

Ask any of your portco's:

Do you know why most of your ad creative fails, and only a random handful ever work?

Nope

Does anybody find creative testing easy or efficient?

Nope.

Does anybody remember what they learned from their creative tests 6 months ago?

Nope.

Is creative more important now than ever before?

Yup.

▶ If You Agree, Keep Reading...

There's a wall in between Marketers & Creatives.

Performance Marketers

- Sit in analytics tools and ad platforms.
- *"Why don't the Creatives just make us ad creative that works better?!"*
- We need to make many iterations of our ads and test them all.

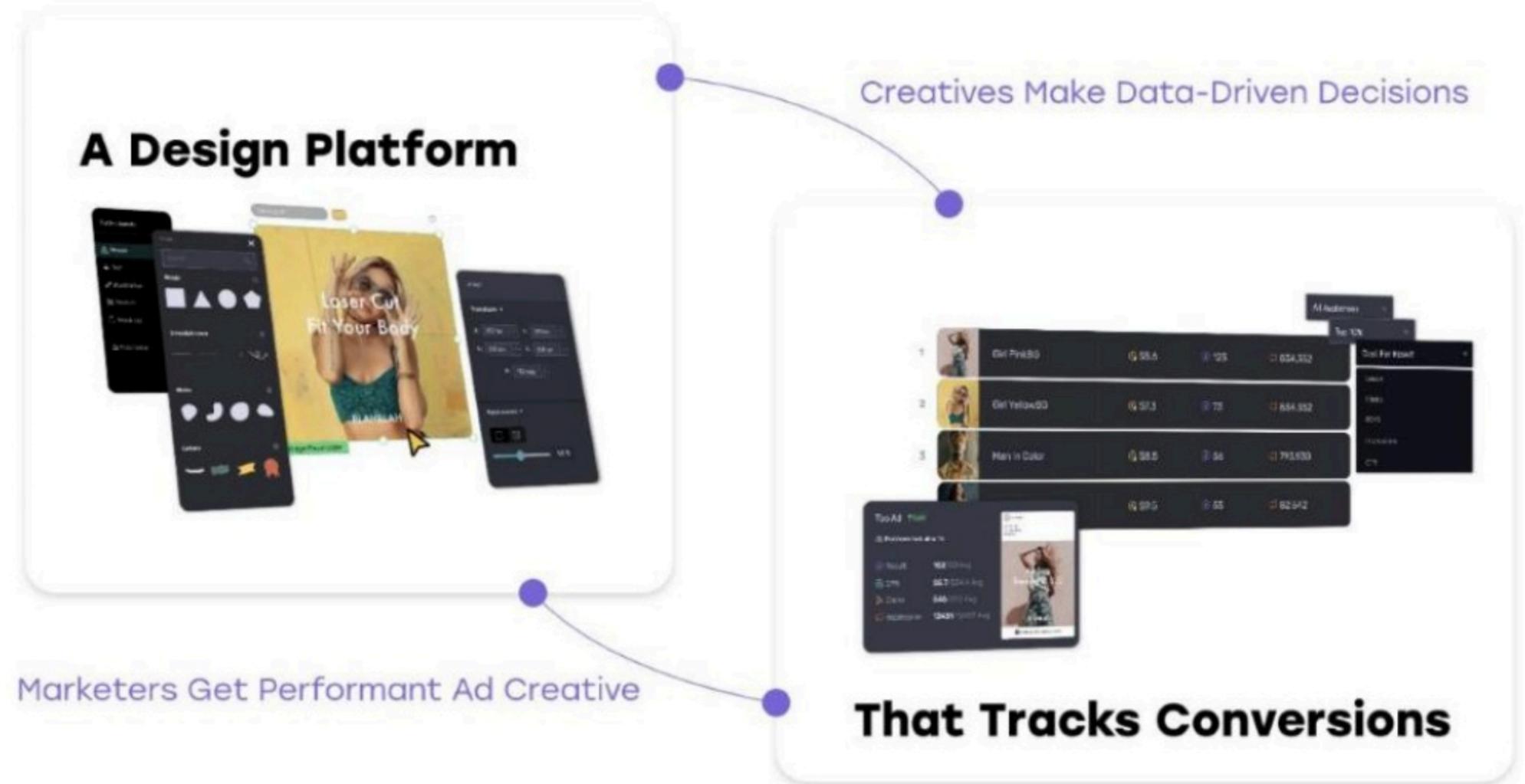
Creatives

- Sit in design platforms.
- *"Why doesn't Marketing understand what they want us to make?!"*
- I'd rather pull out my hair than manually make slight iterations all week.

