



Great marketing teams teams shouldn't manage manage campaigns

AI should run campaigns.
So that marketers can run marketing.

Trusted by leading marketing teams:



Enpal.



...and more

What marketing leaders are up against

*We have so much data but **turning it into actionable insights quickly enough for marketing teams** remains a challenge.*



James Foster
ex-CMO IKEA
Retail (now at
HUGO BOSS)



*The **complexity of our marketing ecosystem** has increased dramatically as we try to deliver more personalized customer experiences.*



Brady Brewer
CEO Starbucks
International, prev.
CMO



*Previously we could rely on having a heavy weight of media spend. That competitive advantage diminished very quickly with the advent of **more personalized, relevant ways of connecting with customers.***



Ben Fox
CMO UK & Ireland



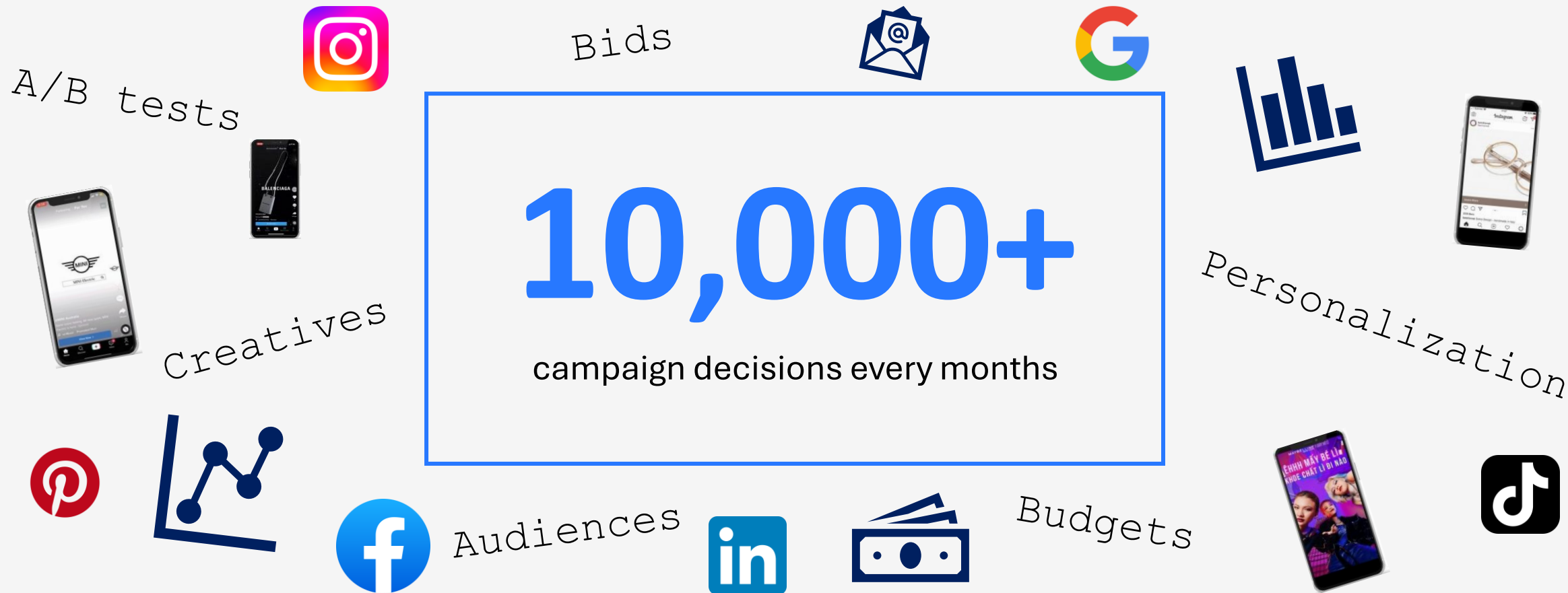
*The complexity of today's marketing ecosystem means brands must **orchestrate data, media and creativity** in completely new ways.*



