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Welcome to the comprehensive guide on Intent.ai Demand-Side Platform (DSP). This document is structured to provide a clear and concise roadmap for setting up, managing, and optimizing your digital advertising efforts using a Intent.ai DSP.

By following the sections outlined in this Table of Contents, you will gain insights into defining campaign goals, targeting the right audience, managing budgets and bids, creating compelling ad creatives, and utilizing advanced analytics for continuous improvement. Each section is bite-sized and designed to equip you with the knowledge and tools necessary to maximize the effectiveness and ROI of your advertising campaigns.

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