
Project Mach3

Teaser

September 2026

EXECUTIVE SUMMARY

Project Mach3 Delivers Better Advertising Results in Less Time Through Smart, Human-Controlled Automation

A Purpose-Built Paid Media Management Platform

Founded in 2013 by experienced PPC practitioners with deep Google AdWords backgrounds. Project Mach3 is a B2B SaaS platform that helps agencies, in-house teams, freelancers and enterprise advertisers manage complex paid media programs — sitting above native ad interfaces to unify monitoring, analysis, one-click optimizations, rules, budgets, audits, reporting and workflow in a single operating environment.

Human-Controlled Automation, Recurring SaaS Model

Positioned to complement — not replace — the marketer. Customers choose the level of automation per workflow, from manually reviewed recommendations to scheduled rules and AI-assisted processes, retaining oversight while eliminating repetitive account work. Recurring subscription revenue is structured around monthly managed ad spend, account count and functionality, with premium tiers unlocking unlimited accounts, cross-platform budgets, reporting and social tools.

An Integrated Workflow Across the PPC Lifecycle

MONITOR
KPI, budget & anomaly alerts
across accounts

ANALYZE
Root-cause drivers, patterns,
priorities

OPTIMIZE
Data-driven recs across
keywords, bids, budgets

AUTOMATE
Codify strategies via rules,
scripts, workflows, AI

REPORT
Scheduled, customizable
stakeholder reporting

\$5.37B

Annual Ad Spend Managed.
\$461.8M spend in the last 30 days

45,552

Total Accounts Connected

53.3%

Rule of 40 (as of 2025)

91+

Countries with Customers

COMPANY SNAPSHOT

Project Mach3 Combines Significant Platform Scale With a Global, Founder-Led Operating Model

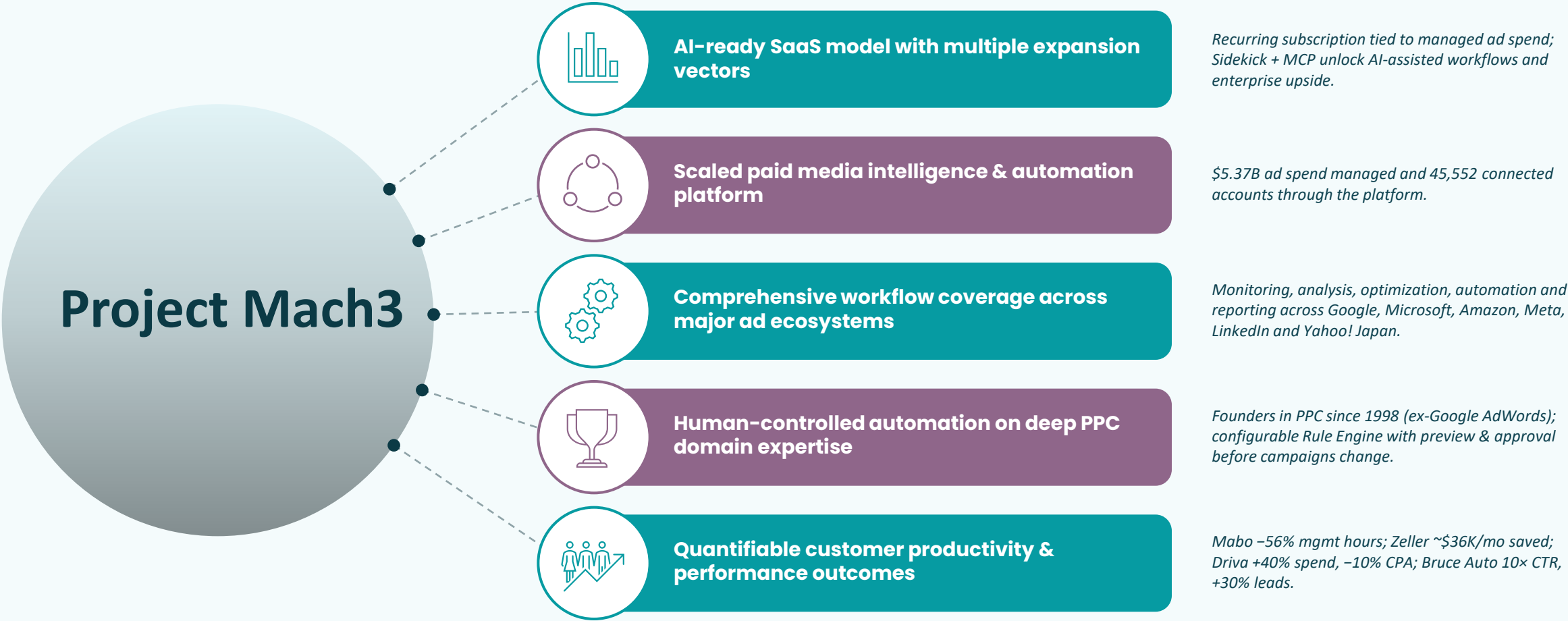
\$5.37B Ad Spend Managed	45,552 Total Accounts Connected	53.3 Rule of 40 (as of 2025)	91 Countries with Customers	6 Ad Platforms Supported	103 Team Members (per website)
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COMPANY PROFILE		CUSTOMERS & END MARKETS		PLATFORM COVERAGE & FINANCIALS	
Business	B2B paid media management, intelligence & automation software	PRIMARY CUSTOMER TYPES	- PPC & digital marketing agencies - In-house marketing and growth teams - Independent PPC consultants and freelancers - Enterprise paid media organizations	ADVERTISING PLATFORMS SUPPORTED	Google Ads OpenAI Ads Microsoft Advertising Meta (Facebook, Instagram) Ads Amazon Ads LinkedIn Ads TikTok Ads Yahoo! Japan Ads
Founded	2013	PRINCIPAL USE CASES	- Multi-account monitoring & oversight - Campaign optimization & budget management - Custom rules and workflow automation - Account audits & quality control - Client and management reporting - AI-assisted PPC analysis	FINANCIAL & SAAS METRICS	
Heritage	PPC experience since 1998, incl. ex-Google AdWords product & optimization roles			ARR (DEC '25) \$8.2M +20.6% growth	REVENUE (2025) \$9.5M +18.8% growth
Model	Globally distributed software, product, CS, sales & marketing org			EBITDA (2025) \$3.1M 32.7% margin	
Revenue	Recurring monthly & annual SaaS subscriptions				
Products	Search, Amazon, Social, AI ads (Open AI)				