Asmita Dubey
Chief Digital &
Marketing Officer



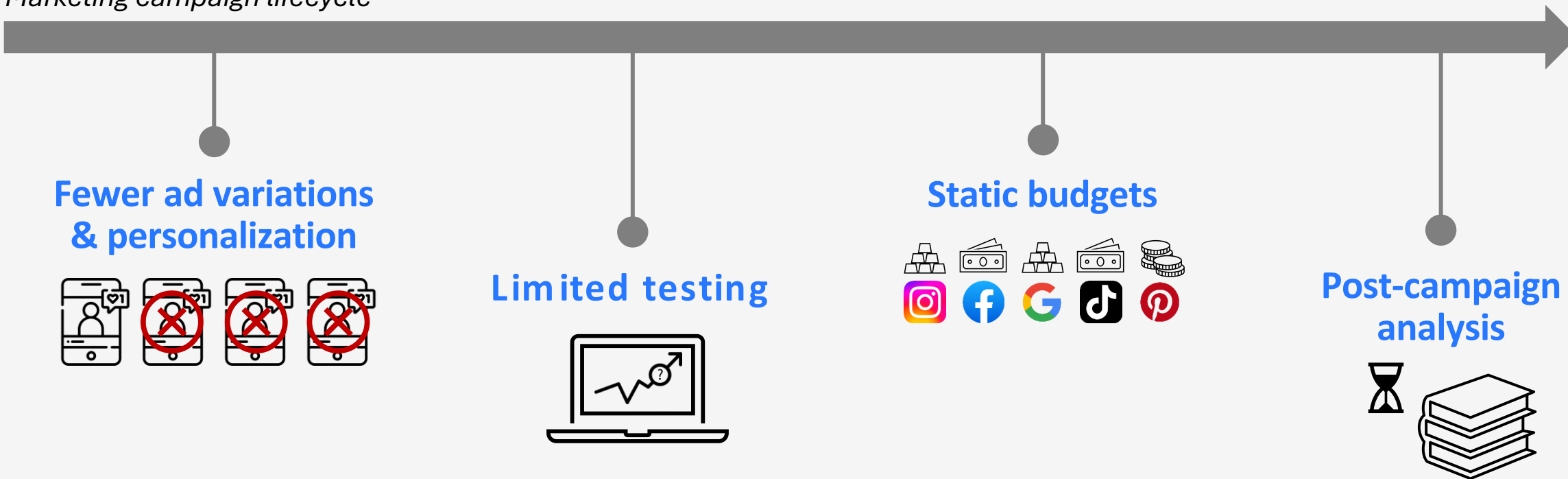
The number of marketing decisions has exploded



