![SHOTZR™ AI]

SHOTZR AI FOR IMAGE ASSETS

TURN ASSETS INTO ANSWERS WITH SHOTZR'S AI.

Get the **right** imagery for every digital campaign, automatically.

The Challenge

For SaaS platforms, programmatic advertisers, and other similar use cases, human review and assessment of the image assets used in digital campaigns isn't possible at the scale demanded by today's applications.
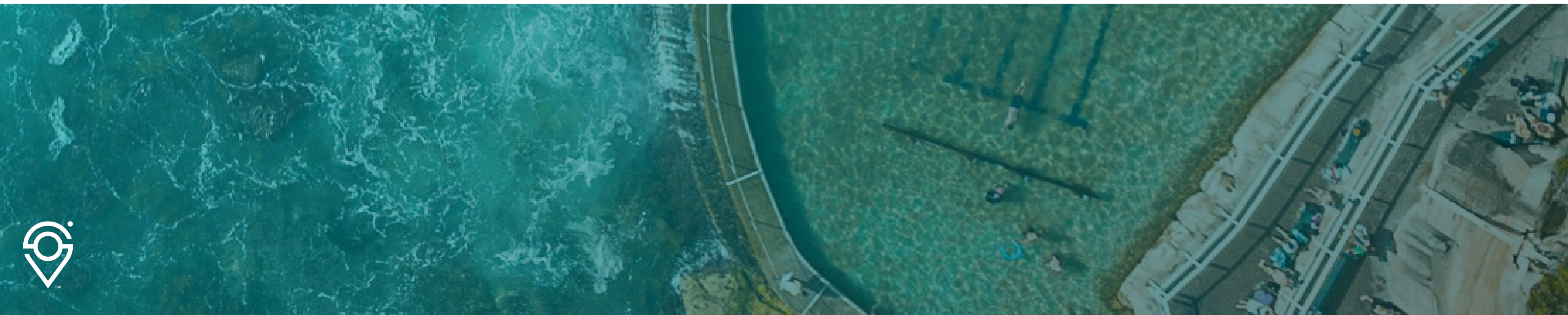
Shotzr's Solution

Our advanced artificial intelligence and machine learning empowers developers, platforms and brands to review, rank, and assess imagery & visual assets, at scale.

Shotzr provides answers to compelling questions about the imagery you use every day in order to optimize and improve digital campaign performance.

The LocationID Model

Apply location data to imagery, at scale.

We apply best-in-class deep learning to the challenge of location data for imagery. This approach dramatically reduces the cost of applying location data to each image. Whether it's identifying which retail location is featured in a social post, or assessing 100M images for location, **LocationID** scales to deliver location labels for images.

The **LocationID** contains both the lat/long location, a physical address, and a landmark label, if applicable.

Image Asset

Is there a location in this image?

Yes

Apply LocationID

Manhattan Bridge
Address: 41 Washington St, Brooklyn, NY, USA
Lat Long: 40.7031629, -73.9895539

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The AdScore Model

Automate image selection for higher-performing ad creative.

Generate contextual ranking data on images in a large set — from 50 to 50 million – and receive **AdScores**. Use our data-driven **AdScores** to automate image selection for higher-performing ad creative.

A convolutional neural network assigns a score based on subjective and objective image quality. **The AdScore** generated will be based on what question you want the model to answer.

