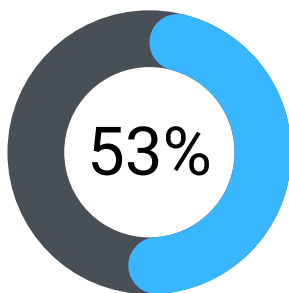
Average Human Performance



ACCURACY IN PREDICTING POSITIVE ROI ADSETS

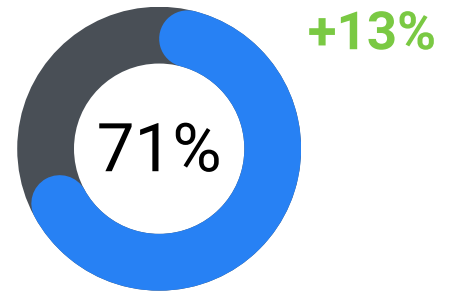


ACCURACY IN PREDICTING HIGHER RETENTION CREATIVES

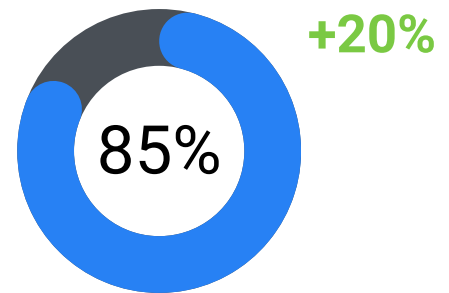


ACCURACY IN PREDICTING HIGHER CONVERTING COPY

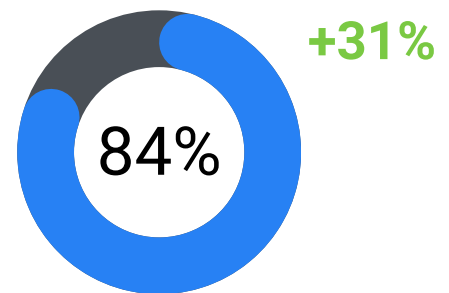
Average Rotator™ Performance



ACCURACY IN PREDICTING POSITIVE ROI ADSETS



ACCURACY IN PREDICTING HIGHER RETENTION CREATIVES



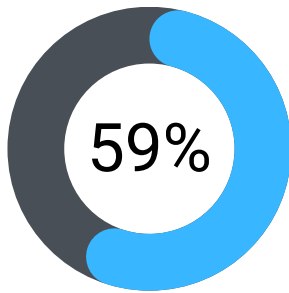
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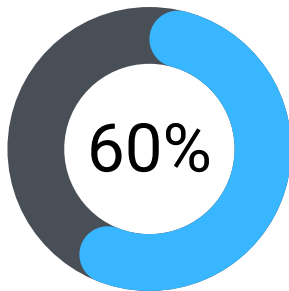
What happened:

After 9 months of running Beta 0.981

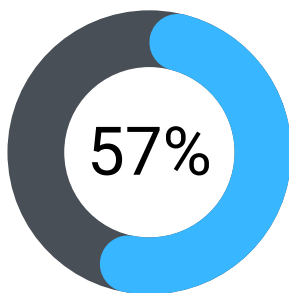
Average Human Performance



ACCURACY IN PREDICTING POSITIVE ROI ADSETS

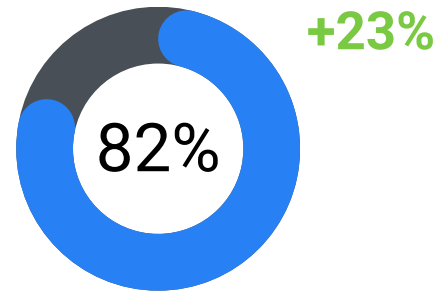


ACCURACY IN PREDICTING HIGHER RETENTION CREATIVES

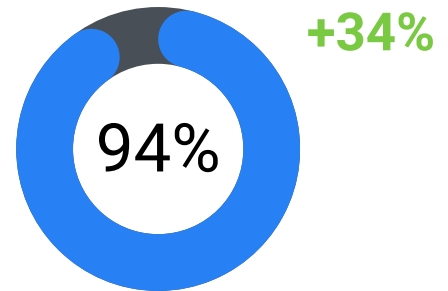


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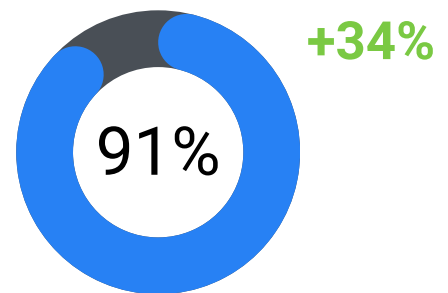
Average Rotator™ Performance



ACCURACY IN PREDICTING POSITIVE ROI ADSETS



ACCURACY IN PREDICTING HIGHER RETENTION CREATIVES



ACCURACY IN PREDICTING HIGHER CONVERTING COPY

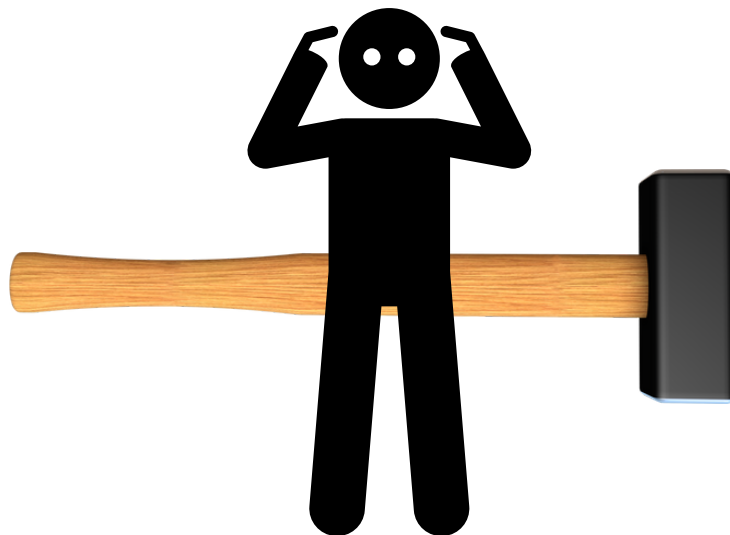


Work Smart.

Which would you choose?



OR



Why *Rotator*™ ?



Version 1.12 is performing better than ever.



It's completely proprietary - If you're using it, you have a strong competitive edge.



In addition to making your advertising dollar go further, it saves you time. Just plug in the numbers.



Let's Get Started.

"Rotation": The act of lifting the nosewheel of an airplane off the runway by pulling back on the yoke, raising the elevator and causing the aircraft to climb into takeoff.