No team can optimize this manually

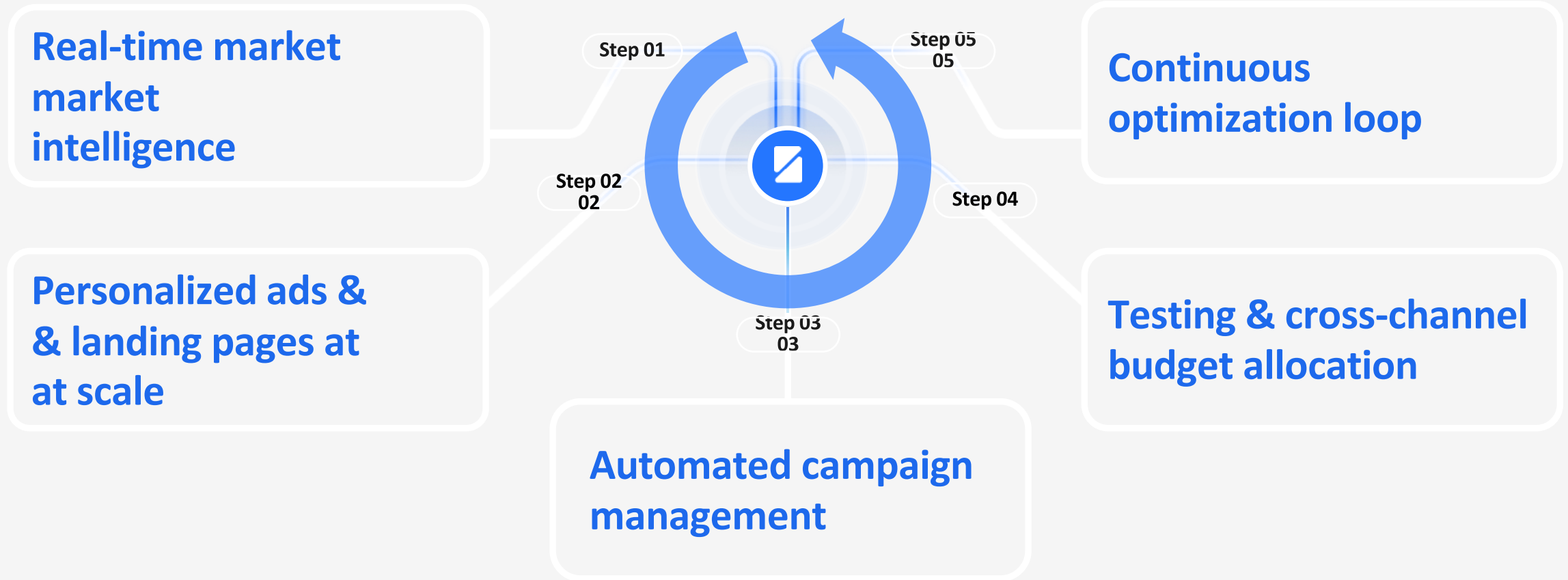
As a result, companies simplify – and waste potential

Marketing campaign lifecycle



Huge optimization potential left unused

Instead, marketing should optimize itself



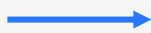
Uplane provides the AI infrastructure that enables this

Marketing team

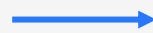


Full funnel AI marketing automation platform

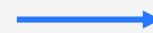
Research



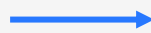
Generate



Manage



Experiment



Optimize



Marketing platforms

MarTech stack:



...

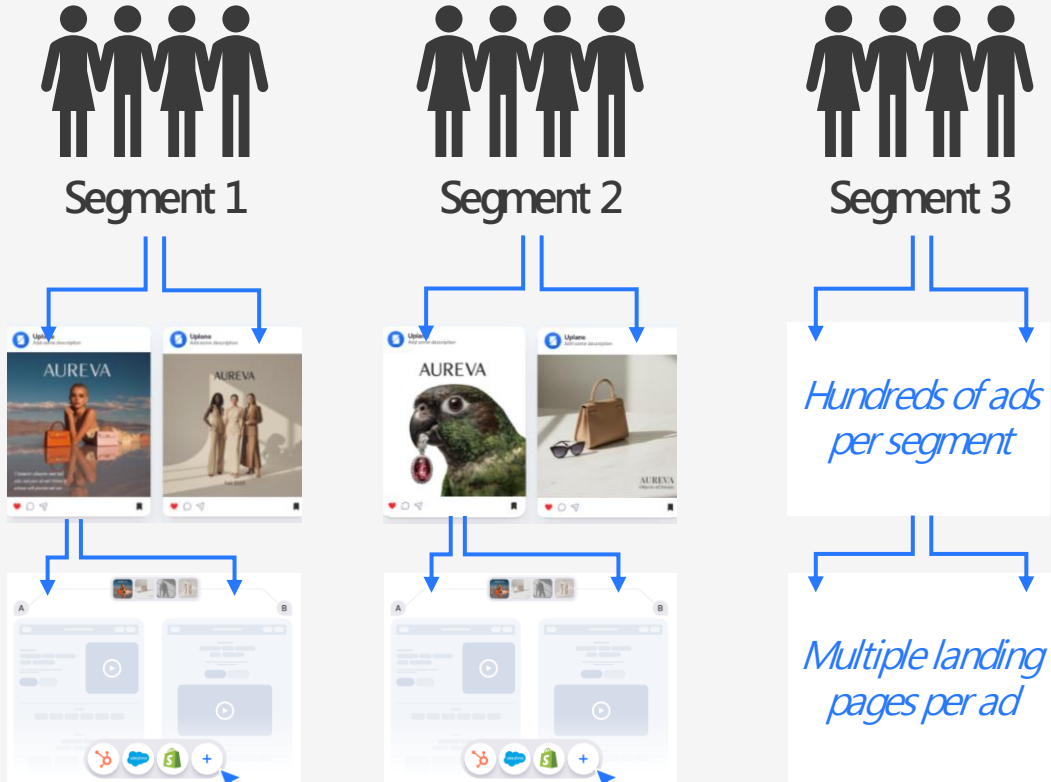
Publishing platforms:



