

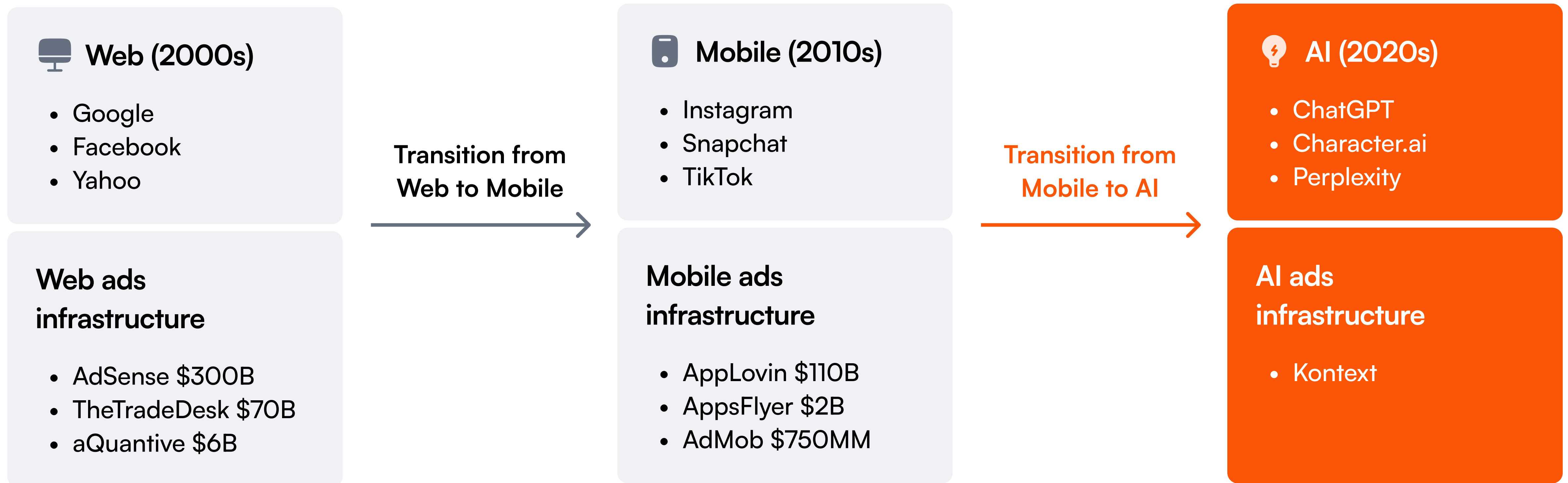
Kontext

HYPER-PERSONALISED ADS FOR THE GENAI ERA



The next platform shift

There's a new category of mass-market consumer products powered by AI



Ads are inevitably coming to GenAI apps

Scaled consumer products with ads



Scaled consumer products without ads



Reed Hastings in 2020: “Netflix will never have ads”

Netflix in 2022: “We’re excited to launch Basic with Ads — Netflix’s lower priced ad-supported plan.”

Due to high marginal costs, GenAI products benefit greatly from ad-based monetization of free users.

Missing piece: GenAI advertising infrastructure

As consumer platforms shift from mobile to AI, Kontext is positioned to become the \$100B+ leader in AI advertising infrastructure.