Scale metrics per Project Mach3 website; financial & ownership metrics to be validated with management before final CIM inclusion.

INVESTMENT HIGHLIGHTS

Multiple Reinforcing Attributes Create a Compelling Acquisition Opportunity

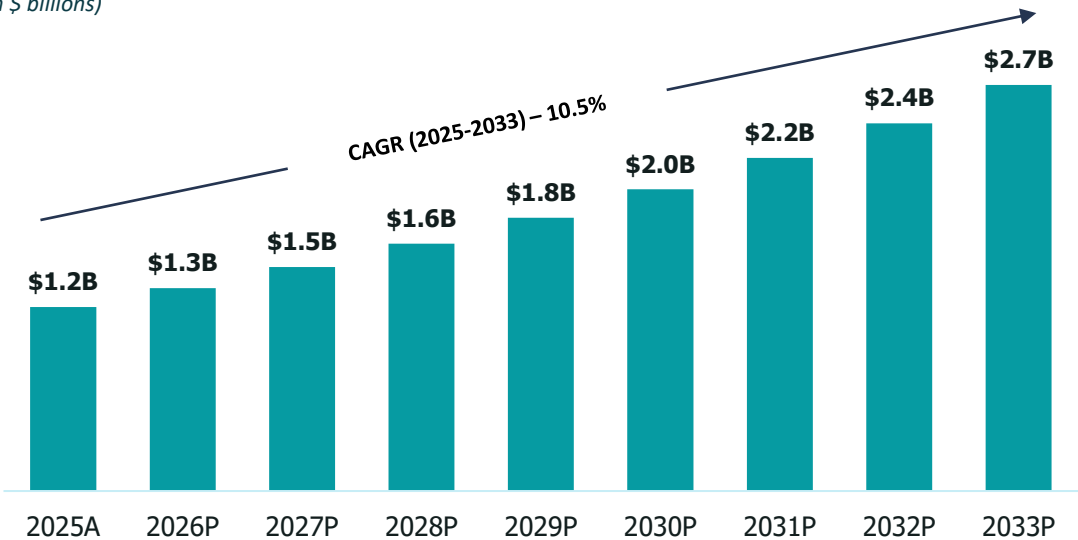


Market Overview: PPC Management Software

Market Sizing

Market Overview

(in \$ billions)



- The PPC Management Software market was valued at **\$1.2B in 2025** and is projected to reach **\$2.7B by 2033**, growing at a **CAGR of 10.5%** from 2026 to 2033.
- Growth is driven by increasing adoption of digital marketing strategies software offering automation, analytics, bidding optimization, and reporting is becoming essential across industries of all sizes.
- **North America** leads with a 36.4% market share; the **United States alone holds 20.3%** of global share, driven by strong R&D investment and advanced digital infrastructure.
- Retail & E-commerce leads end-user adoption, valued for cost-effectiveness and wide applicability. Digital Agencies and SMEs are the fastest-growing segments as demand for managed PPC tools continues to rise globally.

Growth Drivers



Rising Digital Marketing Adoption: Increasing adoption of digital marketing strategies across industries is driving demand for PPC management tools that maximize ROI from advertising spend.



AI & ML Integration: AI and machine learning are automating bidding, keyword selection, and budget allocation, analyzing vast datasets and optimizing ads in real time for improved campaign efficiency.



