

ADTECH & OPS 2026



Shirofune: Improved Performance in Half the Time

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| Date:
2 June 2026

DENTSU
DIGITAL



Rakuten





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Former Dentsu & Media Republic operations executive specialising in streamlining operations and maximising ROI through automation and strategic platform integration.

Growth Without Operations Leverage Strains the Team.

THE REALITY



High volume of accounts requiring daily manual pacing adjustments



Inventory changes trigger overspend and wasted budget across the network



Team capacity consumed by reactive optimisation rather than strategic growth



No unified view across campaigns – insights live in siloed dashboards

THE OPPORTUNITY



Automated pacing rules respond to inventory changes in real time – zero manual intervention



Your team redirects 40–50% of AdOps time to client strategy and new business



Unified cross-channel dashboard gives every dealer account visibility in one place



AI root cause analysis surfaces what changed, why performance shifted, and what to do next

A Single Interface to control Search, Social, & Commerce



AUTO-BUDGETING



IMPROVEMENT SUGGESTIONS



AUTOMATED REPORTS



ATTRIBUTION LINKING



Shirofune AUTOMATION LAYER

SEARCH & SOCIAL



DSP & COMMERCE



DATA & ANALYTICS




Who We Are

3K+ Agency & Brand Clients

300K+ Active Campaigns Managed

\$1B+ Annual Ad Spend Managed

 Founded in **2014**

 Operations in **3** continents

Agency & Brand Partners



TOYOTA

SONY

HONDA



SoftBank

dentsu

Rakuten

HITACHI

Canon

Panasonic

SHISEIDO



BRIDGESTONE



RECRUIT



DIRECT AGENTS

•HAKUHODO•



ANA Marketing Technology Innovator of the Year Award **2025**



Adweek TechStack Award **2025**

The State of the ~~Market~~ Margins

In-House Teams Are Feeling The Pressure

01

Budgets Tightening

Leadership expects more output from the same budget every quarter

02

Platforms Multiplying

More channels to manage, more rules, more daily checks

03

Manual Work Rising

Optimisation burden grows faster than headcount

04

Reporting Demands

Hours spent on dashboards instead of strategy

05

Talent Costs Up

Headcount can't scale infinitely – and salaries rise

Where Teams Lose Time

01 Manual bid adjustments

02 Manual budget pacing

03 Manual cross-platform checks

04 Manual reporting pulls

05 Manual anomaly detection

THE MATHS

5x manual tasks
per account daily

+

xN accounts in
your portfolio

+

|||

hours of pure
execution weekly

Every **manual action reduces margin** per account.
So which of these tasks should be **automated**?

Four Automations That Recover Your Time

01

Automated Bid Adjustments

AI handles every bid change in real time across all platforms, 24/7 – no human required.

02

Automated Budget Reallocation

Funds shift automatically to highest-ROI channels as performance updates throughout the day.

03

Cross-Channel Monitoring

Centralised view across all platforms – one dashboard, zero platform-by-platform switching.

04

Instant Reporting Insights

Data surfaced automatically – reports ready before your client asks.

Scaling Productivity

Shirofune Makes Your People More Productive

BEFORE

Manual Execution

- 1 Marketer
- Limited campaigns
- Team bandwidth maxed out quickly
- Scaling channels requires hiring
- New hires require 6 months of onboarding
- Campaign disruption when someone leaves the company

Shirofunne Makes Your People More Productive

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WITH SHIROFUNNE

AI-Powered Automation

- 1 Marketer
- Significantly more campaigns
- Output per marketer increases
- Scaling channels requires hiring
- New hires require 3 months of onboarding
- Automated campaigns continue unbothered by staff turnover disruptions

Elevating the Marketing Role

Media Executor



Growth Strategist

Sell strategy, not labour

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Media Executor



Growth Strategist

Sell strategy, not labour

Reporting Laborer



Predictive Advisor

Lead with insight, not spreadsheets

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Reactive Optimizer



Client Growth Partner

Proactive value, not firefighting

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Client Growth Partner

Proactive value, not firefighting

When
execution is
automated,
team lead
with
predictive
insights.

Teams that rely on **manual work** will
struggle to scale profitably.

Teams That Automate Win



Platform Complexity Rising

More channels. More rules. More daily manual work — unless you automate. The number of ad platforms agencies manage has doubled in four years.