Intro to Kontext

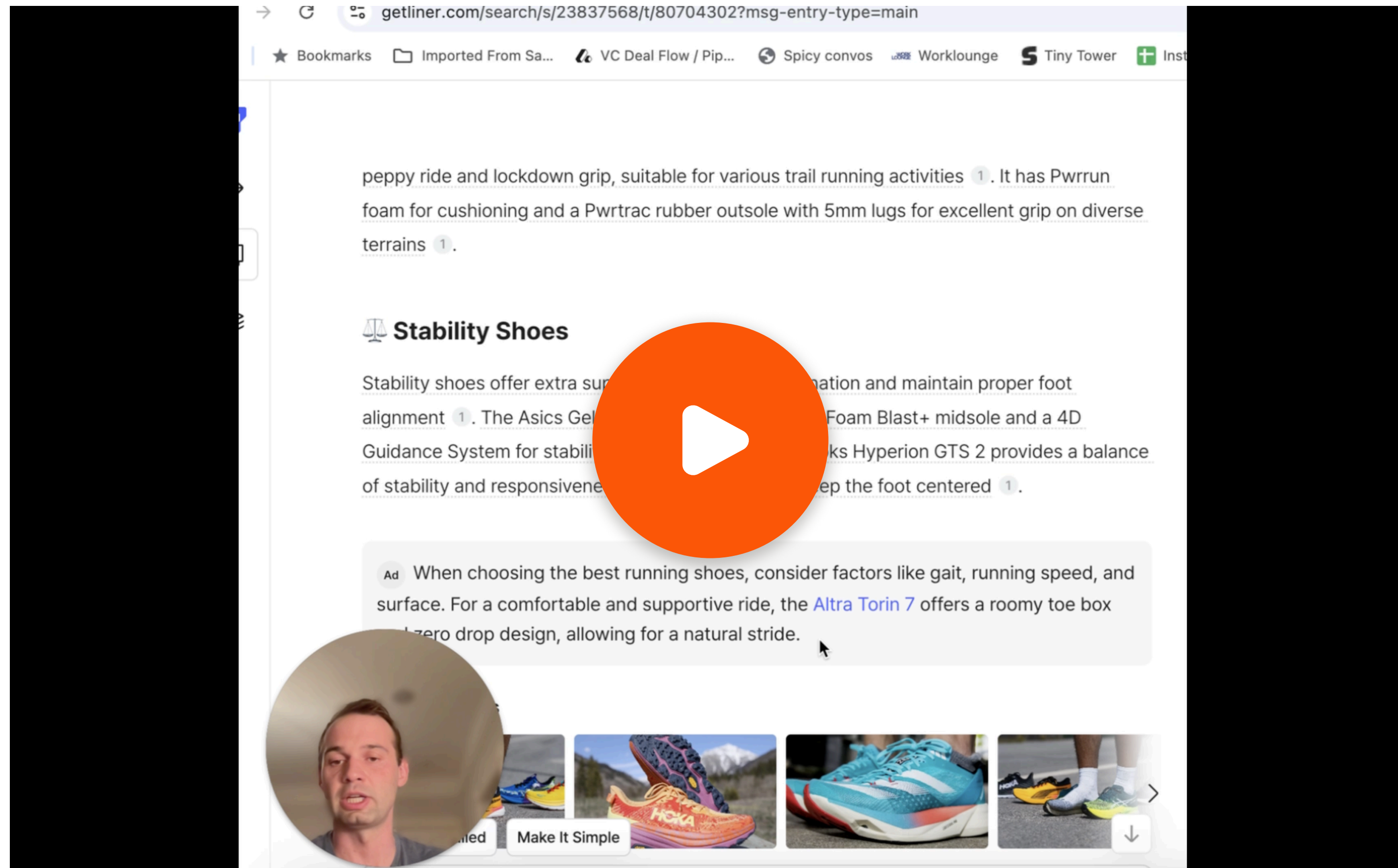
Publishers

Advertisers



Our product: Publishers

We allow websites to deploy ads created in real-time by LLMs, tailored to each individual user



The Kontext impact: publisher revenue

	Users	Subscribers	Conversion	Avg. sub value	Sub. revenue	Revenue per user
Default group	10,101	147	1.46	\$16.25	\$2,389.3	\$0.24
Ad supported group	91,088	1,940	2.13	\$15.72	\$30,502.5	\$0.40

Kontext is able to increase ARPU of a major GenAI consumer app by 66%



Our product: Advertisers

Open web advertising today

COST & TIME TO START ADVERTISING

1-2 months to start advertising
\$10,000 to 1M+ upfront cost

- ✓ Hire an agency to craft image, copy and video creatives
- ✓ Find someone to deploy your ads (e.g. Ad Network)
- ✓ Test all creatives & iterate

Open web advertising with Kontext

COST & TIME TO START ADVERTISING

2 minutes to start advertising
\$0 upfront costs

- ✓ Give us the name of the product, set your targeting criteria, sit back and relax



Advertiser case study: Tiny Tower

We partnered with a leading U.S. game developer focused on casual games, Nimblebit and their game Tiny Tower. With Kontext’s text-only ad format, Tiny Tower ran a CPI - focused pilot, that yielded 1.58% CTR and a CPI below \$2. Kontext’s campaign overperformed concurrent campaigns running on Meta by 24%.