Multi-Channel Campaign Management: Growing shift toward synchronized campaigns across Google, Facebook, LinkedIn, and Amazon Ads is driving demand for unified PPC management platforms.



SaaS & Cloud Adoption: Subscription-based SaaS models are becoming the standard delivery method, enabling businesses to scale PPC tool usage according to budget and requirements without large upfront costs.

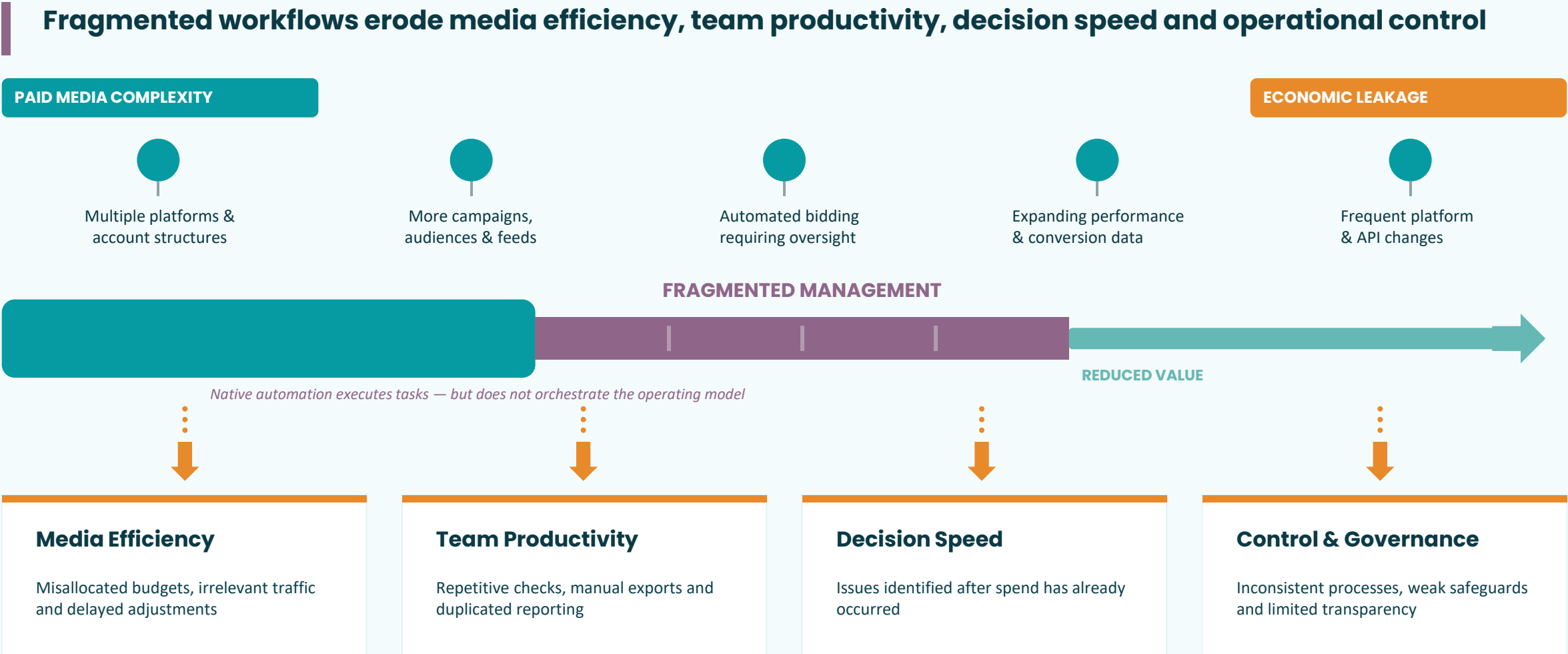


MarTech Stack Integration: Seamless integration with CRM, marketing automation, and analytics platforms to deliver a holistic customer journey view is an increasingly critical requirement for PPC buyers.