AI Optimisation Will Dominate

Teams not using AI will fall behind on both performance and efficiency. Manual bidding simply cannot compete with machine-speed optimisation.



Businesses Expect Faster Execution

Speed and precision are table stakes. Business expect real-time visibility. Manual processes can't deliver at the pace the market demands.

What happens when **human intelligence** automates the grind?

dentsu

54%

Reduction in overall
employee-hours

45%

Less time on bid &
budget management

62%

Less time on
client reporting

41%

Less time on
strategy & planning

Performance maintained throughout. No accounts lost. No clients surprised.

Performance Uplift via Algorithmic Precision



B2B Client Scale

+75%

INCREASE IN MQLs

Achieved with only a 14% spend increase.

Lead Generation

+150%

SURGE IN LEADS

Achieved with just an 18% spend increase.

D2C Efficiency

30%

SPEND SCALING

maintained stable conversation rates during scale.

New Features & Roadmap

AI Executive Summaries

Comprehensive report downloads including cross-platform analysis and commentary and able to utilize month's worth of data to provide recommendations and next steps to improve performance.

Charbroil — March 2026 Online Advertising Monthly Report

Period: March 1 – March 31, 2026 | Platform: Amazon (Search + Display) | Prepared by Shirofune

AD SPEND

\$141.6K

+208% vs Feb (\$45.9K)

REVENUE

\$906.0K

+171% vs Feb (\$334.3K)

ROAS

6.40x

vs Feb 7.28x (-12%)

CONVERSIONS

7,627

+237% vs Feb (2,266)

CONV. RATE

6.89%

vs Feb 6.78% (+0.11pp)

CPA

\$18.57

vs Feb \$20.27 (-8.4%)

Executive Summary

March 2026 marked a significant scale-up in Charbroil's Amazon advertising program. Total ad spend tripled month-over-month to **\$141.6K**, driving **\$906K in attributed revenue** — a 2.7x increase from February. While ROAS declined from 7.28x to 6.40x as spend scaled, the absolute revenue gain of +\$572K far outweighed the efficiency trade-off. CPA improved 8% to \$18.57, and conversion rate held steady at 6.89%, indicating the incremental traffic was high-quality.

Key Takeaway: The aggressive March ramp-up successfully captured seasonal demand (spring grilling season onset). Revenue scaled 2.7x while maintaining healthy unit economics — CPA actually improved despite 3x higher spend.

Month-over-Month Performance

Metric	Jan 2026	Feb 2026	Mar 2026	MoM Δ (Feb→Mar)
Impressions	3.27M	3.60M	15.87M	+341%
Clicks	28,534	33,401	110,692	+231%
CTR	0.87%	0.93%	0.70%	-0.23pp
Avg. CPC	\$1.41	\$1.38	\$1.28	-7.2%
Cost	\$40,337	\$45,939	\$141,640	+208%
Revenue	\$229,245	\$334,266	\$905,955	+171%
ROAS	5.68x	7.28x	6.40x	-12.1%
Conversions	1,599	2,266	7,627	+237%
CPA	\$25.23	\$20.27	\$18.57	-8.4%

Analysis Model Upgrades

Ability to interrogate each line with AI to better understand why performance has shifted over time.

Can be done right down to ad or keyword level for an extreme degree of depth, and again provides suggested next steps, risks and caveats from the data.

1. HEADLINE RESULTS

- Cost: €3,369.56 (-27.2% / -€1,260.54)
- Conversions: 16 (+6 / +66.9%)
- Cost / Conversion: €216.38 (-56.4% / -€279.70)
- Impressions: 633,645 (-8.8%); Clicks: 10,303 (+19.2%); CTR: 1.63% (+0.38pp); Avg. CPC: €0.33 (-39.0%); Conv. Rate: 0.15% (+0.04pp)

Net read: spend was deliberately throttled while delivery efficiency improved sharply on every downstream metric. The combination of lower CPC, higher CTR, and higher conversion rate drove the CPA improvement; the conversion lift was a secondary but meaningful contributor.

