



Scale | AdTech

2025 Scale-up Cohort



In collaboration with:

**GROWTH
BUILDERS**

Scale | AdTech

We believe it is vital to recognise and collaborate with fast growth scale-up technologies as the pace of change increases in the sector.

The Scale Programmes provide a crucial link between large organisations and fast-growth, innovative scale-ups who are making waves in advertising. Our programme connects high-quality vetted scale-ups with traction to large progressive organisations looking to embrace new technologies and pioneering new services.

6 Scale-ups

£34m raised

118 Employees



**Daniel Bunyan, Strategy & Partner
Scale | AdTech Programme Sponsor:**

I'm delighted to announce our latest PwC Scale AdTech cohort! It's really important that we find and collaborate with forward thinking, innovative technologies and share those with our large client network.

It's been a highly selective process to pick the right scale-ups that we think are aligned to our industry challenges and so we sifted through over 1,000 global scale-ups to select the cohort. I'm excited for you to meet with them at our various events and continue to drive transformation within the Advertising industry.

Meet the cohort

Our cohort has been carefully selected based on real challenges across the advertising landscape.

The companies have been hand-picked through a rigorous process and curated to tackle live challenges across advertising and marketing with their innovative solutions and technologies.

The scale-ups are tackling some of the most important areas within advertising and are growing rapidly. Connect with our amazing cohort or join our events (see below) to find out more!

[Register for showcase event](#)

Company	Overview	Page
	<p>Aphrodite.ai productizes work from our research labs, we create AI models to instantly predict how someone, importantly your customers, will react to creative assets in visual media such as through ads, product packaging, and PDPs which attributes to 86% of the sales lift, giving you more conversions with less time and money.</p>	<p>4</p>
	<p>Dstillery is the leading AI ad targeting company. We empower brands and agencies to target their best prospects for high-performing programmatic advertising campaigns.</p>	<p>5</p>
	<p>Lately is the world's most advanced Generative AI social media management platform that learns, predicts and repurposes any longform content into the exact messaging that will engage and convert any unique target audience.</p>	<p>6</p>
	<p>Neonify's AI-powered platform generates blogs, product descriptions, landing pages, social media posts, and ad copy, all tailored to your brand's unique voice. We can scale content with automated, human-grade, relevant, and on-brand content, improve your SEO, save time, and collaborate with your team seamlessly.</p>	<p>7</p>
	<p>Nexoya enables digital marketing teams to predict, simulate, and automatically shift budgets across 40+ media channels, including Google, Meta, TikTok, Snap and many others - driving significant performance uplifts and efficiency in ad operations.</p>	<p>8</p>
	<p>PlayAble creates AI-powered shoppable games—think Wordle for e-commerce—that transform online shopping into engaging brand experiences. Our platform drives deeper engagement and loyalty, helping brands highlight their unique identity and gather valuable customer data.</p>	<p>9</p>



 abhi@aiphrodite.ai

 aiphrodite.ai



CEO: Abhi Ahuja

Founded: 2023

Employees: 5

Funding: £0.2M

HQ: New York, USA

Overview

You peeked at our headshots and logo before reading this right? It's okay, most people do, humans are visual creatures after all. That right there is the thesis behind aiphrodite.ai, a creative Intelligence solution for advertisers. Productizing work from our research labs, we create AI models to instantly predict how someone, importantly your customers, will react to creative assets in visual media such as through ads, product packaging, and PDPs which attributes to 86% of the sales lift.

Instead of running \$10,000+ focus groups or wasting weeks slowly iterating with your design team, our AI models affordably and quickly help advertisers and marketers understand the why someone engages with creative assets, where people look, and what spurs them to do so.

Client use cases

Predict and test the performance of ad creatives, product display images, and product packaging before going to market.

Replace A/B testing and focus groups.

Instant feedback and market research to iterate and make better creative with AI Persona recommendations.

Clients include: Large advertising agency, CPG brand, International Conference brand

Business model

B2B Monthly SaaS platform: unlimited upload credits; up to 3 custom audiences included (additional audiences for more).



Ads, packaging, and PDP creative performance prediction, based on your brand's customer's and audience's preferences.



CEO: Michael Beebe

Founded: 2008

Employees: 65

Funding: £18M

HQ: New York, USA



Dstillery is the leading AI ad targeting company, powering high-performing programmatic advertising campaigns.