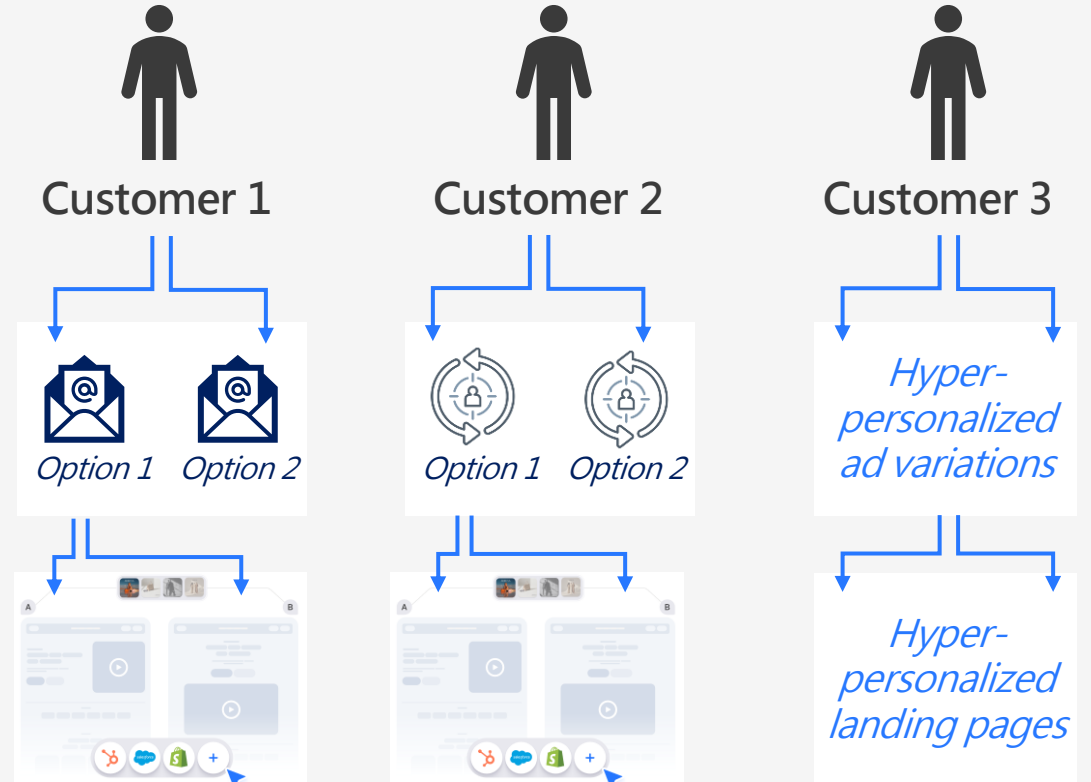
...

Every audience should see a different message message

Among new...



