

Appier

Building Your Brand with Appier



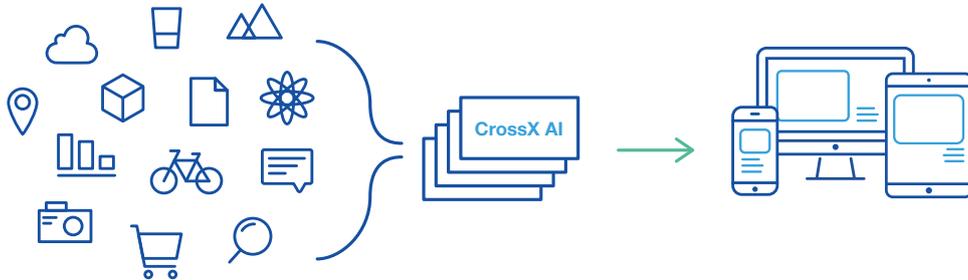
Rachel is a 38-year-old career woman who works at a tech company here in Asia. She owns a smartphone, a tablet, and a laptop—and uses a desktop PC while she's at the office. In many ways, she's a typical consumer, browsing fashion trends, beauty brands, and indulging her love of tech news on all three types of devices across four screens—in between doing research for work.

Rachel is exactly the type of consumer you want to reach to boost your brand's awareness, consideration and preference. But in an era where her attention is more fragmented than ever and divided across four screens, can you reach her with the right frequency to do so?

Whether you want to increase your brand awareness or spur customers to take action, your challenge is to reach Rachel often enough to increase her affinity for your brand, motivating her to visit your store, website, or even make a purchase. Appier can help, by using AI to deliver your message across screens at the right frequency.

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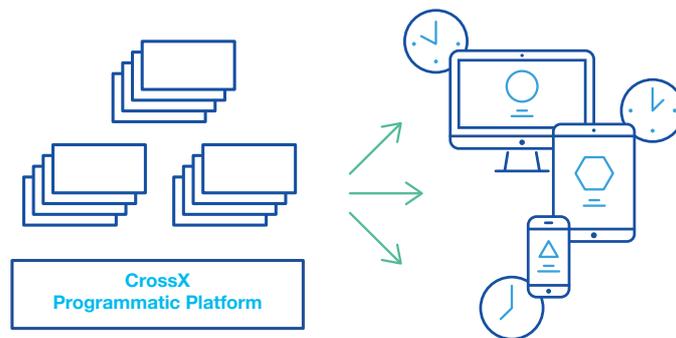
ARTIFICIAL INTELLIGENCE TECHNOLOGIES:



Appier CrossX AI Technology: Reach your consumer effortlessly across screens

What it does: Appier's CrossX AI technology enables you to reach your customer effortlessly across all screens. CrossX AI provides information on device ownership while building audience profiles including attributes such as usage and interests.

The Appier advantage: Appier's CrossX AI technology offers a much broader reach than login-based systems, allowing you to integrate all of your device-specific marketing efforts into a single cross screen campaign.

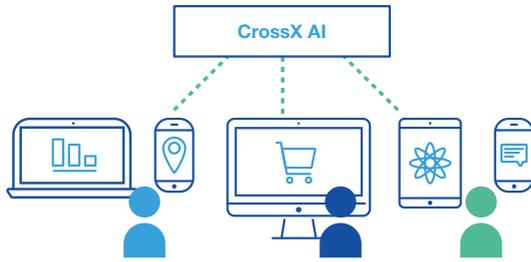


Appier CrossX Programmatic Platform: AI driven audience buying

What it does: What screen, what time, what price: Appier's CrossX Programmatic Platform identifies and buys the best audience for your campaign, thanks to AI algorithms that predict the cross screen behavior of users minute by minute. The CrossX Programmatic Platform combines audience targeting, inventory, and bidding infrastructure to take the guesswork out of cross screen campaigns. The CrossX Programmatic Platform is RTB-enabled, and offers AI algorithms tailored to different brand verticals.

The Appier advantage: Appier's CrossX Programmatic Platform uses AI to power smarter, easier cross screen audience buying.

FEATURES:

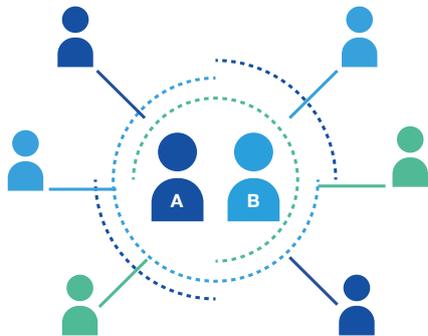
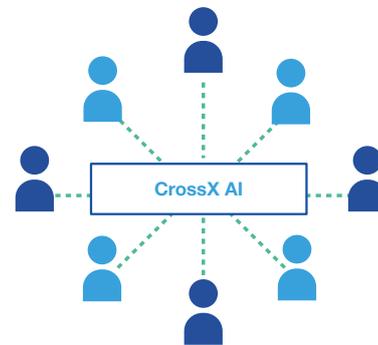


Drive brand awareness and website traffic across screens

How it works: Appier CrossX Programmatic technology drives consideration and awareness by identifying and buying the best audience for your campaign, while CrossX AI technology helps you reach your customer effortlessly across all screens.

Lead generation: Generate qualified leads across screens

How it works: Appier CrossX Programmatic technology drives lead generation by buying the best audience for your campaign, while CrossX AI technology helps you reach your customer across screens, whether you're looking to generate leads online or off.