Overview

Dstillery is the leading AI ad targeting company. We empower brands and agencies to target their best prospects for high-performing programmatic advertising campaigns.

Backed by our award-winning Data Science, Dstillery has earned 24 patents (and counting) for the AI technology that powers our precise, scalable audiences. Our newest technology, ID-free[®], is patented, privacy-safe behavioral targeting that can reach any display, video, CTV, native, or search ad impression and can be used with any Dstillery product.

Client use cases

Clients use Dstillery's targeting data to power their programmatic ad campaigns on the open internet, driving business outcomes.

Our ID-free[®] technology provides behavioural targeting that is 100% compliant with all privacy rules and regulations, including GDPR. It drives superior performance and scale versus commonly used contextual targeting tactics, without any user tracking or identity requirement. Dstillery's ID-free[®] is seeing significant growth in adoption in the US, particularly for the healthcare industry, and strong results for a several pilot campaigns in the UK.

Clients include: Publicis US, WPP US, Interpublic US, Omnicom US, Dentsu US.

Business model

Targeting data is bought via programmatic activation platforms on either a cost-per-thousand (CPM) or percent-of-media basis.

Dstillery's audiences start at 90c CPM or 20% of media based on the programmatic ad spending using our targeting solutions.



Founder:

Kate Bradley Chernis

Founded: 2014

Employees: 5

Funding: £6M

HQ: New York, USA



Don't just save time with your Generative AI. Save time and make more money. That's the Lately difference.

Overview

Lately is the world's most advanced Generative AI social media management platform that learns, predicts and repurposes any longform content into the exact social media messaging that will make your unique target audience do what you want them to.

Client use cases

Signify: integrating Lately's AI-powered platform lead to a growth in engagement of over 110% and a large improvement in their average reach per post. Automated scheduling and optimized posting times ensured that Signify's content reached a wider audience and grew average reach over 150%.

Signify was able to achieve a reduction in time spent in managing their social channels by 85%. Also, after using Lately, Signify was number one in Share of Voice (SOV) in several categories for the first time ever.

Modern Luxury: by selecting Lately.AI, their social program exploded from hundreds of posts in a year to many thousands, a growth of 30 times more content. Their social program performance also skyrocketed, achieving a growth in impressions of 890% and a whopping 395% growth in engagement year over year.

Clients include: Signify, Modern Luxury, Tricon, US World and News Report, Cleveland Clinic, for more case studies, see [here](#).

Business model

SaaS. Monthly/annual accounts. Self-service and enterprise products.

 jason.baker@neonify.ai

 neonify.ai



CEO: Jason Baker

Founded: 2022

Employees: 5

Funding: £1.65M

HQ: Brighton, UK



High-quality,
human-grade content.
Perfect for marketers,
businesses, and
creators.

The New Standard for
Content Creation.

Overview

Neonify enables marketers, businesses, and creators to produce high-quality, SEO-optimised content quickly and effortlessly.

Our AI-powered platform generates blogs, product descriptions, landing pages, social media posts, and ad copy, all tailored to your brand's unique voice. We can scale content with automated, human-grade, relevant, and on-brand content, improve your SEO, save time, and collaborate with your team seamlessly.

Whether you need one page or one million, Neonify delivers scalable content solutions for every need.

Client use cases

Long-form Content Use Case

As a Marketing Manager, I want in-depth guides tailored to our audience. These guides should highlight key details, benefits, and unique selling points of our products or services, optimised for SEO to increase organic traffic. So that search engines rank our pages higher, driving customers to our website, and inspiring them to engage or make a purchase.

Short-form Content Use Case

As a Content Creator, I want engaging and concise introductions that capture the essence of our offering, with a unique angle that appeals to our target audience. So that search engines rank our pages and customers easily discover our domain.

Clients include: Boutique Travel E-commerce Publisher, Large Sports Publisher, Financial Services / Wealth Management Provider, Wellness E-commerce Brand.

Business model

SaaS subscription, self service and enterprise clients. Partnerships with agencies, and tech vendors. Also include professional services and tailored growth solutions where needed.



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 nexoya.com



CEO:

Marco Hochstrasser

Founded: 2018

Employees: 26

Funding: £7M

HQ: Zurich, Switzerland



Nexoya enables digital marketing teams to predict, simulate, and automatically shift budgets across 40+ channels, including Google, Meta, TikTok, Snap and many others - driving significant performance uplifts.

