

AdTech consulting and AI development

For publishers and media buyers.
Industry expertise with the ability to deliver.

Raphaël Ambit

Founder of Epicflare

epicflare.io

Experience on both sides of media



Raphaël Ambit

Founder of Epicflare

Understanding media buying and selling challenges, then translating them into operational choices, technical solutions and AI integration.

Former VP Advertising

Dailymotion

Former Senior Director Technology

Jellyfish

CTO

Alliance Digitale

SELECTED REFERENCES

DAILYMOTION

HOMA

Everyday

infoprodigital

Le Parisien

T.EN TECHNIP ENERGIES

waterwiser

AdTech consulting and AI solutions tailored to your operations

AdTech consulting

Publishers and sales houses

Monetization, inventory, demand sources, ad stack and operations.

Agencies and media buyers

Buying methods, campaigns, performance, measurement and conversion tracking.

AI consulting and development

Designing the right solution

Use cases, feasibility, workflows, architecture and success criteria.

Prototyping, development and integration

Agents, automation and tool connections.
Prototype or integrated solution, depending on the project.

AI training

Decision-making for leaders and use cases for teams.

Automating media buying operations



REDUCTION IN MANUAL WORK TIME

40–60%

Media & audience planning

50–75%

Campaign setup

20–35%*

Routine optimizations

01 

Planning

Brief and historical data
Inventory, audiences and plans
CPM / CPA estimates

02 

Media buyer approval

Selecting a proposed plan
Revisions by traders
Trading rules retained

03 

Campaign creation

Line items, budgets and
creatives
Bids, structure
and naming conventions

04 

Optimization

Performance analysis
Budgets, line items and
creatives
Approval of key actions

Planning: manual work time vs. time spent revising AI outputs, depending on the scenario.

* Optimization: approximate gain, also linked to other process changes.

Unlocking the full potential of ad stack monetization



GAM, Freewheel, Magnite, etc.

GAINS OBSERVED ACROSS ENGAGEMENTS

+25 to +75%

CPM

×1.3 to ×3

Fill rate

Depending on scope and objectives

Technical integration

Auditing ad integrations on the website.

Rebuilding the affected integrations.

AdOps configuration

Reviewing ad server and SSP settings.

Reconfiguring ad delivery and monetization.

Integration optimization

Connections, buying methods and signals transmitted.

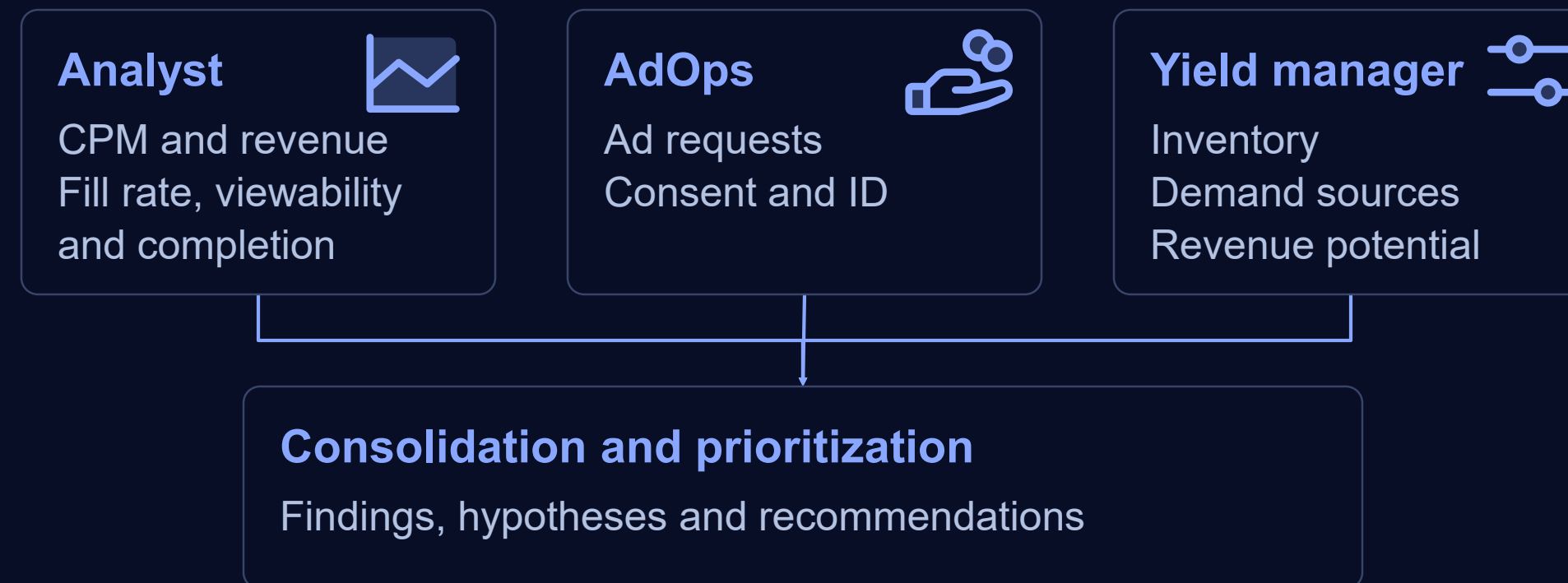
Adjustments to better match buying conditions.

Simplifying monetization monitoring with AI agents



GOOGLE AD MANAGER / MCP CONNECTION

Available reporting, settings and data



Documented assessment

Discrepancies, segments and evidence.

Prioritized action plan

Fixes, dependencies and metrics.

Improvement tracking

Progress, blockers and observed effects.

Teams approve priorities, implement actions and track their effects.

AI decisions and adoption

Advisory and mentoring for an executive committee and senior management.

Understand

AI capabilities and developments
Potential use cases
Implications for the business

Decide

Investment and timing
Technology choices, buy vs. build
Risk of obsolescence

Prepare for adoption

Tools for teams
Everyday uses and processes
Goals and adoption tracking

FORMATS TAILORED TO EACH AUDIENCE

Materials, discussions and concrete examples. Practical exercises as needed.
Small groups or webinars, which can be recorded for internal distribution.

An engagement tailored to your organization

Epicflare delivers consulting and technical implementation with its expert teams.

01	02	03	04
Understand	Define	Deliver	Validate and hand over
Goals, business practices, available tools and data.	Deliverables, technical choices and success criteria.	Consulting, fixes or development and integrations.	Business acceptance, impact measurement and adoption.
A need and scope to address.	Clear decisions before implementation.	Working closely with the teams involved.	Verified results and teams equipped to act.

An initial engagement to move forward

AdTech assessment

Understanding a performance or ad stack issue.

Assessment and a plan of prioritized corrections.

AI scoping

Deciding what to automate and how to deliver it.

Target workflow, feasibility and implementation options.

Targeted prototype

Testing a solution for a defined use case.

Working prototype and test findings.

An initial discussion about your challenge, tools and desired outcome.