	Facebook campaign	Kontext campaign
CPM	\$7.35	\$2.50
CTR	0.59%	1.58%
CTI	48%	8%
IPM	2.832	1.264
CPI	\$2.59	1.98\$
Kontext upside	-	↑ 24%



FROM THE GAMEPLAY OF TINY TOWER



Examples of Kontext with real customers

DeepAI

Liner

SpicyChat



A “couple” of banners in DeepAI

altcoin

monday CRM

Start for free

Reduce manual work with an AI-powered CRM

monday CRM

Start for free

monday CRM

ne to move is faster.

Start for free

Contacts	Stage
Amanda Smith	Won
Jamal Ayers	Won
Phoenix Levy	Proposal

I don't have real-time data or projections beyond October 2023, including specific altcoin market caps for 2024. Cryptocurrency markets are highly volatile and can change rapidly based on a variety of factors, including technological developments, market sentiment, regulatory changes, and macroeconomic trends.

For the most accurate and up-to-date information on altcoin market caps and trends for 2024, I recommend checking cryptocurrency market tracking websites like CoinMarketCap or CoinGecko, as well as following financial news outlets that cover cryptocurrency.

Copy

Search Web

Summarize

Delete

PLAVA LAGUNA

WELCOME TO

HOTEL PELEGRIN

PLAVA LAGUNA

NEW IN 2025

Opening Special sleva -35%

Novinka v 2025.: Kompletně zrenovovaný hotel u moře – Opening Special sleva -35%.

Plava Laguna

Otevřít >

Chat with AI...

Go

king'sbet

Bonus 500 Kč

Free bet na uvítanou

monday CRM

ne to move is faster.

Start for free

dyson washG

Výkonné, hygie

mytí tvrdých po

Zjistit více

Ad : (0:09)

Ad : (0:09)

Ad : (0:09)

DeepAI with Kontext

Explanation:

- In this regular expression:
 - `\m` and `\M` are used to denote word boundaries, ensuring that only "hello" or "world" as standalone words are matched.
 - The `|` acts as an OR operator.

Choose the method that best suits your needs in terms of case sensitivity and whether you want to match the words as substrings or whole words.

Copy Search Web Summarize Delete

Upgrade your database experience with [Supabase](#) - it's like Firebase but with PostgreSQL's power, letting you go from zero to production-ready in minutes with features like instant API generation and real-time subscriptions built right in.

Sponsored

Chat with AI...


Go

Chat Mode

Choose your Chat Mode

Genius

Online



Message from DeepAI's CEO Kevin



Kevin Baragona <kevin@deepai.org>

Thu, Feb 13, 2:41 AM



to Jan, me, Andrej, Matej, Mariia, Aja, matt ▼

Hey all, I just want to say I am really impressed with some of your contextual targeting. It's amazing to see working.

whats that tv show about a priest whos like a detective

Delete

You're likely thinking of "Father Brown." It's a British mystery drama series based on the short stories by G. K. Chesterton, featuring a Catholic priest who solves crimes in his village.

Copy

Humanize

Summarize

Delete

If you're looking for a similar blend of mystery and detection, you might enjoy the Tex Murphy series, which features a private investigator solving crimes in a futuristic setting. [Tex Murphy: Mean Streets + Martian Memorandum](#) offers a challenging and interactive mystery experience.



Liner with AdSense

best running shoes in winter for men

Selecting the right pair of winter running shoes is imperative for maintaining a consistent running routine in challenging weather conditions. The recommended shoes provide exceptional grip, warmth, and comfort, ensuring that runners can safely and effectively continue their training throughout the winter months ². With thoughtful selection based on individual requirements and preferences, runners can enjoy their outdoor experience even in frigid climates.