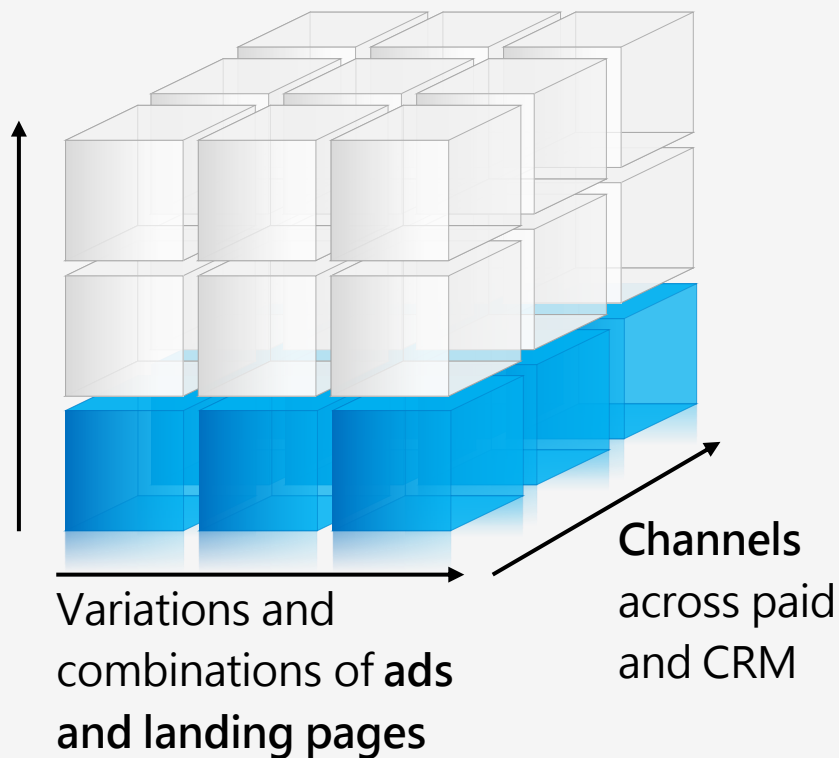
..and existing customers



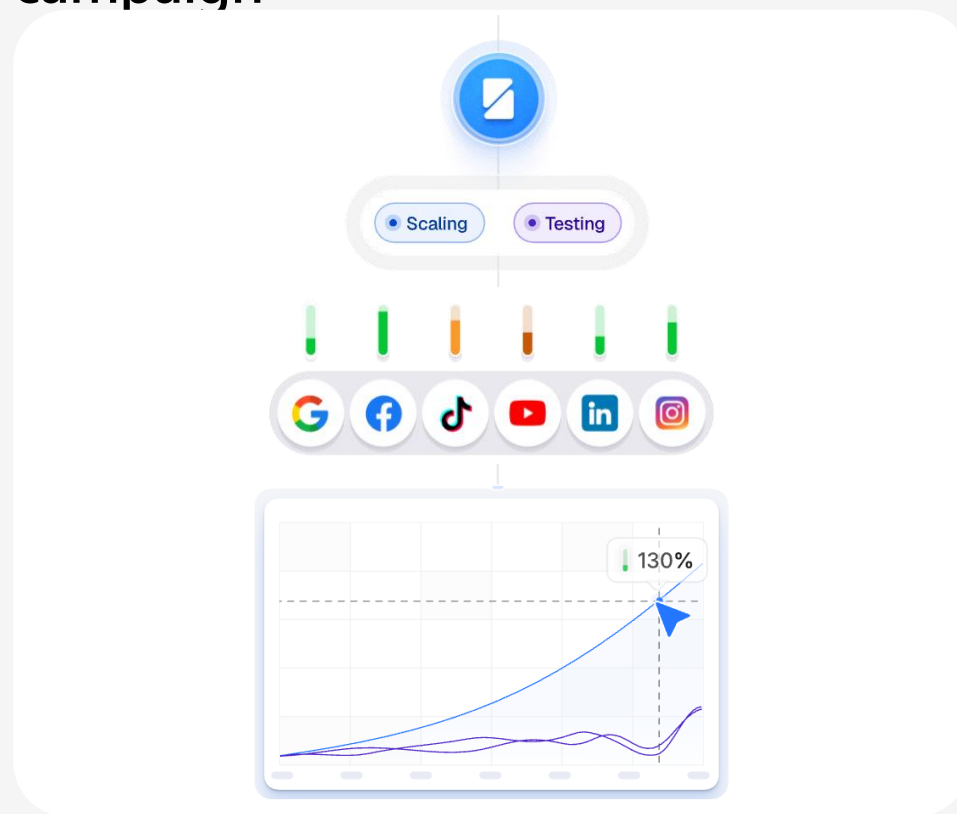
Hundreds of experiments every day, tied to real real business impact

Uplane runs hundreds of experiments...