Overview

Trusted by top brands such as Vodafone, Benetton, and Generali, Nexoya offers a unique technology to maximize the marketing performance across channels with the power of AI.

Marketing experts receive proposals on how their budget should be reallocated to achieve the highest return for an upcoming period. With one click, the budget can be automatically adjusted across campaigns and channels. Furthermore, Nexoya enables customers to plan and simulate budget scenarios, providing deep insights into future marketing performance outcomes.

Using Nexoya results in significantly better performance (up to 72% better ROAS) and higher efficiency (up to 20-30% lower ad operations efforts).

Client success stories

- **Vodafone: “Achieving a 13% Sales Uplift** through Cross-Channel Orchestration”
- **Generali: “72.5% more Conversions** with Nexoya’s Campaign Optimization”
- **Cantonal Bank of Zurich / Finance:** “Boosting Performance by 46.8%”
- **Jeep: “39% more test drives** in with Nexoya’s Campaign Optimization”
- **Bike-components / E-Commerce:** Navigating High Market Volatility & gaining revenue with great profit margins”

See more success stories [here](#).

Business model

Nexoya operates on a subscription-based model linked to the adspend of the customer. Usually within just three months, a ROI of at least 2-3x can be generated thanks to better performance/ROAS & improved efficiency.

✉ john@playably.ai

🌐 playably.ai



CEO: John Cheng

Founded: 2022

Employees: 12

Funding: £1M

HQ: Camas, USA



Playably creates interactive, gamified shopping experiences, boosting engagement, loyalty, and sales through AI personalization.

Overview

PlayAibly creates AI-powered shoppable games—think Wordle for e-commerce—that transform online shopping into engaging branded experiences. Our platform drives deeper engagement and loyalty, while enabling brands to showcase their identity and capture valuable customer data. Supported by Y Combinator and FirstMark, PlayAibly leverages expertise in gaming, AI, and e-commerce to transform the way brands engage and delight their customers.

Client use cases

PlayAibly solves:

High Bounce Rates: Exploration, puzzle, and progressive unlock games keep users engaged, increasing time-on-site and reducing bounce rates.

Low Lead Conversion: Gamified opt-in flows boost email and SMS capture rates by up to 300%, enhancing retention-focused strategies.

Customer Education Gaps: Interactive experiences like product quizzes and design challenges help customers learn about your product, driving building stronger brand affinity.

Limited Brand Differentiation: Gamified campaigns create unique, memorable experiences that elevate brand identity and foster customer loyalty and retention.

Paid Traffic ROI: Fun interactive landing pages turn passive visitors into active participants, driving higher engagement and return on ad spend.

Clients include: Jones New York (Women's apparel), Warner Brothers (Content/Retail), Masai Copenhagen (Luxury women's fashion), Built Protein Bar (CPG)

Business model

PlayAibly operates on a hybrid revenue model, combining a fixed subscription fee with per-impression charges to deliver predictable costs and scalable engagement. Looking ahead, our retail ad network will enable brands to purchase impressions within other brands' gamified experiences, expanding reach and collaboration opportunities, similar to successful cross-promotion strategies in mobile gaming.

We deliver scale-up and corporate collaboration to drive commercial innovation.

We are a scale-up born from corporate innovation and so we really do understand both sides, that's why we know what works to get the best results!

growthbuilders.io

Scale-up & corporate innovation

We love it. We've worked hands on with over 600 scale-ups across 15 sectors to enable big brands to harness the full potential of working with exciting new technologies.

Use our global scale-up network, experience of leading large company innovation teams and our nimble startup mindset, to facilitate rapid co-creation.



Targeted Scouting based on defined challenges that are strategically aligned



Detailed Assessment of tech scale-ups with proven products



Rapidly test new technologies that have been assessed using our wealth of experience



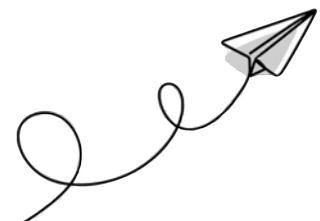
Track Record of ROI and use cases to roll out in your business



Tailored delivery models that work for you: Innovation programmes, Labs, Sprints and CVCs



Iterative & modular approach that keep costs and risk down to a minimum



35,000+

global innovators assessed

6,500

big brands supported

650

scale-up alumni

60

global innovation projects

Get in touch

Register for showcase event



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