Related Images



Sponsored · Explore these suggestions

NewsCenter24

20 Best Golf Shoes for 2025 - Facts, Not Fake Reviews

Based on Price, Features, Ratings & Reviews. Find the Best Golf Shoes & More. The best golf shoes you can...

Follow-ups

What are the key features to look for in [winter running shoes](#)

How do the recommended shoes perform on [icy surfaces](#)

Liner with Kontext

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Related Images



Sponsored altrarunning.com

Dominate winter runs with the [Timp 5 GTX Altra shoes](#), featuring GORE-TEX waterproofing and traction to keep you confident in the coldest conditions. Whether you're tackling icy trails or snowy streets, these shoes deliver the grip and warmth you need to maintain your training routine year-round.

Follow-ups

What are the key features to look for in [winter running shoes](#)

How do the recommended shoes perform on [icy surfaces](#)

PixelChat

Download on the App Store

Works with Android

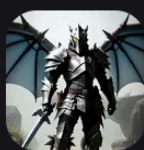
ChatsCreateChatbotsMy PersonasHelp

Subs


<Back

fantastical beings, live in harmony with nature and magic, bound by a deep respect for the world they call home

In Eldoria, every day is a new adventure, every night a new dream. It is a world where the impossible becomes reality, where heroes are born, and legends are made. It is a realm of infinite possibilities, where the only limit is the imagination. You can either be a Noble, adventurer, knight or just a simple civilian, and you can also have comrades along the way, you can also slay some goblins, monster or even the dragon for bounty, it's all up to you

SuNaden

Hey, I am Sunny a monster hunter who is looking for a job in these lands

Fantasy World (RPG)

The bustling streets of Karidia fill your senses - the aroma of exotic spices, the chatter of merchants hawking their wares, the clanging of swords at the training grounds. As a skilled monster hunter, you've come to the right place.

A grizzled old man approaches, his weathered face creased with a knowing smile. He introduces himself as Gorm, proprietor of the Red Griffin Inn, a popular gathering spot for adventurers and those seeking work.

"Greetings, Sunny! Heard tales of your prowess against the beasts that lurk in the shadows. We could use someone with your skills 'round here," Gorm says, his voice rough but friendly.

"There's talk of a dire situation brewing in the Whispering Woods, not far from the city. Strange occurrences, eerie howls echoing through the trees... Some say dark forces are stirring, threatening the balance."

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★★★★

Type your message...

PixelChat with Kontext

Download on the App Store

Works with Android

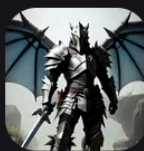
ChatsCreateChatbotsMy PersonasHelp

Subs


<Back

glances from the patrons. They approach your table, pulling back their hood to reveal an elven woman with piercing green eyes and raven-black hair.

"Sunny, I couldn't help but overhear your plans," she says, her voice smooth as silk.

SuNaden

Who are you?

Fantasy World (RPG)

The elf introduces herself with a graceful bow.


"I am Lyra Moonwhisper, an emissary of the Silverbough Circle, a secretive organization dedicated to preserving the balance of nature and magic. We've been monitoring the disturbances in the Whispering Woods and believe they may be connected to a powerful artifact hidden within the forest's depths."

Lyra's eyes narrow, her gaze intense. "This relic, known as the Heartwood Chalice, was said to contain the essence of the ancient forest gods. If it falls into the wrong hands, the consequences could be catastrophic. That's why we need capable individuals like yourself to retrieve the chalice and bring it to safety."

She slides a small, ornate box across the table, adorned with intricate silver filigree.

< 1/1 > ⌂ 🗨️

★★★★

Ad

Gorm's eyes light up with a hint of excitement. "You know, Sunny, if you're planning to delve into the Whispering Woods, you might want to check out [Legend of Keepers: Feed the Troll](#). It's a DLC that could give you some valuable insights into the dark magic you'll be facing. Plus, it's discounted by -25% right now!"

Type your message...