AdScore:
TravelFunAd1_NO_-2.00
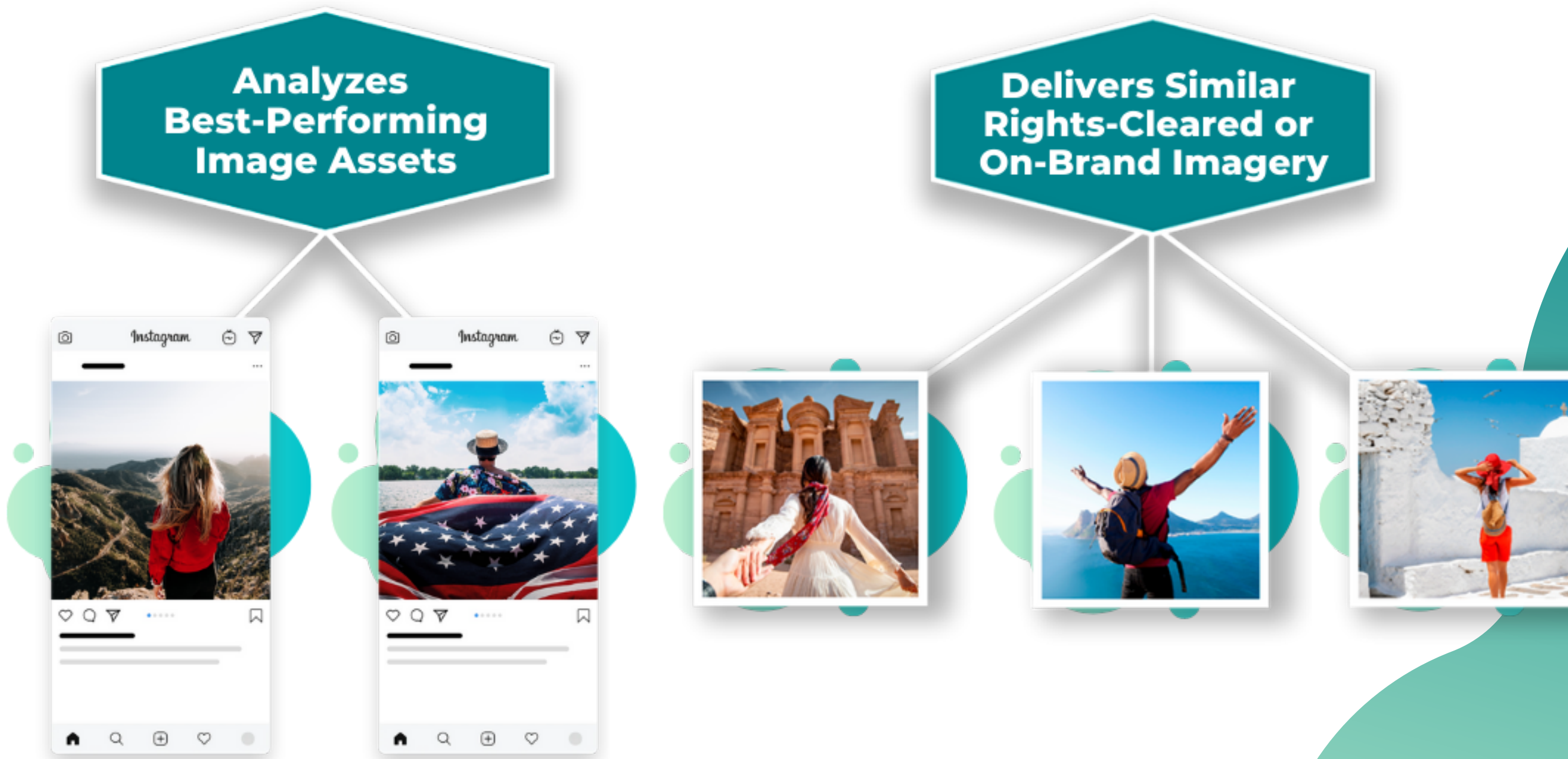

AdScore:
TravelFunAd2_YES_4.00

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Reverse Image Search

Source on-brand imagery, at scale.

Use our **Reverse Image Search** to analyze your best-performing assets and find similar rights-cleared or on-brand imagery to instantly deploy for campaigns.

Analyzes Best-Performing Image Assets

Delivers Similar Rights-Cleared or On-Brand Imagery

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DISCOVER THE POWER OF USING THE **RIGHT** IMAGERY.

Our tools and technology scale with you and provide the data, imagery, or both in order to optimize and improve digital campaign performance.

VISIT SHOTZR.AI NOW.