

Capabilities Statement

MIXOADS

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CAGE

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Company Overview

Mixo Ads Inc. is a Delaware C Corporation delivering **AI-enabled, human-supervised communication and advertising solutions** to private, government and public sector entities. Established originally in **2015** and restructured in **2024**, Mixo Ads operates through two specialized divisions: **mxAI** (AI-driven optimization and analytics) and **RFx** (traditional media and strategic communications). Our proprietary system generates and optimizes **80 million+ creative variations monthly** across **30+ approved digital and traditional media networks**, enabling compliant, data-driven communication delivery that meets government mandates for transparency, inclusion, and measurable public value. Mixo Ads maintains government-grade data security and compliance, including **Cyber Essentials Plus, ISO 27001, SOC 2 Type II, and ISO 9001**. [Learn more ↗](#)

Our Capabilities

- AI-Enabled Advertising & Communication Optimization
- Digital Media Strategy (Social, Search, Programmatic)
- Traditional Media Strategy (TV, Radio, Print, OOH, CTV)
- Public Service & Community Awareness Campaigns
- Crisis & Emergency Communication Management
- Large-Scale Testing, Analytics & Performance Optimization
- Multilingual & Culturally Inclusive Outreach
- Data-Driven Reporting & Audit Traceability
- Local Economic Participation & Community Impact
- Creative Development & Content Adaptation Across Formats
- Marketing Science & Predictive Insights Engine

NAICS Focus

541810, 541613
541820, 541910

PSC Codes

R701, R708, T001
T013, DA01, DF10



Differentiators

- **AI-Powered Scale:** Generates and optimizes 80M+ variants monthly across 270,000+ parameters.
- **Hybrid Execution Model:** Combines AI automation with human strategic oversight and cultural sensitivity.
- **Government-Ready Infrastructure:** ISO 27001, SOC 2 Type II, Cyber Essentials Plus, and HIPAA-readiness.
- **Performance Impact:** 30–50% improvement in efficiency and engagement vs. incumbent methodologies.
- **Rapid Deployment:** 3-week end-to-end activation (vs. 8–12 weeks industry average).
- **Local Economic Participation (LEP):** One full-time local hire per major engagement.

Performances



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ISO 27001 ISO 9001