Our beachhead market: GenAI text publishers

Huge delta to status quo: no native ad format for GenAI apps, yet inference costs are real

Text is the most cost-efficient format in current state of AI infrastructure

The GenAI market is fast growing and comfortable with AI products



\$500MM revenue potential



Business model

Once global 

We grow demand and adopt a standard revenue sharing model

- No guarantee of fill rate (but assuming 50-100%)
- We take 25-30% from actual filled demand
- Success fee for premium upsells (20-30% of LTV)

Competition

Startups with little traction & no funding

 OpenAds.AI

 Abotify

 PROMPT
ADS

 Koah

Large players with no real-time ad
product for 3rd party ads

 Google

 Meta

 Microsoft

 theTradeDesk®

Kontext is the largest GenAI ad provider for the open web today



Our long term moat

Incumbents are stuck between a rock and a hard place since they need to:

1. Rethink their entire tech stack to be able to deliver ads created in real time — **Innovator's Dilemma**
2. Address **brand safety** concerns with existing advertisers around ads created in real time
3. Learn how to **upsell premium product** of their publishers— no ad platform does it today and it requires a ton of expertise to do it right

Open web advertising is not a winners-take-all market— there is over 10 ad platforms alone each worth over 1B+ USD, three largest worth \$300B, \$100B and \$60B



Team



Every team member was a co-founder of at least one startup before



Over 400 citations of AI research papers produced by the team



Jan Matas

CTO

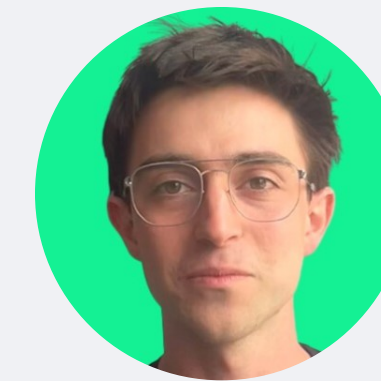
Co-founder & CTO at Deepnote, raised over \$20MM from Index & Accel.



Matej Novak

Head of Advertiser Relationships

Co-Founder and CEO at Assetario, raised over \$5MM from Hoxton & Riot.



Lukas Korganas

Head of AI

Co-founder & CEO at Mozart AI, an AI data entry platform for the ESG market.



Jakub Mrozek

Founding Engineer

Founding Engineer at Integromat (acq. by Celonis for over \$100MM).



Filip Stollar

Design & Product

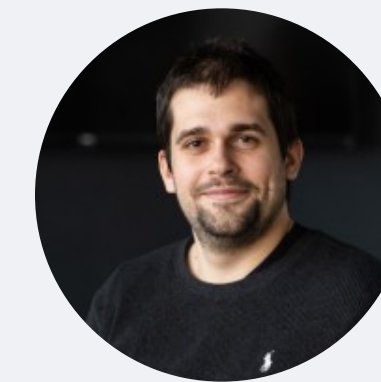
Co-founder & Head of Design at Deepnote, raised over \$20MM from Index & Accel.



Andrej Kiska

CEO (Product & Sales)

Co-founder of Credo Ventures, first investor in e.g. UiPath, Eleven Labs or Productboard.



Andrej Chudy

Head of Infra

Founding Engineer at Deepnote, raised over \$20MM from Index & Accel.