Key Players

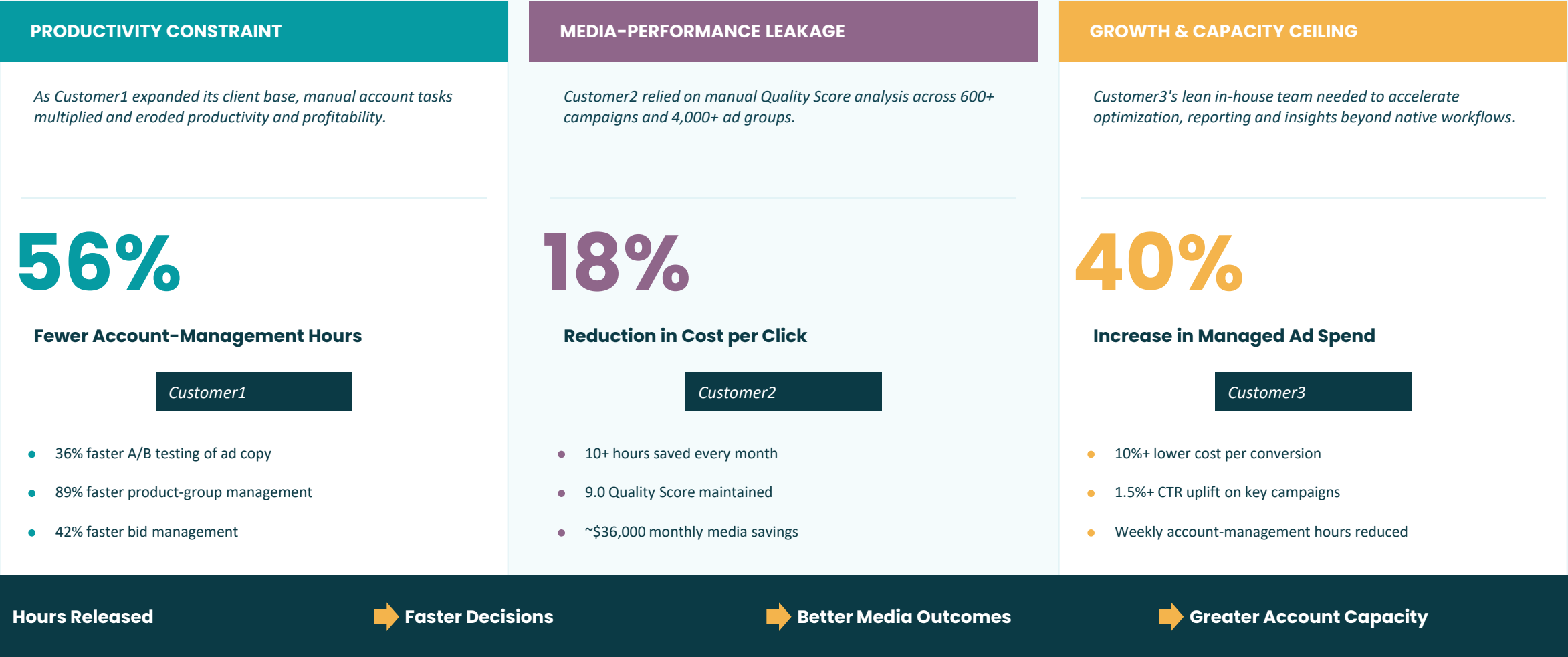


Paid Media Complexity Creates Structural Value Leakage



Documented Customer Outcomes Quantify the Cost of Manual PPC Workflows

Customer Evidence Demonstrates the Economic Cost of Manual PPC Workflows



Customer outcomes are customer-specific and should not be interpreted as representative or guaranteed results.

Project Mach3 Turns Your First-Party Business Data Into a PPC Advantage

Native platforms only see ad-account data. Project Mach3 connects the business data platforms can't — CRM records, dealer inventory, margins and more — for sharper, more relevant automation

CONNECT ANY FIRST-PARTY DATA SOURCE



CRM Systems

Salesforce, HubSpot & Zoho lead / customer data



Dealer Management Systems

Live vehicle inventory feeds for auto auto dealers



Inventory & Merchant Feeds

CSV, XML, JSON & Google Merchant Merchant Center



Analytics & Offline Data

GA4, Search Console & offline conversions



Spreadsheets & Warehouses

Google Sheets, Redshift, FTP/S3 & webhooks



Project Mach3 API

Push data to Slack, MS Teams, Asana & BI tools

FROM YOUR DATA TO SMARTER DECISIONS



Your Business Data

CRM records • DMS & inventory feeds • spreadsheets • analytics • offline conversions



Project Mach3

Normalizes and applies your business logic — margin, availability, LTV — to every rule, bid and budget decision



