

## At Web Summit Rio, Rosh Agency to Launch AI-Powered Advertising Analytics Platform

*Pilot campaign exceeds sales targets by 50%*

Rosh Agency, a leading name in digital intelligence, creative campaigns, and social media strategy, will unveil its new platform, *Rosh Insights*, at the 2025 edition of Web Summit in Rio de Janeiro. Positioned as a transformative tool for advertisers, the platform promises to reshape how brands and agencies harness data and artificial intelligence to craft more effective, insight-driven campaigns.

Set to take place from April 27–30, Web Summit Rio is one of the world's largest technology gatherings, making it a fitting stand for the launch. *Rosh Insights* blends cutting-edge technology with human expertise, offering dynamic user experiences and deep analytical capabilities designed to enhance advertising outcomes.

Unlike traditional analytics tools, the platform integrates Large Language Models (LLMs) to deliver a more intuitive and adaptable interface.

“While many tools provide static reports, *Rosh Insights* empowers users to explore their data in a dynamic and personalized way,” says David Bydlowski, CEO of Rosh Agency. “Data has always been a core part of our DNA. Just look at our work with Carrefour—our strategy led to a 458% increase in positive sentiment, a 321% spike in profile visits, and a 52% boost in engagement. These results speak to the power of data-informed creativity.”

Another key differentiator is the platform's ability to automatically categorize over 80 types of visual and textual elements, with customizable tagging that adapts to each client's specific needs. The tool is built to scale, allowing for the simultaneous analysis of unlimited content assets. A balanced mix of automation and human oversight ensures the accuracy of insights, while respecting cultural nuances and identity markers such as gender representation.

### Built for results

Designed with performance in mind, *Rosh Insights* delivers measurable impact across both brand awareness and conversion metrics. For top-of-funnel efforts, the tool optimizes indicators like reach, watch time, shares, and positive sentiment. For performance-driven campaigns, the focus shifts to reducing CPA and increasing conversion rates. “We can calibrate the platform to virtually any KPI that matters to a business,” Bydlowski adds.

During a yearlong pilot with Accor Hotels, the platform's MVP played a pivotal role in a Black Friday campaign that exceeded its sales target by 50%.

Speed and scale are also part of the value proposition. The platform can classify more than 150 creative assets in under 30 minutes using AI, followed by a manual refinement stage to ensure nuance and relevance.

### **Market readiness and integration**

Rosh is betting big on the platform's rollout. In the first six months, the agency plans to deploy *Rosh Insights* across 10 key accounts, aligning the platform with the strategies of some of Brazil's most prominent brands.

Unlike many market offerings, Rosh provides a fully in-house workflow—from creative production to media operations to insights analysis—supported by a dedicated team that oversees the entire reporting process. This integrated structure allows for faster turnaround and greater alignment between teams, ultimately translating to better outcomes.

More than a product launch, *Rosh Insights* reflects the agency's broader mission: to fuse creativity, technology, and strategic intelligence into measurable success. "Our goal has always been to turn creative potential into real-world results," says Bydlowski. "With *Rosh Insights*, we're taking that mission to the next level—bringing personalization and optimization to every step of the advertising process."

Rosh's participation at Web Summit underscores its commitment to innovation. "This event is a chance to show how we're staying ahead of the curve, connecting data, creativity, and technology to deliver real impact for our clients," the CEO concludes.

Web Summit Rio 2025 will run from April 27 to 30. Last year's edition drew more than 34,000 participants, including 500 speakers and 1,000 startups, solidifying its reputation as the world's premier tech gathering.

Location – Startup Area

**Rosh Digital**

**PR Ana Rosado**

**55 21 986816203**

[anacristina.rosado@gmail.com](mailto:anacristina.rosado@gmail.com)

<https://agenciarosh.com.br/>