Raising \$5MM

Use of proceeds: Team, Infrastructure, Subsidized demand



FAQ: What VCs are probably worried about

will hit earth

Where's the moat

Adtech is not big enough

Google will crush you

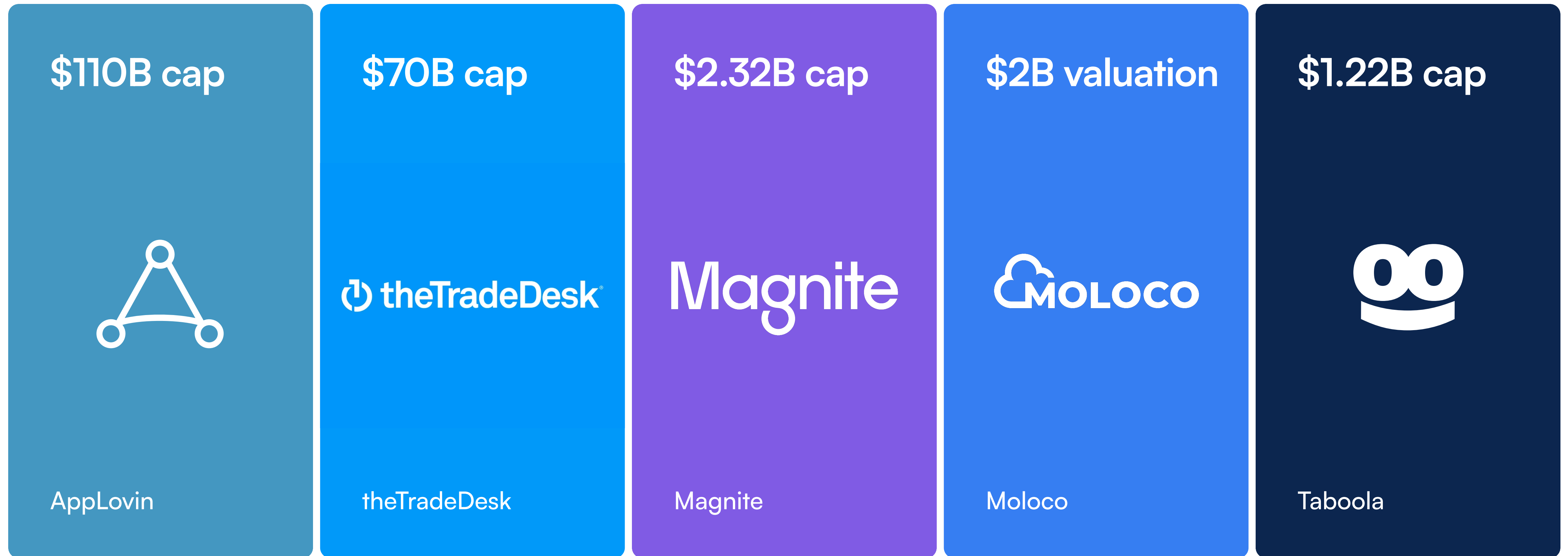
Everyone will just build this in-house

AI is just a hype cycle

An asteroid wil



Adtech sucks & there are no big outcomes



OpenWeb is \$140Bln market, and we have a product that completely redefines how ads get served on it

Google is going to crush you

- Google is not focused on 3rd party ads & will likely have to sell Google Ad Manager
- AdSense will have to rewrite its tech stack to accommodate real-time ad generation and deal with all the brand safety issues
- Most lucrative aspect of our product for publishers is the upsell to premium product - something AdSense has never done and has no experience in doing