What Solves The Market?

This is what separates Marpipe from everything else in market.

- Creative Component Data is a connective tissue between Creatives and Marketers.
- The creative workflow becomes **informed by data** from the very start.
- Creative and Marketers can sit in the same platform **for the first time**.
- Brands are now able to **centralize** all of their historical creative insights, and **OWN** their creative data.



Market Sizing

Design Technology Industry



Growing Over **20%** In 2021

Source: [Forrester](#)

Digital Display Ad Spend



Growing Over **7.5%** In 2021

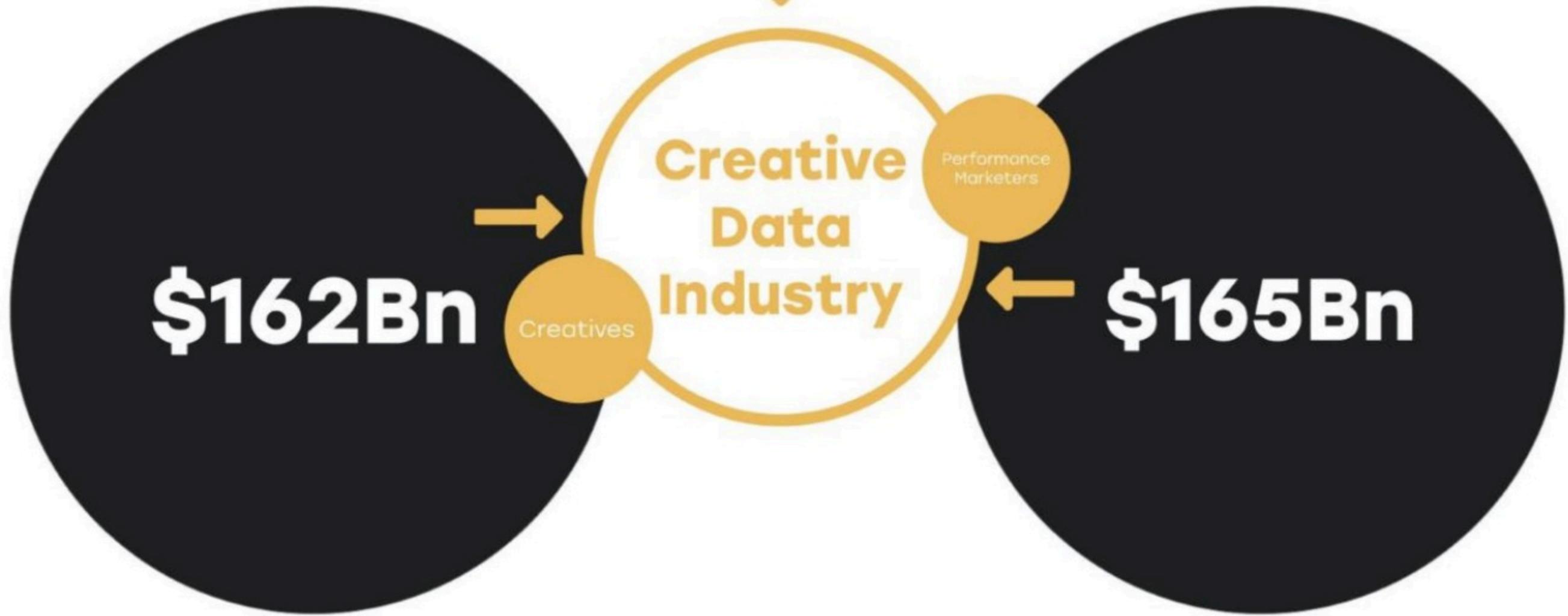
Source: [Warc 2020](#)

These Markets Are Colliding

Internet Privacy Regulations

Design Technology Industry

Digital Display Ad Spend



The Timing Has Never Been Better

Nobody Addresses The Problem (Yet)

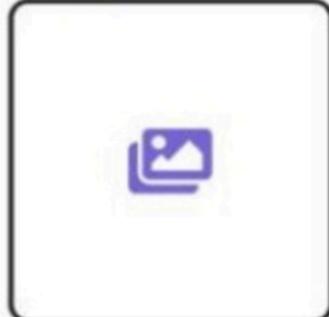
The new demand for Creative Data, accelerated by a regulatory environment, creates a blue ocean opportunity for martech and a mad scramble to fill the vacuum.