2. WHERE THE CHANGE CAME FROM (AD-LEVEL)

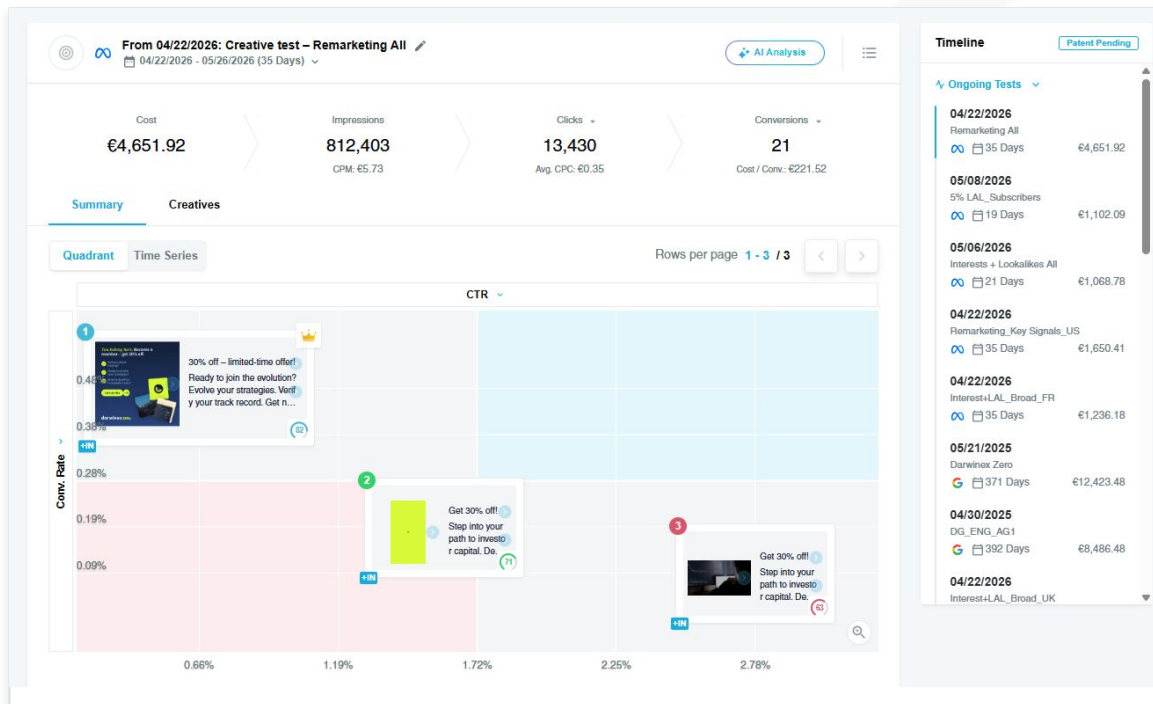
All activity sits inside a single ad group ("Remarketing All"). Five ads explain the movement:

- Ad 120244538440310774 ("BoF_Static Link_New Launch V2", 30% off creative)
 - New in this period (no prior-period spend). Delivered 192,099 impr., €866.85 cost, 6 conversions at €141.95 CPA.
 - Strong relative efficiency: CPA roughly a third of the ad-group average; accounted for the largest single share of incremental conversions.
 - Caveat: with only 6 conversions, statistical confidence is limited.
- Ad 120212428969810774 ("Ad 19 – Generic – Zero", Focus/Learn/Achieve creative)
 - Paused around 04/22–04/23; zero delivery in May.
 - Prior period spend of ~€902 with 0 conversions removed from the mix — a pure efficiency gain (cost-saving, not volume).
- Ad 120243535740780774 ("BoF_Video Link V2")
 - Impressions +69%, CTR +38%, CPC -33%, conversions +2 (to 4), CPA -28% to €232.69.
 - Healthy scaling with improving unit economics.

Full Creative Analysis

In depth creative review capabilities, showing performance on a grid by campaign, monitoring group or budget group with AI summary support.

Ability to pause under-performing creatives directly via the platform.



Features Roadmap

Queryable AI Agents

Ask questions and get answers on any specific area to even further reduce time spent on data gathering.

Respond to client questions with immediacy.

Optimisation Transparency

Full logs of action explanations so you know exactly why the auto-bidding algorithm is making the change.

CM360 Integration

Integration with CM360 as a tracking source so that you can use floodlight attribution controls.

The Value In Numbers



TIME

Cut operational hours by ~50%



PERFORMANCE

Double-digit uplifts in Leads/ROAS



SCALE

Unified omni-channel control



USA

400 Continental Blvd
6th Floor
El Segundo, CA 90245

JAPAN

Sorokaku Bldg 4F East
Nihonbashi 1-8-13
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thank you

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