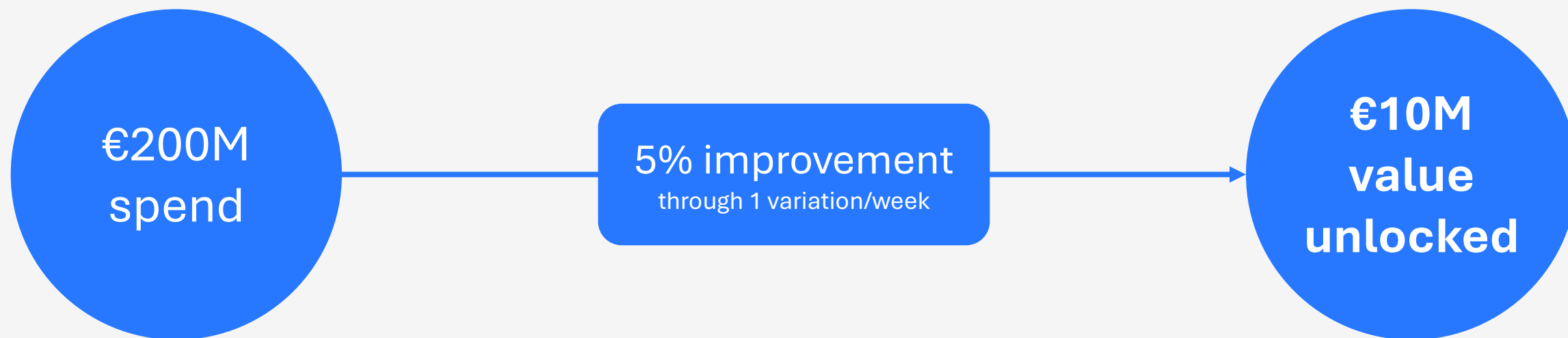
Audiences
incl. different
segmentations,
lookalike
etc.



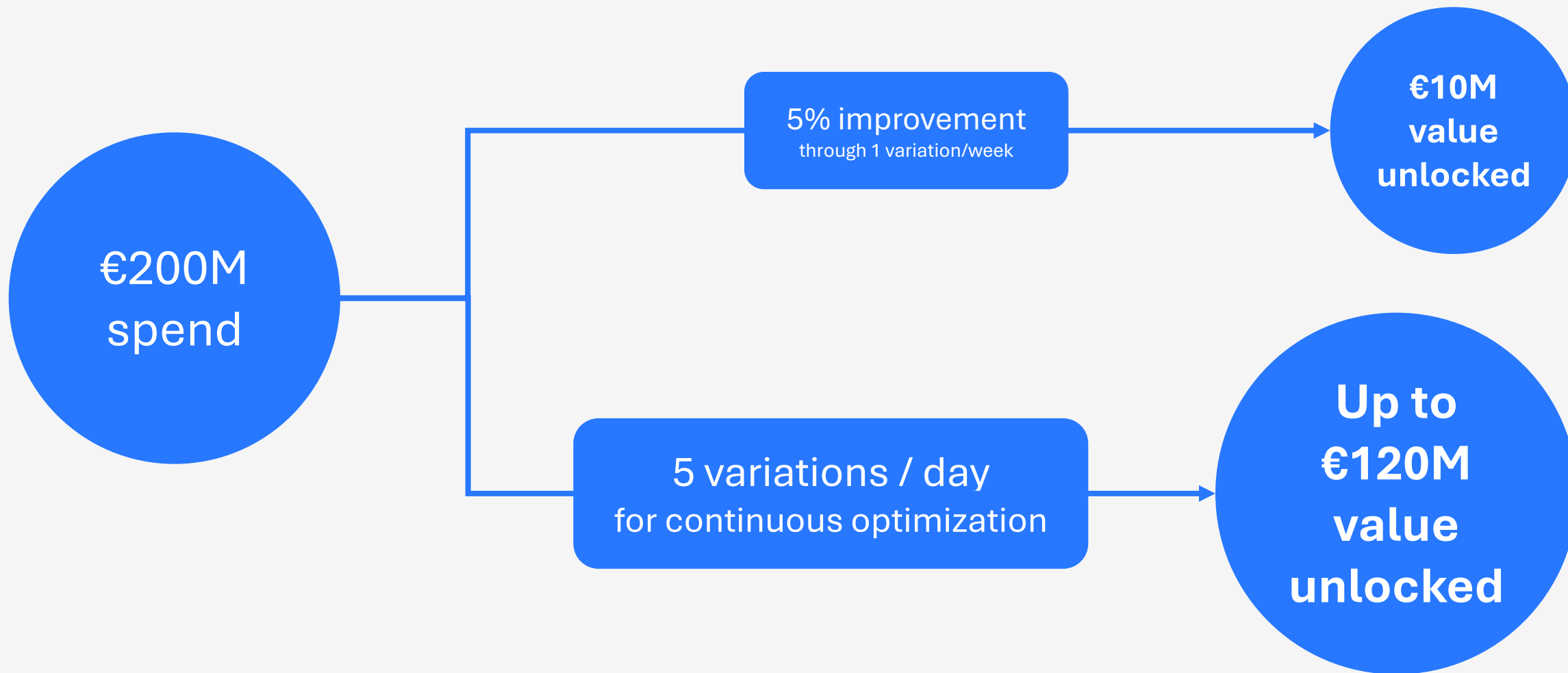
...and automatically improves the campaign