Product Roadmap

To win market share faster, we need to serve our customers across their entire media mix, and put that valuable data to work.

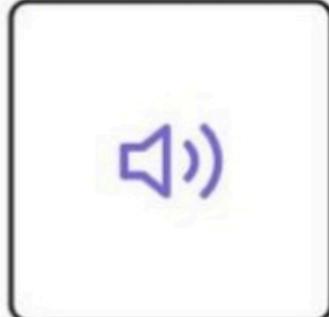
Image Creative



Video Creative



Audio Creative



**The First
API For
Creative**

We've Built The Right Team To Win This New Market.

Leadership



Dan Pantelo

CEO

- Prev ran DTC marketing & creative agency
- Bootstrapped initial product MVP



Jeremy Bloom

CRO

- Prev Head of North America for Adobe Ad Cloud
- Formerly led sales at TubeMogul (IPO)



James Goldman

CTO

- Prev 2x startup CTO w/ 2 exits
- Formerly CTO at Paintzen (acq. \$75m), VP Eng at PPG



Revenue Team



Sam Russo
Chief Ops Officer

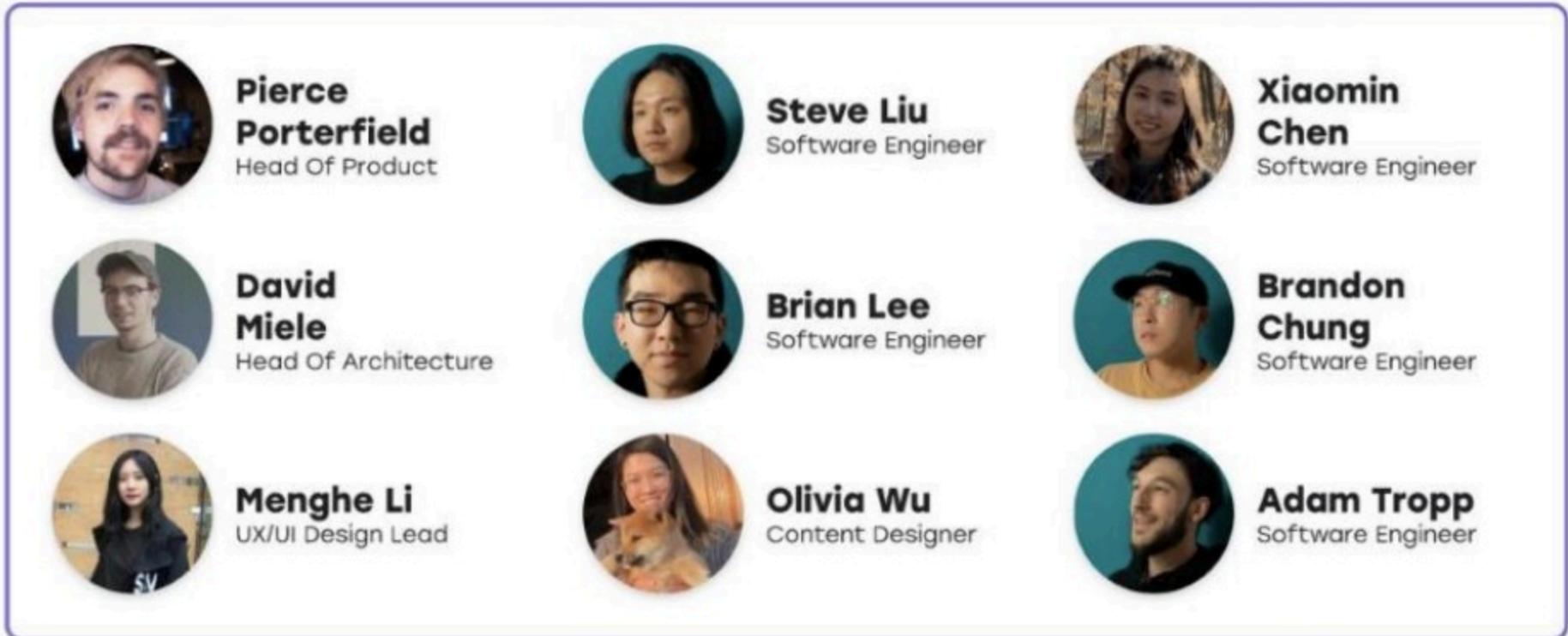


Brian Hamor
