



# pi\_optimal

Automating Campaign Optimization

Urs Müller  
Co-Founder



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# Automation?

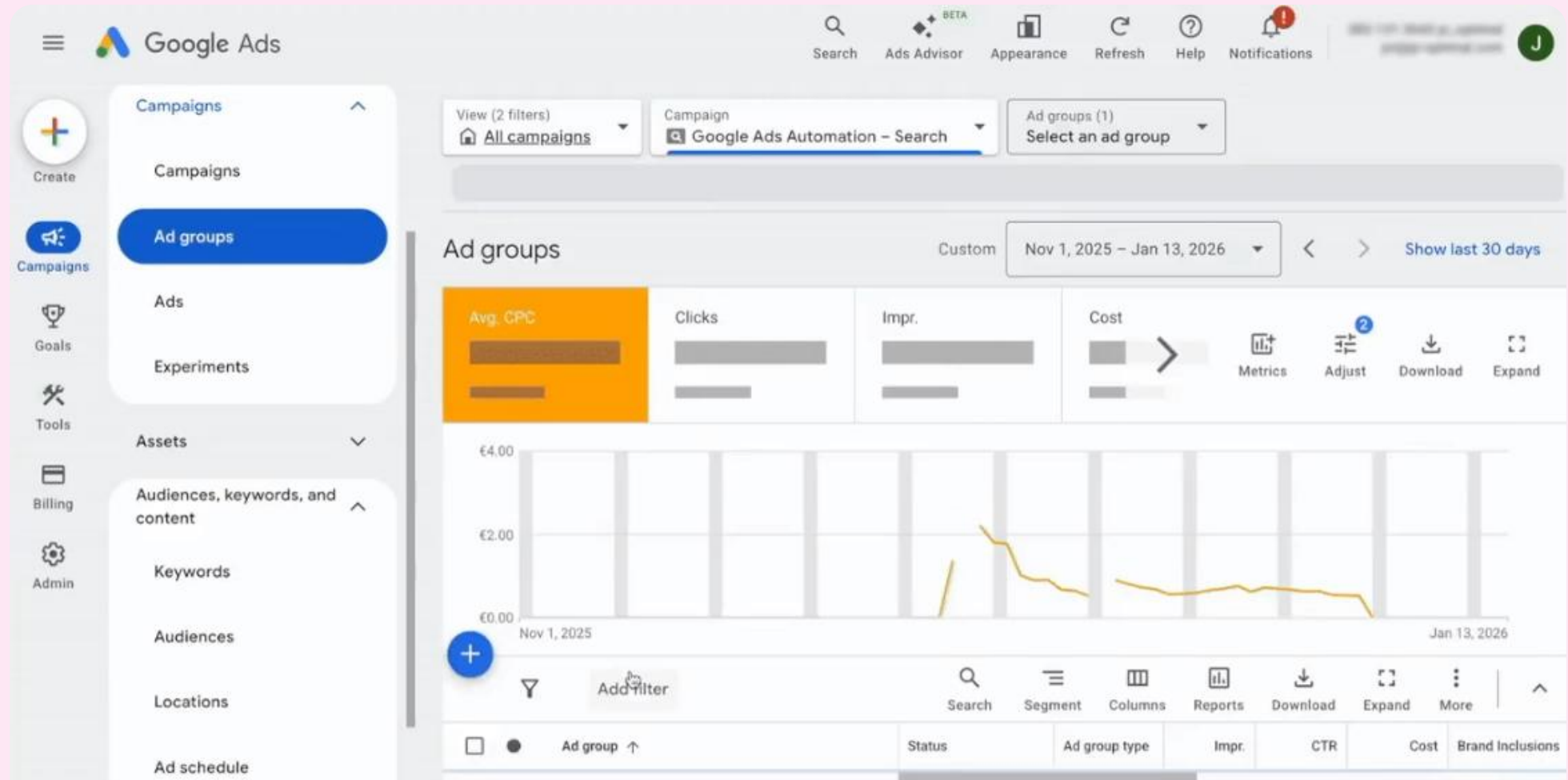
The screenshot shows the Microsoft Excel interface with a spreadsheet titled "SEA\_Kampagnen\_Report". The spreadsheet contains a table with 14 columns and 14 rows of data. The columns represent various marketing metrics, and the rows list different campaigns. The table is titled "KAMPAGNEN PERFORMANCE ÜBERSICHT".

