



## Pattern Awarded U.S. Patent for Ad Tech That Measures True Advertising Performance

May 22, 2026

*United States Patent No. 12,626,273 B2 validates Pattern's proprietary methodology for calculating the true incremental return on ad spend across digital marketplaces*

LEHI, Utah--(BUSINESS WIRE)--May 22, 2026-- Pattern Group Inc. (NASDAQ: PTRN), a leader in accelerating brands on global ecommerce marketplaces, today announced at Accelerate, Pattern's annual gathering of the world's top ecommerce executives and brand leaders, that it has been awarded United States Patent No. 12,626,273 B2 for its systems and methods for generating a True Return on Advertisement Sales Value (True ROAS®). The patent, granted May 12, 2026, covers Pattern's breakthrough approach to analyzing advertising effectiveness by accounting for both short-term and long-term factors, giving brands a more accurate view of what their ad spend is actually returning.

"This patent is the formalization of years of deep thinking about what it actually means for an ad to work for brands on ecommerce marketplaces and social platforms," said Jason Wells, Chief Architect at Pattern. "True ROAS isn't just a metric; it's the truest measure of incrementality in advertising. When a brand spends a dollar, we can tell them more accurately what that dollar returned. Standard ROAS can't do that, and that distinction is the difference between optimizing for noise and optimizing for growth that actually compounds."

As Pattern Co-founder and CEO Dave Wright said on stage at Accelerate, Pattern has been obsessed with finding the truest answer to what ad spend actually returns for its brand partners, and the systems covered in this patent are the result of that pursuit.

At the core of the patent is a proprietary model that calculates true incrementality with product-specific precision. Unlike industry approaches that rely on rough estimates or static formulas, Pattern's proprietary model incorporates both experimental and non-experimental data and continuously learns as new information becomes available, weighing multiple factors including organic market conditions and competitive dynamics to produce an incrementality estimate tailored to each product's unique competitive position in the marketplace.

True ROAS pairs seamlessly with Pattern's patented flagship AI adtech, Destiny. Together, they deliver exponential impact for brands: Destiny analyzes trillions of data points to identify winnable keywords, automate bid optimization, and drive products into the critical organic rankings on marketplace search pages, while True ROAS ensures every dollar spent is measured against what it truly generated. The result is a flywheel where smarter measurement drives smarter spend, and smarter spend drives durable organic ranking.

For Pattern's brand partners, competing across 70+ global marketplaces and 100+ countries, this combination is a meaningful competitive advantage, enabling them to decrease dependence on costly ads, accelerate organic ranking, and unlock growth that doesn't erode the moment the ad budget does. As agentic shopping reshapes how consumers discover and purchase products, the ability to measure true incrementality with precision becomes even more critical, and Pattern's patented technology ensures its brand partners are built for what comes next.

"We built Destiny to turn ad spend into a growth asset, not a recurring cost," added Wells. "This patent ensures the methodology behind that mission is protected, and that our brand partners continue to benefit from an approach the industry hasn't caught up to yet."

Learn more about Pattern's advertising technology at [pattern.com/products/advertising-technology](https://pattern.com/products/advertising-technology).

### About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 77 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across more than 70 global marketplaces — including Amazon, TikTok Shop, Walmart.com, [Target.com](https://www.target.com), eBay, Tmall, JD, and Mercado Libre.

### Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include all

statements other than statements of historical fact, including but not limited to expectations regarding True ROAS®, performance, impact to brands, growth, strategies, capabilities, and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in our Form 10-K filed with the Securities and Exchange Commission (“SEC”) on March 6, 2026, in our Form 10-Q filed with the SEC on May 7, 2026, and in our subsequent filings with the SEC.

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