CrossX Lookalike: Expand your audience by finding people similar to your existing customers

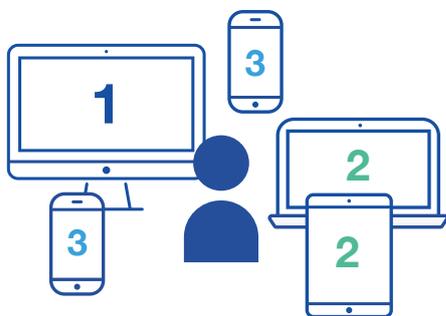
How it works: Provide information on existing customers or visitors to your website, and our AI will compare this information with profiles stored in CrossX's databases to find users who look and behave similarly online.

CrossX Remarketing: Reach users across screens

How it works: A user with a phone, PC and tablet is one person, not three. CrossX Remarketing uses Appier CrossX AI to remarket to your customer on every screen she owns, shortening time to action by remarketing across screens. This also enables you to elevate your storytelling with sequential video advertising.



FEATURES:



CrossX Frequency Capping: Control your brand exposure with frequency capping across screens

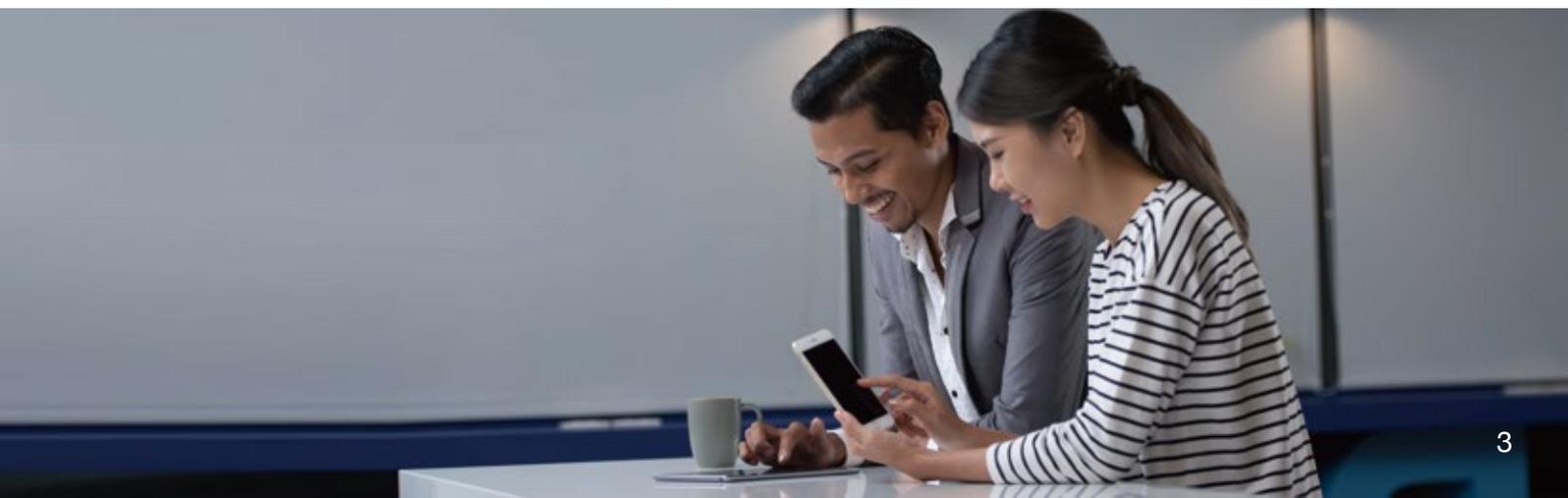
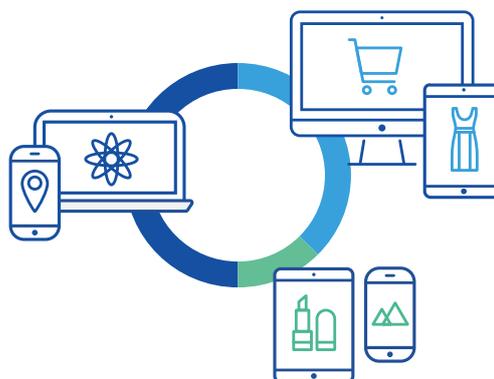
How it works: CrossX Frequency Capping can limit the number of impressions shown to users across all screens, on either a per day or per action basis. This enables you to control your brand's exposure on an individual—and not device—basis. This helps you spend more efficiently, limiting wasted impressions. It also prevents you from diluting your brand equity or sacrificing your customer's goodwill.

CrossX Reach and Frequency Report: Cross screen insights for your brand

How it works: Today's multiscreen campaigns leave brands with some important questions. You know there's some overlap or repetition between devices—but how much overlap is helpful (achieving engagement at the right frequency to spur consumers to take action on your brand) and how much is harmful, wasting money or consumer goodwill? Which devices are best for driving upper funnel exposure, and which are best for direct action campaigns?

Appier's CrossX Reach and Frequency Report includes: user overview (how many users, where and on what screens users viewed your ads), and cross screen conversion paths.

This provides insight on the role every screen played in your customer's journey—not just the last screen they used before clicking your ad. That helps you allocate budgets more efficiently and effectively.



Appier

Appier is a technology company that makes it easy for businesses to use artificial intelligence to grow and succeed in a cross screen era. The fact is, we are living in a post-mobile world, where cross screen is no longer optional. Advertisers trying to reach customers online face mounting complexity as the number and types of screens multiply. We believe artificial intelligence is the best approach to resolve this complexity as the number and types of screens multiply, making it easy for clients to reach across screens.

Headquartered in Taipei, Appier serves more than 500 global brands and agencies from offices in eleven markets across Asia, including Taipei, Singapore, Tokyo, Sydney, Ho Chi Minh City, Manila, Hong Kong, Mumbai, New Delhi, Jakarta and Seoul.

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