Kampagne	Status	Budget/Tag	Ausgaben	Impressionen	Klicks	CTR	Ø CPC	Conversions	Conv. Rate	CPA	Umsatz	ROAS	Qualitätsfaktor
Brand - Exact Match	Aktiv	€150	€2,134.50	45,230	4,521	10.00%	€0.47	245	5.42%	€8.71	€18,450.00	8.6x	9.2
Brand - Phrase Match	Aktiv	€100	€1,456.80	38,450	2,987	7.77%	€0.49	167	5.59%	€8.72	€11,230.00	7.7x	8.7
Generic - Softwareentwicklung	Aktiv	€200	€3,892.10	125,670	5,234	4.16%	€0.74	198	3.78%	€19.66	€14,280.00	3.7x	7.4
Generic - App Development	Aktiv	€150	€2,456.30	89,340	3,456	3.87%	€0.71	134	3.88%	€18.33	€9,560.00	3.9x	7.1
Generic - Webdesign	Aktiv	€100	€1,678.90	67,890	2,345	3.45%	€0.72	89	3.80%	€18.86	€5,670.00	3.4x	6.8
Remarketing - Website Besucher	Aktiv	€80	€1,567.80	34,560	1,987	5.75%	€0.79	156	7.85%	€10.05	€11,890.00	7.6x	8.1
Remarketing - Warenkorbabbrecher	Pausiert	€50	€456.70	12,340	678	5.49%	€0.67	45	6.64%	€10.15	€3,450.00	7.6x	7.5
DSA - Automatisch	Pausiert	€75	€1,234.60	56,780	2,134	3.76%	€0.58	89	4.17%	€13.87	€6,230.00	5.0x	6.2
Display - Awareness	Pausiert	€60	€987.40	234,560	1,234	0.53%	€0.80	23	1.86%	€42.93	€1,680.00	1.7x	5.4
YouTube - Instream	Aktiv	€50	€654.20	45,670	567	1.24%	€1.15	12	2.12%	€54.52	€890.00	1.4x	5.1
<b>GESAMT</b>		<b>1015</b>	<b>16519.3</b>	<b>750490</b>	<b>25143</b>	<b>3.35%</b>	<b>€0.66</b>	<b>1158</b>	<b>4.61%</b>	<b>€14.27</b>	<b>83330</b>	<b>5.0x</b>	

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# Automation?





# The Challenge



# 26%

**PERFORMANCE MARKETERS' TIME  
SPENT ON MANUAL OPTIMIZATION\***

Google Ads → Excel → Decide → Apply

\*Double Verify Report, 2025



I looked at my 80 campaigns and thought. **I need another person, or I'll be stuck for a week.**  
So I just didn't.

**Alina Rittmeyer**

FliesenMax GmbH & Co. KG  
Sr. Performance Marketing Manager

# Why not automate it?

Limited  
Oversight

Unpredictable  
Decisions

Static  
Logic

# Automation with Full Control

## Reliability

Reliable without AI hallucinations.

## Transparency

Human stays always in the loop.

## Learning

Workflows learn from every execution.