Experimentation unlocks massive value



Experimentation unlocks massive value



Tailormade for enterprise marketing ecosystems



MarTech stack integration

We build **seamless custom integrations** into existing MarTech stacks - no matter which vendor, stack architecture, or data availability



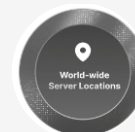
Brand compliance

We are the only solution that **can guarantee 100% brand compliance** - editable, with the right logos and fonts, and suitable for regulated industries

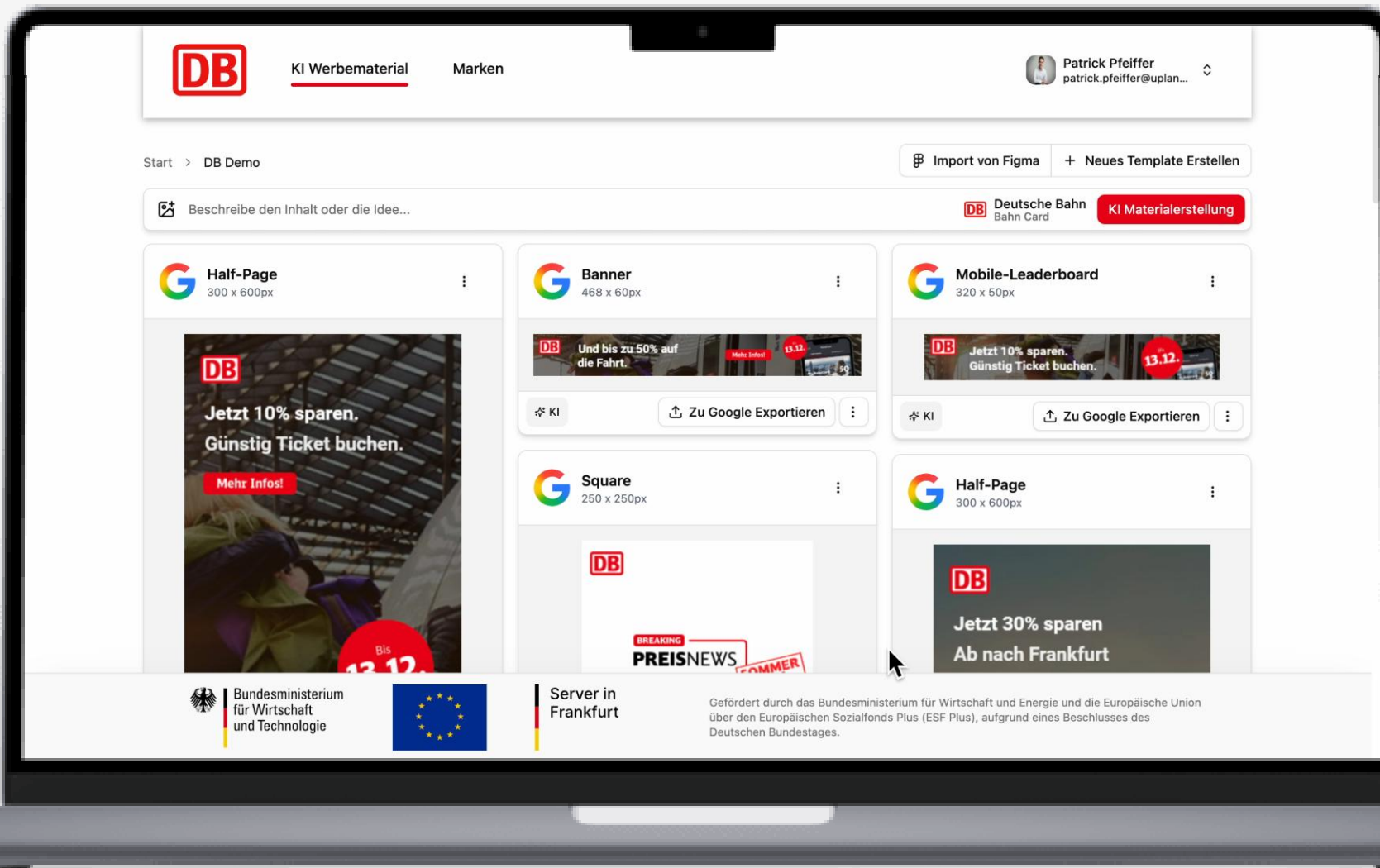


Data security

We take **data privacy seriously** - that's why we store all data according to ISO, GDPR and SOC and don't train models on customer data



Uplane in action



We don't just provide the tool, but also ensure you capture the full value

Phase 1:
AI co-pilot

Uplane is a **team member and works alongside** the marketing team

Phase 2:
Approval

Uplane executes automatically, but **marketing teams review and approve every output**

Phase 3:
Trouble-shooting

Uplane manages day-to-day executions, and marketing teams **only intervene for trouble-shooting**

Phase 4:
Autonomous

Uplane operates as **autonomous, self-optimizing system**, while marketing teams focus on what they do best

Manual effort

Trust