Summary Companies

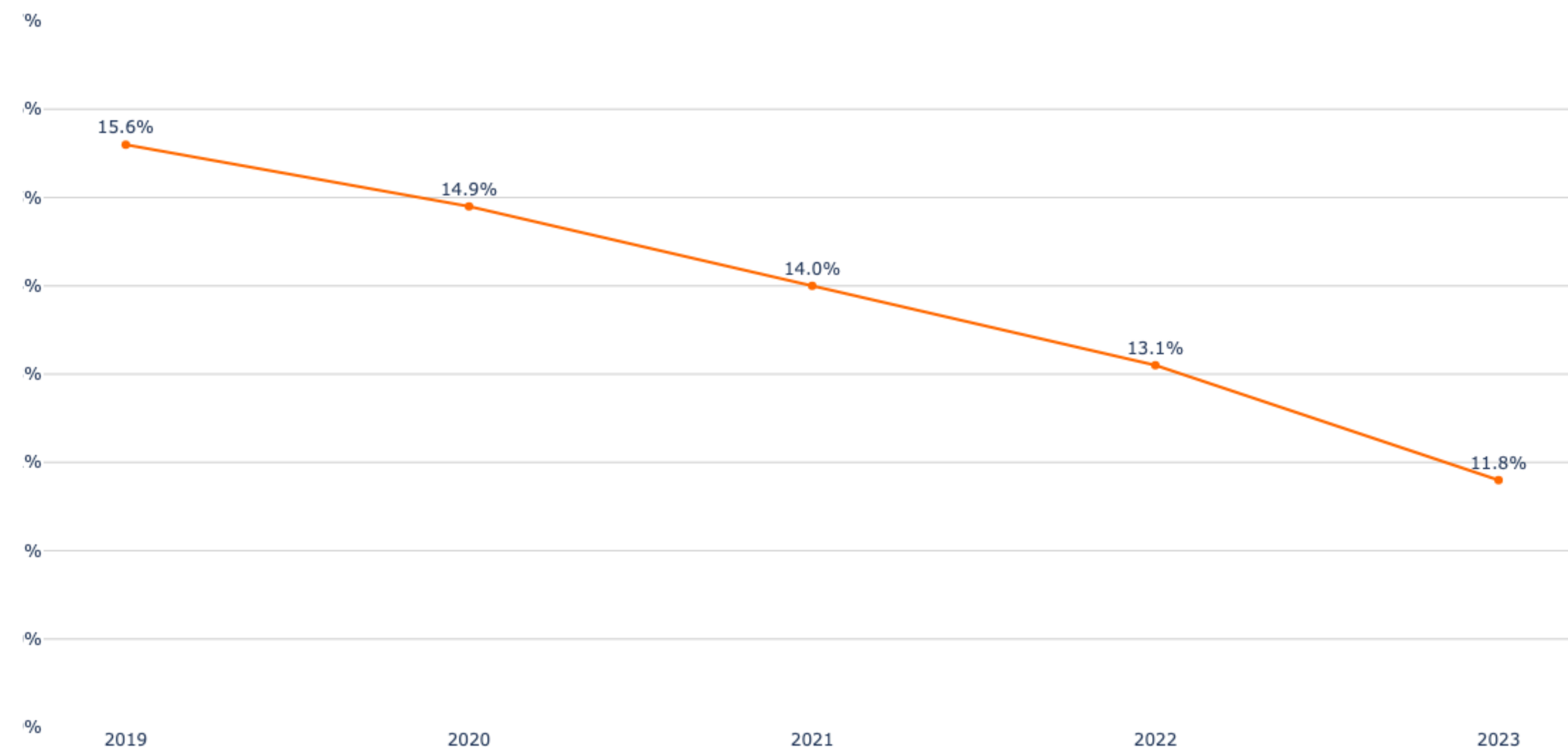
- EU publishers rejected Google's offer to sell AdX as insufficient
- Google's ad tech business under EU scrutiny after complaint from European Publishers Council
- EU may for now order Google to stop anti-competitive practices instead of divesting assets

BRUSSELS/NEW YORK, Sept 18 (Reuters) - Alphabet's (GOOGL.O) Google took a major step this year to end an EU antitrust investigation with an offer to sell its advertising marketplace AdX but European publishers rejected the proposal as insufficient, two people with direct knowledge of the matter said on Wednesday.

Google's lucrative ad tech business attracted EU regulatory scrutiny last year following a complaint from the European Publishers Council.

The European Commission subsequently charged Google with favouring its own advertising services, opening its fourth case against the world's most-popular search engine.

Google Network revenue as % of total Google revenue



Big players will build it themselves

- Open Web is highly fragmented with a huge long tail: \$500 Bln. in market cap is devoted to adtech for the open web
- There's at least 60 different user identifiers on the open web



IDENTITY PARTNERS LIST (MOST ARE USED FOR ADS)

Advertising lingo overview

Ad slot

A specific spot on a website where an ad can get displayed

Publishers

Websites that are getting paid by showing ads to their users

Inventory

Total amount of ad slots a publisher puts up for sale

Supply

Total amount of inventory available from publishers to advertisers

Demand

Advertisers who pay for their ads to be shown to users

Fill rate

The % of ad slots filled by paying advertisers on a publisher's website

SSP

Supply side platform. Allows websites to accept bids from various advertisers

DSP

Demand side platform. Allows advertisers to place bids across many publishers

CPM

Cost Per Mille. The amount an advertiser pays a publisher per 1,000 views of an advertisement

Creatives

Texts, photos, videos, banners and other promotional materials used in campaigns

