Who Needs a Custom Algorithm, Anyway?

Brands govern their purchase decisions to make sure every dollar spent aligns with the brand's values and risk tolerance. At Chalice, we think media algorithms have been an exception to this rule for too long.

All of these problems are the same problem:

- Ads on MFA and children's content
- Inefficient supply paths and high carbon emissions
- Low ad attention, fraud, and poor viewability
- Lack of publisher diversity
- Excessive household frequency

Bring Your Own Brain

Chalice is a suite of software tools for developing and deploying platform independent models to automate your business strategies. Decisioning resides a level above your existing tech–stack.

Empowering marketers to express their business goals through AI transforms their outcomes. Automation aligns to strategy. Teams reclaim valuable time as they're freed from manual tasks that amount to steering against an autopilot.

+10% Brand Share
Genesis Motor, 2023

+1.5% Sales Lift
The Hershey Company, 2023

3x Incremental Lift
Major Finserv Brand, 2024

Why Choose Chalice?

- **True Customization:** You have complete control over the data, measurement, and analytics that power your AI. Your unique strategy directly shapes your algorithm and the decisions it makes across platforms.

- **Bring Your Own KPIs:** You choose and measure the KPIs that matter most to your business, even if they live outside of the platform.

- **Transparency and Auditability:** Chalice offers full transparency into algorithmic decisioning, providing you with placements and results you can trust.

- **Data Protection:** We take data privacy seriously. Chalice claims no rights to your data and never merges it across clients, ensuring your proprietary information remains secure.