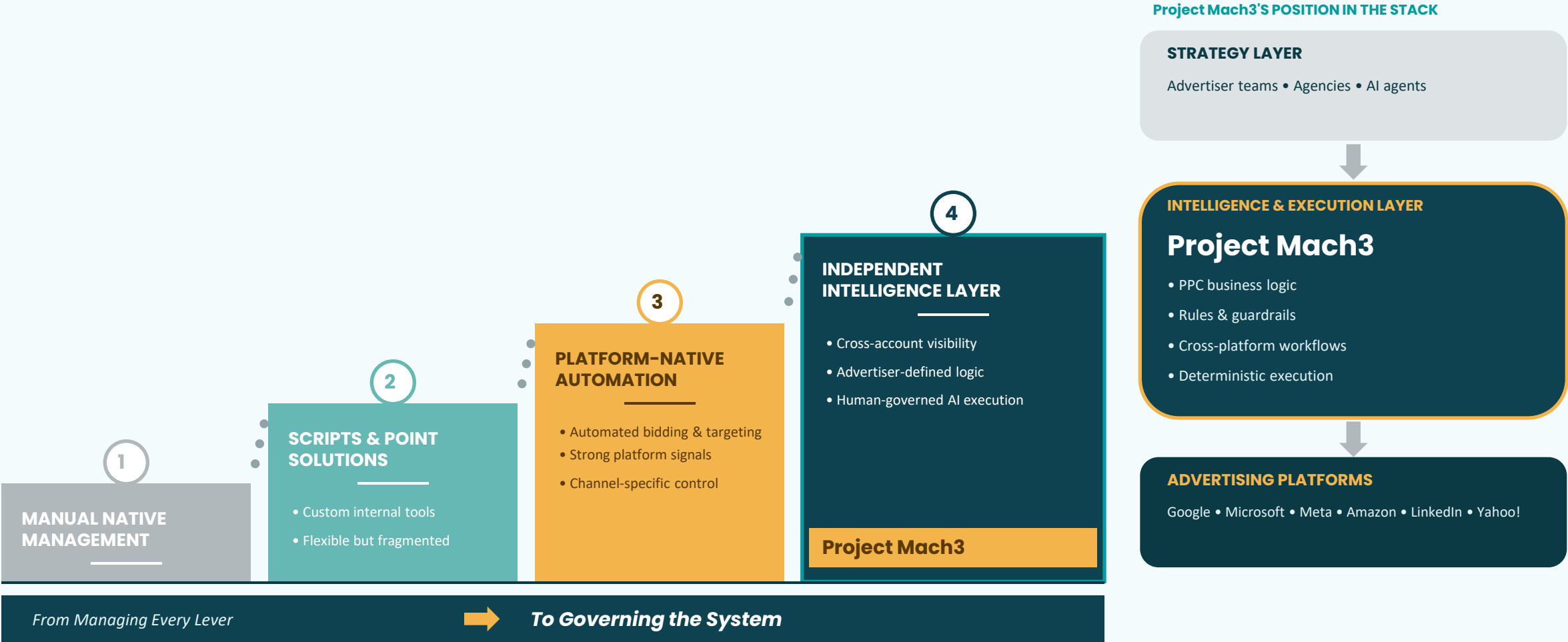
Smarter, Data-Backed Decisions

Dynamic ads, budgets and bids — synced in real time across Google, Microsoft, Amazon, Meta & LinkedIn

In practice: auto dealers connect their DMS inventory feed straight into Campaign Automator to auto-generate vehicle-specific ads that update price, trim and availability daily — and pause the moment a vehicle sells.

The Category Is Shifting to Human-Governed, AI-Enabled Automation

PPC Management Is Evolving From Manual Execution to Human-Governed, AI-Enabled Automation



AI and native automation don't eliminate the need for specialist PPC software — they increase the importance of independent control, reliable execution and portfolio-wide governance.

PPC Management Software Trends



AI-Powered Automation & Smart Bidding

- AI and machine learning are automating bidding, keyword selection, and budget allocation, analyzing vast datasets to optimize ads in real time.
- Automated bid management, predictive analytics, and AI-driven targeting are streamlining campaign execution, enabling more precise audience engagement and improved ROI with less manual effort.



Multi-Channel & Cross-Platform Management

- Growing shift toward synchronized campaigns across Google, Facebook, LinkedIn, and Amazon Ads is driving demand for unified PPC management platforms.
- Cross-channel integration spanning search, social, display, and ecommerce is becoming a baseline requirement for competitive PPC agencies and in-house teams.



SaaS Delivery & User-Friendly Interfaces

- Subscription-based SaaS models are now standard, allowing businesses to scale PPC tool usage according to budget, lowering barriers for SMEs and digital agencies.
- Adoption of user-friendly interfaces with in-built analytics dashboards and customizable reporting templates makes tools accessible without deep technical know-how.