# Automation with Full Control

## Reliability

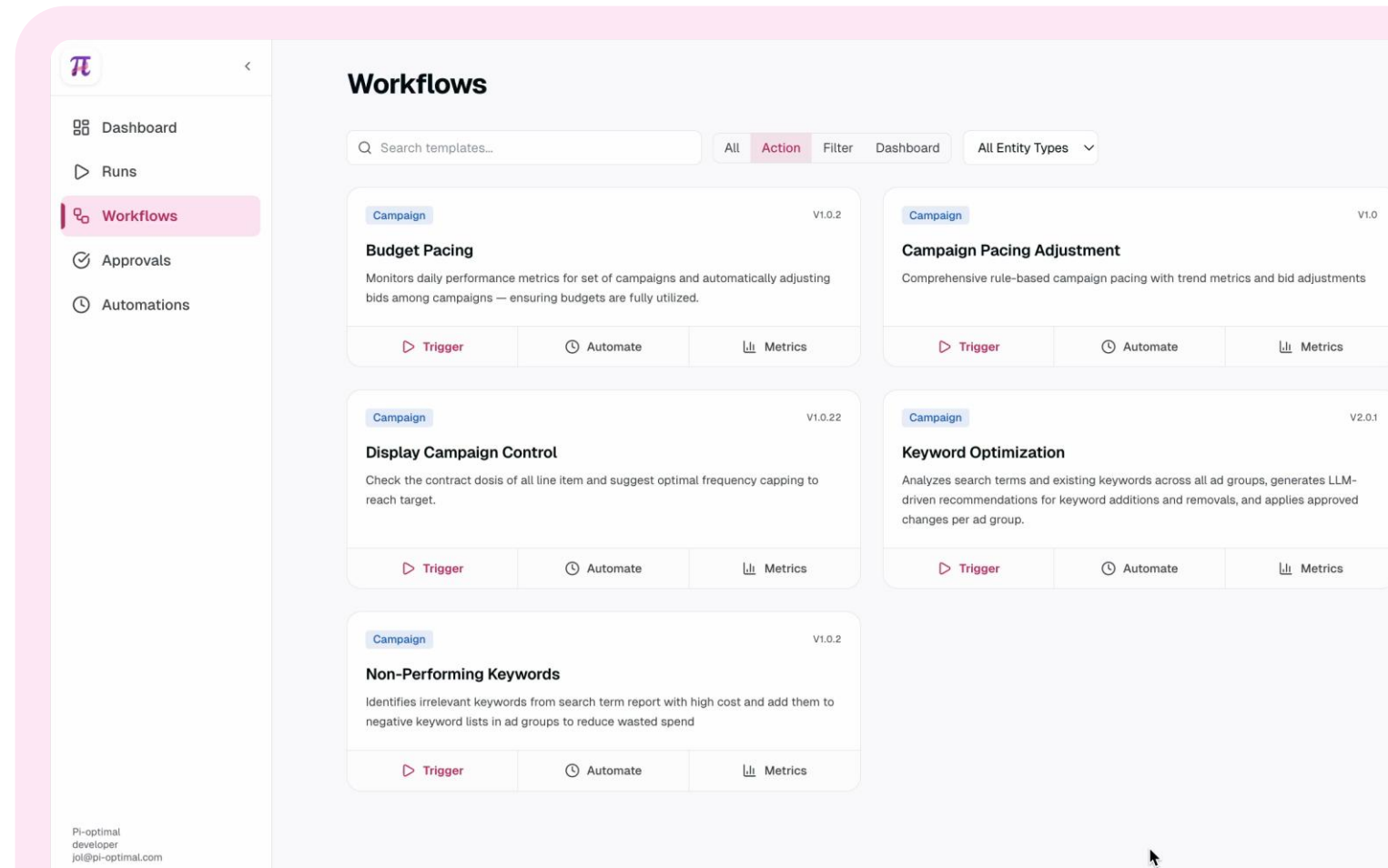
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The screenshot displays the Pi automation interface. On the left is a navigation sidebar with a Pi logo and menu items: Dashboard, Runs (highlighted), Workflows, Approvals, and Automations. The main content area shows a 'Runs' view for a 'Campaign Pacing Adjustment' workflow, which is marked as 'Completed'. It includes details for a single workflow run for campaign 18458849944, started on Mar 9, 2026 at 11:04:07 PM with a duration of 14.5s. Below this, a 'Steps' section shows a progress bar for 38 of 38 completed steps, followed by a list of four 'Tool Call' steps: 1. Get Google Ads account info for customer name; 2. Get campaign targets, dates, and budget from Customer; 3. Get year-to-date campaign performance from campaign start date; 4. Get ad groups to retrieve current MaxCPC bid.