Sales Manager



Evan Hurrell
Customer Success Manager

Engineering / Product Team



Pierce Porterfield
Head Of Product



Steve Liu
Software Engineer



Xiaomin Chen
Software Engineer



David Miele
Head Of Architecture



Brian Lee
Software Engineer



Brandon Chung
Software Engineer



Menghe Li
UX/UI Design Lead



Olivia Wu
Content Designer



Adam Tropp
Software Engineer

*Team Has 40% Women And Minority Representation

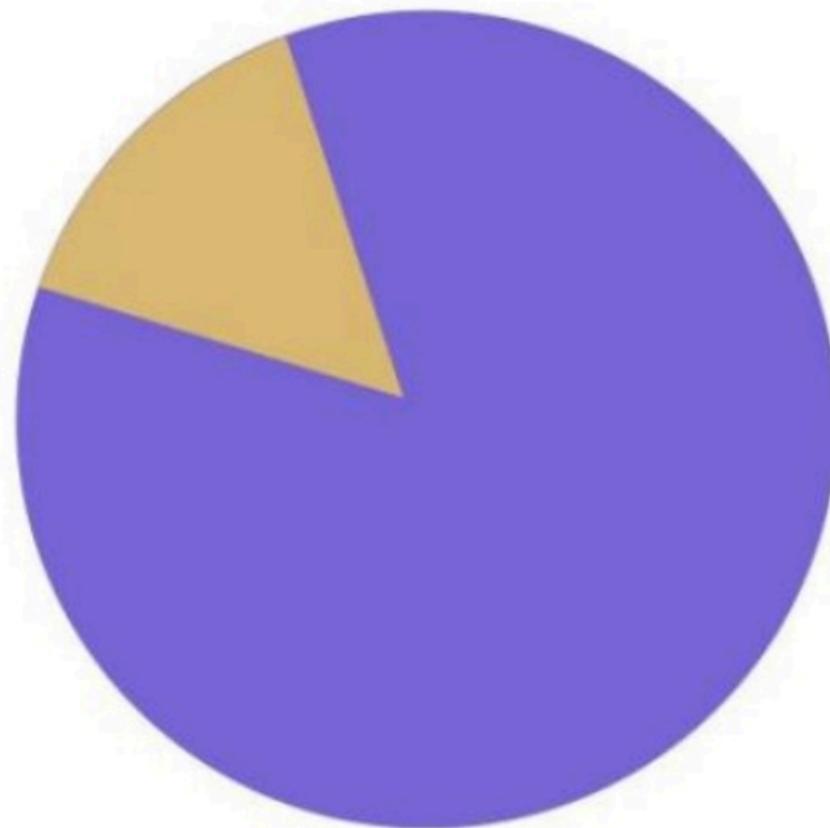
\$8m

Revenue Team

20%

Engineering / Product Team

80%



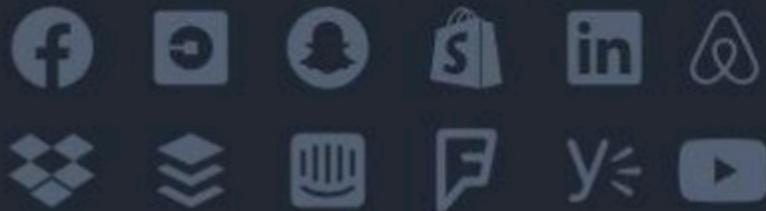
Rapid integration capabilities w/ channels (social, DSPs).



Video & audio engineering team.



Data team to build our data moat.



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