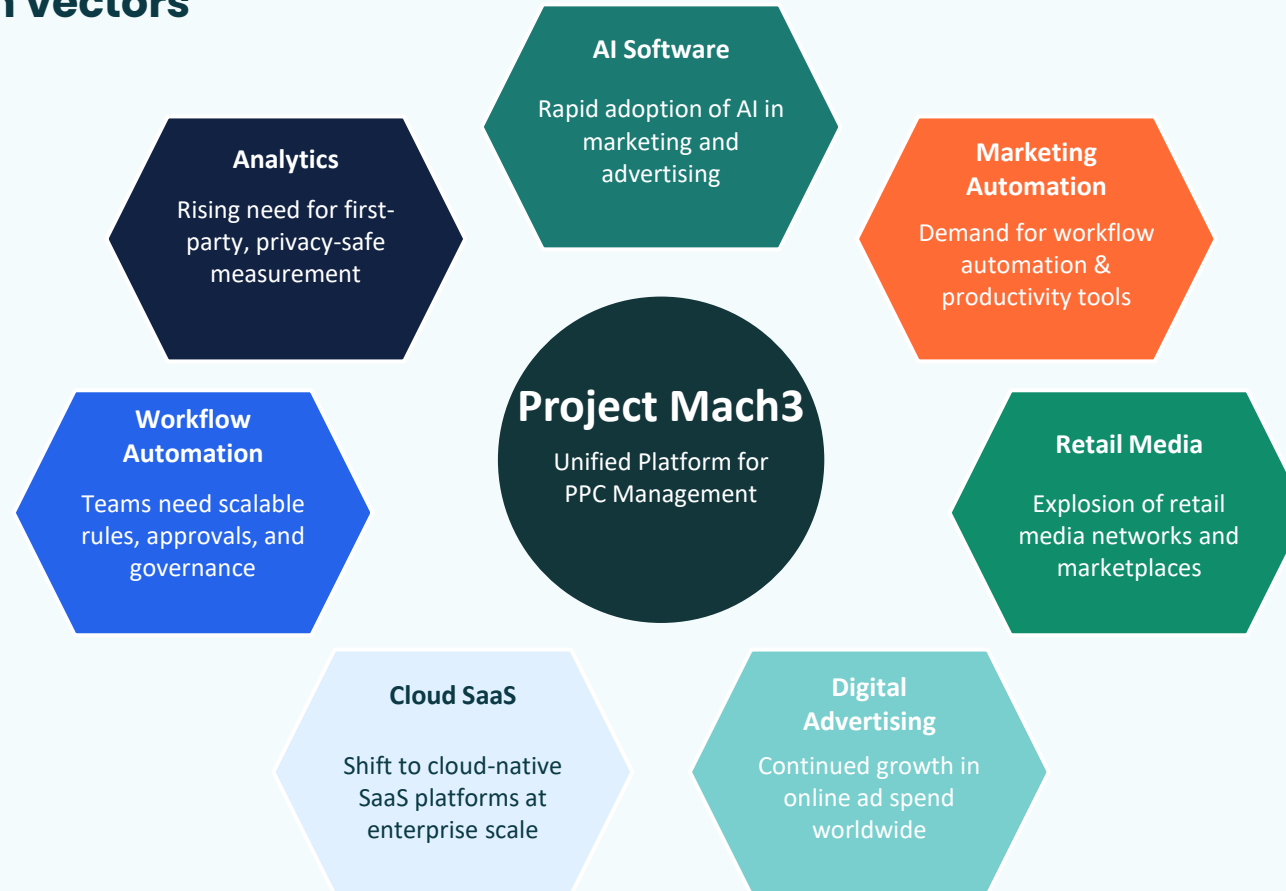


MarTech Integration & Advanced Analytics

- Seamless integration with CRM, marketing automation, and analytics platforms to provide a holistic view of the customer journey is an emerging critical requirement.
- Demand for mobile-optimized software, customizable reporting, and real-time performance insights is rising as marketers increasingly manage campaigns across devices and platforms.

Project Mach3 Benefits from Multiple Structural Growth Drivers

The company operates at the intersection of several high-growth software categories, creating multiple long-term expansion vectors



Growth is supported by multiple secular trends rather than a single advertising channel — creating durable, multi-vector expansion opportunities.

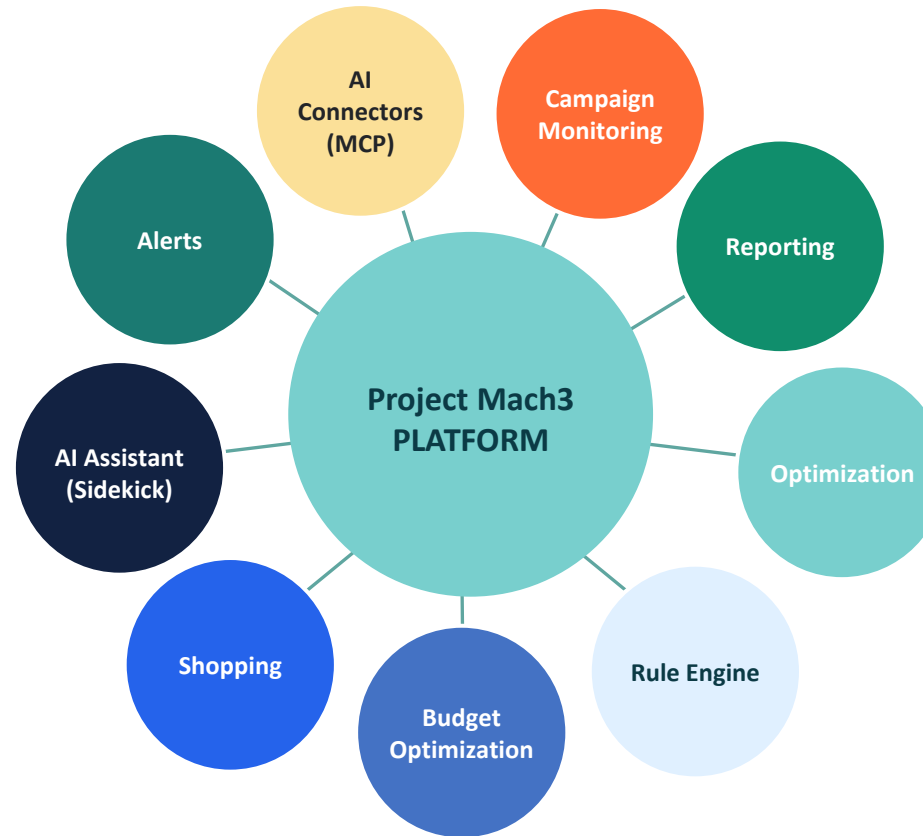
Project Mach3 Functions as the Operating System for Paid Media Teams