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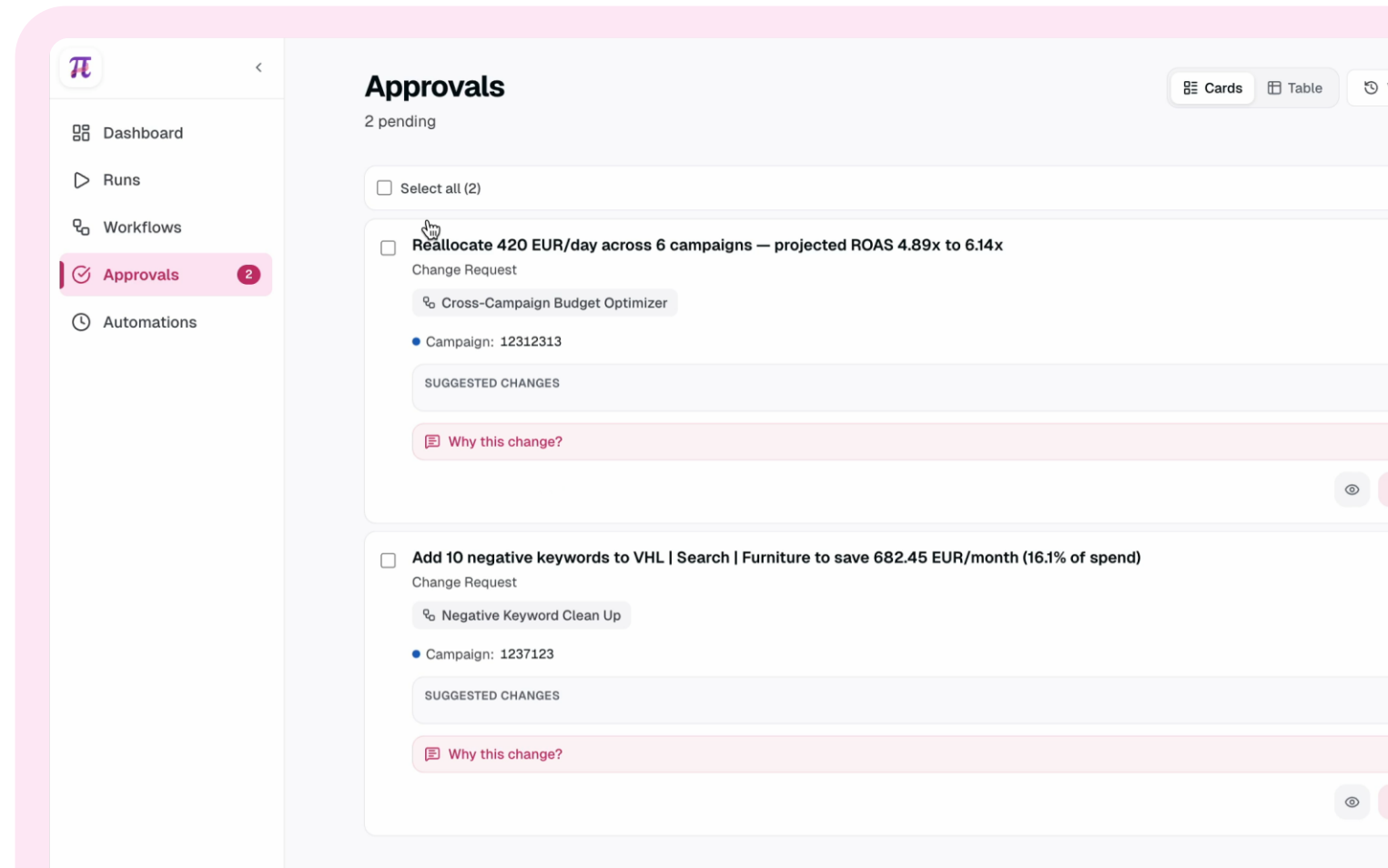
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**NEW WORKFLOW AVAILABLE**