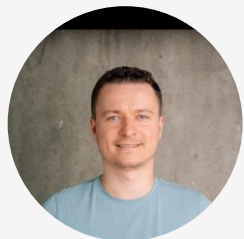
Trusted by leading marketing teams

Leading companies in Germany are already optimizing their marketing with Uplane:



Sven Hasselmann
Chief Marketing Expert


With Uplane, we're moving from manual campaign execution to intelligent, AI-driven automation. That's exactly the shift a company like Deutsche Bahn needs to stay ahead.



Maxim Dick
Chief Growth Officer


At Enpal, we scaled to thousands of employees and billion-dollar revenue. If Uplane with its AI-first approach had existed back then, we would have scaled our marketing 10x faster. What they have built is a game changer.



Max Meier
Chief Executive Officer


We switched from a top-tier New York CPG marketing agency to Uplane, and within 2 months our ROAS improved by 60%. More creatives, better landing pages, faster learnings. It's a different league.



After 3 months, Uplane customers achieve on avg.:¹

+30% ROAS uplift

+80% conversion rates

-70% production spend for perform. marketing

1. Based on customer use cases for performance marketing, vs prior to using Uplane

Let's make your marketing marketing ready for the AI the AI era



uplane
m

Meet me at the Uplane booth:



Patrick Pfeiffer

Head of Enterprise



LinkedIn

uplane

In Europe supported by:

