

# Empowering Ad Effectiveness for Mars with Realeyes & Super Protocol's Confidential AI Solution



**MARS**

real  
eyes

**SUPER  
PROTOCOL**

**EXXACT.**

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Realeyes, a leader in AI-based attention and emotion measurement, partnered with Mars, Inc. to optimize ad performance across 30+ brands in 19 markets. However, they faced a significant challenge: accessing high-quality, sensitive data needed to enhance their AI models while ensuring privacy and compliance.



## The Challenge

Realeyes encountered several obstacles in improving their ad efficiency predictions:

- Limited access to critical datasets due to privacy concerns
- Risk of exposing confidential information in traditional cloud environments
- Regulatory pressures complicating cross-border data sharing

## Innovative Solution: Super Protocol's Confidential AI Cloud and Marketplace

To address these challenges, Realeyes adopted Super Protocol's cutting-edge confidential AI infrastructure, powered by Exxact's advanced hardware along with additional cloud providers. The solution leveraged:

- Exxact's **2U server** equipped with 5th Gen Intel Xeon Scalable CPU and NVIDIA H100 GPU
- Confidential computing capabilities using Intel TDX and NVIDIA GPU Trusted Execution Environments (TEEs)
- **Confidential and Self-Sovereign AI Cloud and Marketplace**, powered by the automated computing network where confidential computing resources are provided by multiple independent providers rather than a single cloud provider.

This powerful combination enabled verifiable secure processing of sensitive datasets while maintaining strict data protection and compliance.



“Their powerful 2U servers, equipped with 5th Gen Intel Xeon Scalable CPUs and NVIDIA H100 GPUs, have shown reliable and uninterrupted performance.”



## Transformative Results

The implementation of Super Protocol's confidential computing solution, powered by Exxact's hardware, led to remarkable outcomes:

- **Unlocked Data Access:** 319% growth in AI training datasets
- **Enhanced Prediction Accuracy:** Up to 75% accuracy versus human accuracy
- **Significant Business Impact:** 3-5% sales lift for Mars across 19 markets and 30+ brands

"Since we started using Super Protocol, we have unlocked more high-quality data, facilitating a 319% growth of our AI training datasets. This ensures privacy and compliance while driving better ad performance globally and achieving a significant 3-5% sales lift for Mars, with predictions becoming more precise and actionable," stated Elnar Hajiyev, Co-founder and CTO at Realeyes.

"Super Protocol onboards only confidential-computing compliant hardware. Since starting our partnership with Exxact in 2024, we have benefited from their high-quality products, fast lead times, and very competitive prices," stated Yulia Gontar, COO at Super Protocol. "Their powerful 2U servers, equipped with 5th Gen Intel Xeon Scalable CPUs and NVIDIA H100 GPUs, have shown reliable and uninterrupted performance. We are also pleased that Exxact's hardware supports NVIDIA H200 in confidential mode on both their single GPU servers and HGX 8 GPU systems - a capability not all vendors offer, yet is invaluable for our decentralized approach. We are excited to continue this fruitful partnership and deliver value to more customers from various industries."



# Scaling the Impact

The success of this confidential AI solution opens doors for broader applications across industries. Realeyes is now exploring secure AI measurement solutions in finance, medtech, and biometrics, leveraging the power of Exxact's hardware and Super Protocol's confidential computing environment.

By combining **Exxact's** high-performance computing capabilities with **Super Protocol's** innovative approach to Confidential AI, businesses can now unlock the full potential of sensitive data while maintaining the highest standards of privacy and security.