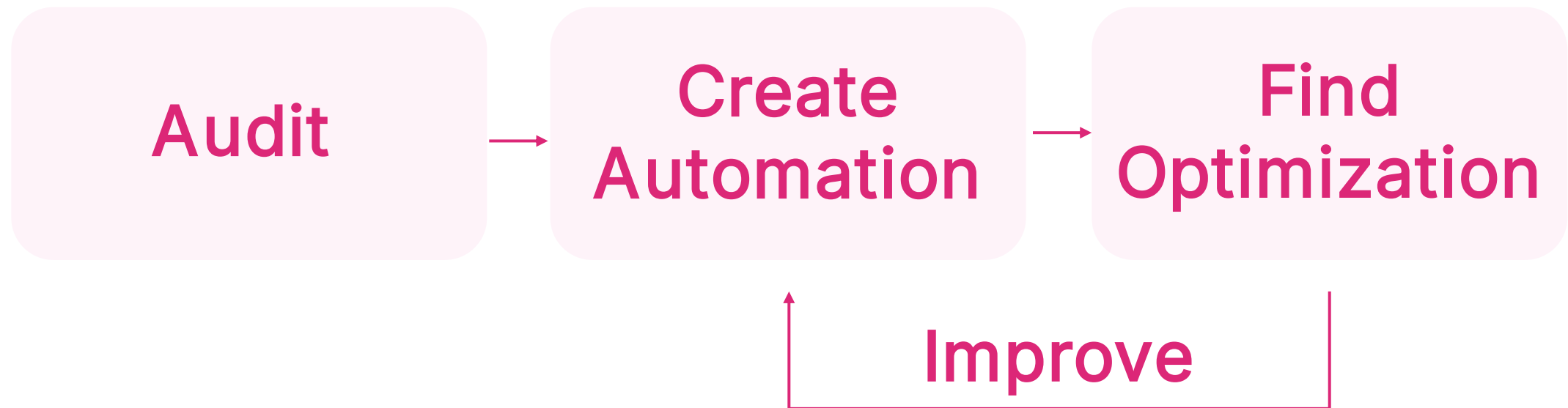
**Campaign** V1.6

### Keyword Max CPC Optimization

Adjusts keyword-level Max CPC bids to improve Top Position share based on CPC Utilization analysis. Only processes keywords with >=30 clicks. Enforces bid caps (EUR 8.00) and floors (EUR 0.50).

[▶ Trigger](#)   [🕒 Automate](#)   [📊 Metrics](#)

# Path to Continuous Optimization



# Optimization Workflows



## Non-Performing Keywords Detection

>5k€ wasted ad budget in first run



## Pacing Optimization

Running 300 campaigns in parallel



## PMax Asset Optimization

Detects weak PMax assets

+10 more workflows ready to use

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# Our Team

## Marketing Operations meets AI-Research



**Jochen  
Luithardt**  
Strategy & Tech



**Mehmet  
Yörüten**  
Product Development



**Urs Müller**  
Business  
Development



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# More Campaigns. Less Effort.

EXPANDING

In-House  
Teams

SCALING

Performance  
Agencies



+100 Operations available

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# Beta Access!

4 Spots Left to  
Save Hours of Managing  
Campaigns



SCAN FOR FURTHER QUESTIONS

