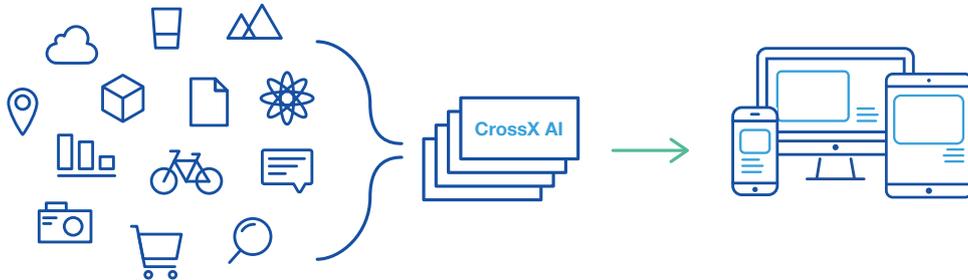# Appier

Gaming with Appier

The number of smartphone and tablet devices around the world are on the rise—providing unprecedented opportunities for you to promote your mobile game app to millions of people around the world. But the competition for users is growing, and even app makers who successfully claw through the noise to win downloads in the first place must also battle for the increasingly scarce attention of their users.

Driving app downloads at the right volumes and in the right global markets is essential. But it's just the beginning for the majority of gaming app companies whose business model depends on revenue from in-app purchases. The key lies in identifying people who will engage with your app beyond the initial download—at the right volumes and the right price. Appier can help, by using artificial intelligence to identify high value users who are more likely to make in-app purchases.

ARTIFICIAL INTELLIGENCE TECHNOLOGIES:

CrossX AI Technology

What it does: Appier's CrossX AI technology 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 allows you to integrate all of your device-specific marketing efforts into one campaign that reaches gamers and potential gamers to drive app installs on every device they own.
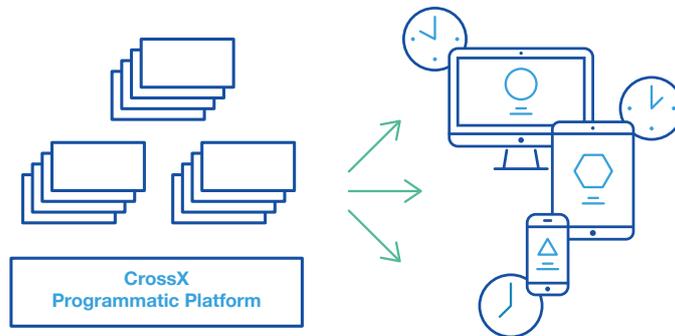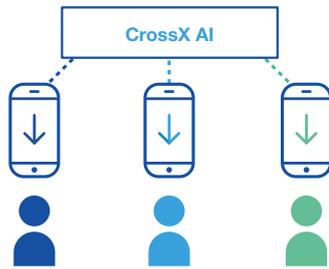

Appier CrossX Programmatic Platform

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

The Appier advantage: Appier's CrossX Programmatic Platform technology uses AI to power smarter, easier cross screen audience buying, helping you reach the high value users most likely to download and make purchases in your app.

FEATURES:

CrossX App Installs:
Drive app downloads

How it works: CrossX Programmatic Platform's AI algorithms help you reach high value audiences to drive app downloads, so you can find users who will engage with your app beyond the initial installation.

In app revenue optimization:
Drive more revenue with your app

How it works: CrossX Programmatic Platform's AI targets high value users—and can help optimize your campaign to target users more likely to make in-app purchases or signups. As the campaign runs, the AI analyses which users are engaging with the app through in-app purchases or signups (aided by a simple tracking code), and then optimises the ongoing campaign to return more of these users.
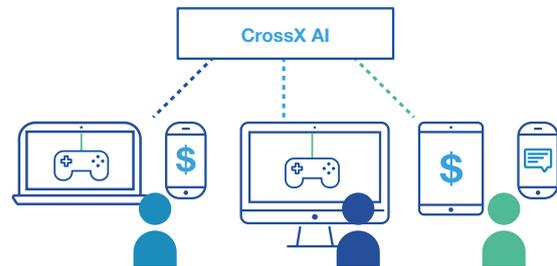
CrossX Remarketing:
Drive more revenue with your app

How it works: A user with a phone, PC and tablet is one person, not three. CrossX Remarketing uses Appier CrossX AI technology to remarket to your customer on every screen they own. It also tailors gaming app recommendations to each user's unique cross screen behavior, device ownership and interests—so if a user has shown interest in gaming or even played your game on PC, you can promote your app to him on smartphone or tablet.

CrossX Frequency Capping:
Frequency capping across screens

How it works: Appier can cap the number of impressions shown to users across all screens, on either a per day or per action basis. This helps you spend more efficiently, limiting wasted impressions and preserving your customer's goodwill.

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.

www.appier.com