Rather than isolated tools, Project Mach3 integrates campaign management, analytics, automation and governance into one unified workflow platform.

Supported Platforms

- Google Ads
- Microsoft Ads
- Amazon Ads
- Facebook/Instagram Ads
- TikTok Ads
- LinkedIn Ads

Cross-platform APIs connect all account data into one control layer.



Beyond Native Google Ads

Project Mach3 consolidates capabilities not available natively in Google Ads:

- Cross-account reporting
- Advanced alerts
- Rule-based automation
- Multi-platform management

According to google marketing team Project Mach3 is the only significant MCP in the space

Optimization needs three things Project Mach3 already runs in production.

01

The account's vertical/industry operating context

History, structure, what was already tried and results achieved. A general-purpose model starts cold every time.

02

The ability to act across platforms

Google, Microsoft, Amazon, Meta and more, more, from one place. The platforms will not not do this for each other.

03

A governed path to apply changes

Limits, review, approval, rollback, audit trail. This is what makes automation adoptable at all.

588M+

Change events analysed

282,669

Accounts with cached history

90M

Change→outcome observations

25,133

Accounts in evidence base

Validation Engine — accuracy rises with stated confidence (155,258 optimizations replayed, independently audited)

67.8%

Always answers
(100% of cases)

76.7%

Moderate+
(~54% of cases)

87.5%

High confidence
(~19% of cases)

93.7%

Very high
(~5% of cases)

Four segments — each buying something different.

Segment	What they buy	Why Project Mach3
Large advertiser	Deep optimization	Goes further than the ad platforms allow — proprietary data, account context, execution across every channel. Configurable product, not custom build-outs.
Large agency	Process, guardrails, scale	Hundreds of client accounts run to one repeatable standard — review, approval, limits, audit trail.
Small agency	Efficiency and skill	Senior-level PPC judgment without hiring a senior. Raises output per person — the binding constraint on their margin.
Small advertiser	Automation / autopilot	“ Just handle it” — managed automatically within the limits they set. Will not self-manage, will not pay an agency.

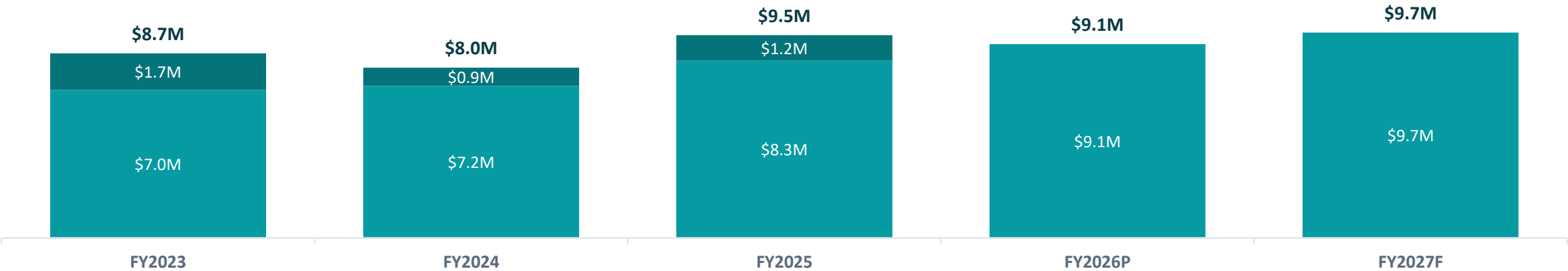
Project Mach3 also white-labels for agencies that resell under their own brand — a small part of the business today.

ANNUAL AND QUARTERLY REVENUE

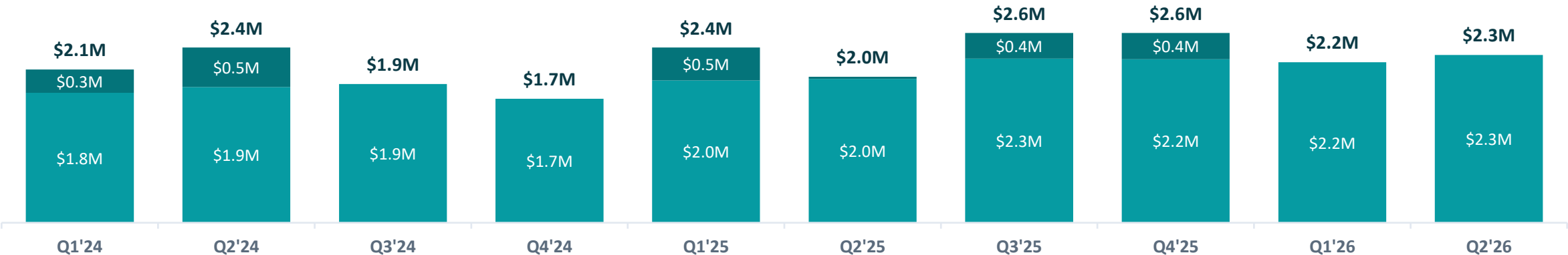
In USD (mn)

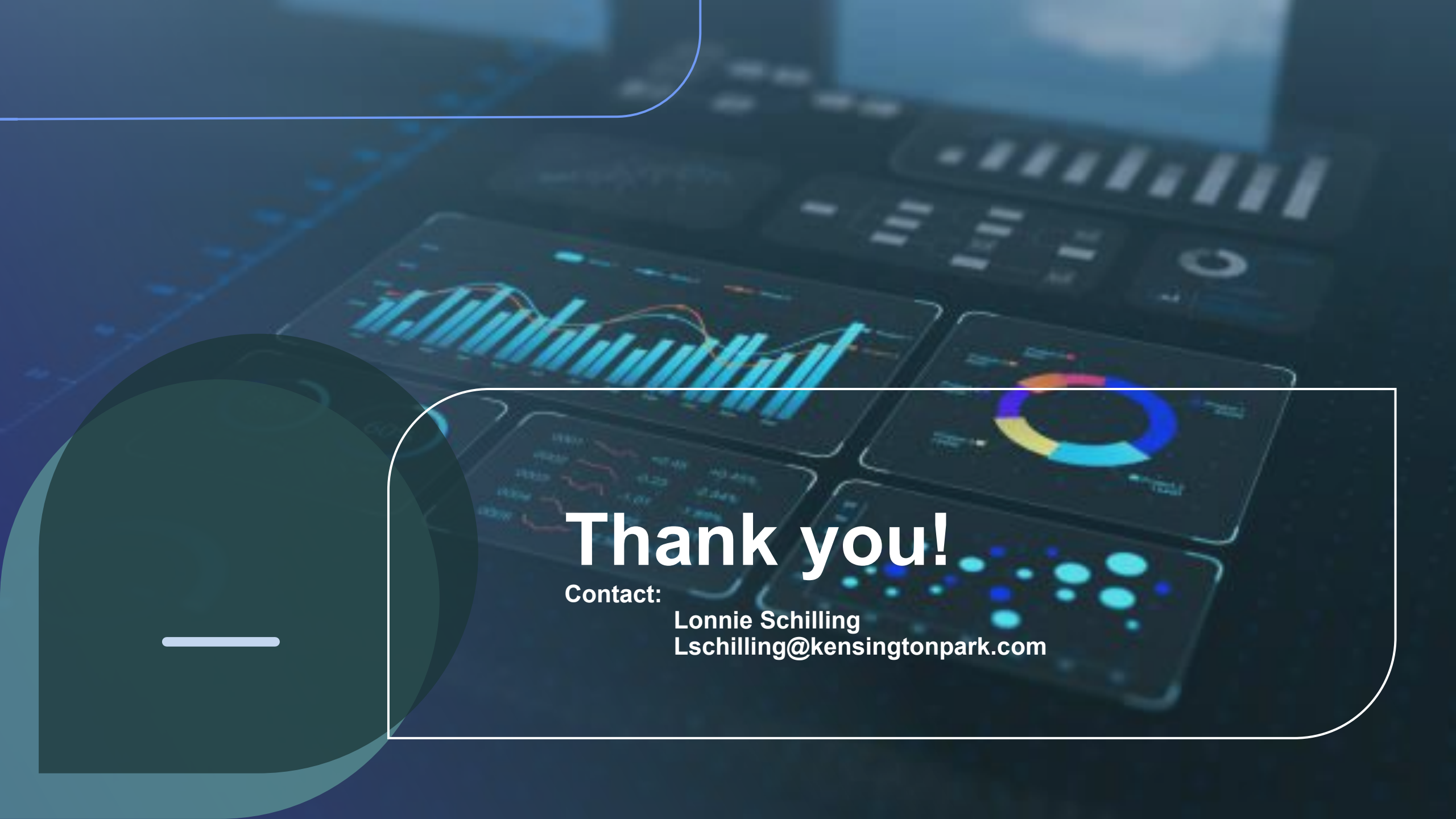
Core Revenue Microsoft

Annual Revenue



Quarterly Revenue





Thank you!

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