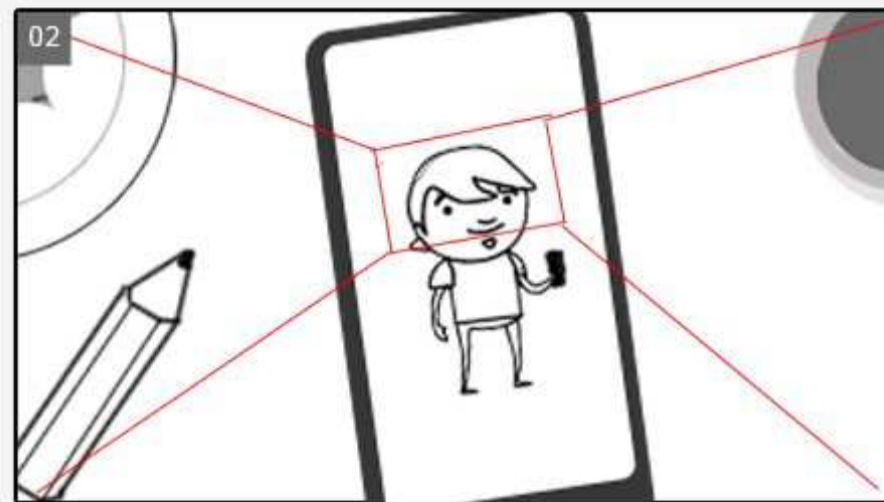


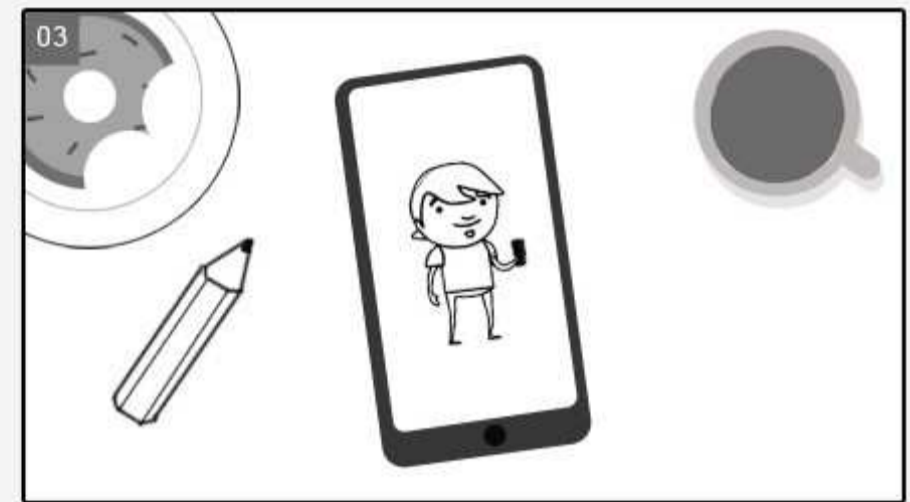
We see a close up of a man (customer) smiling. Above him are several devices floating around moving to the right: an iPad, a laptop, a PC and an iPhone.

**V0** People are constantly surrounded by different devices.



Transition: Zoom out.

**V0**



We see a table from a top view. Over the table there is an iPhone and we can see the customer inside. Over the table we see a cup of coffee, a pen and a donut

**V0** As a marketer today, your biggest challenge



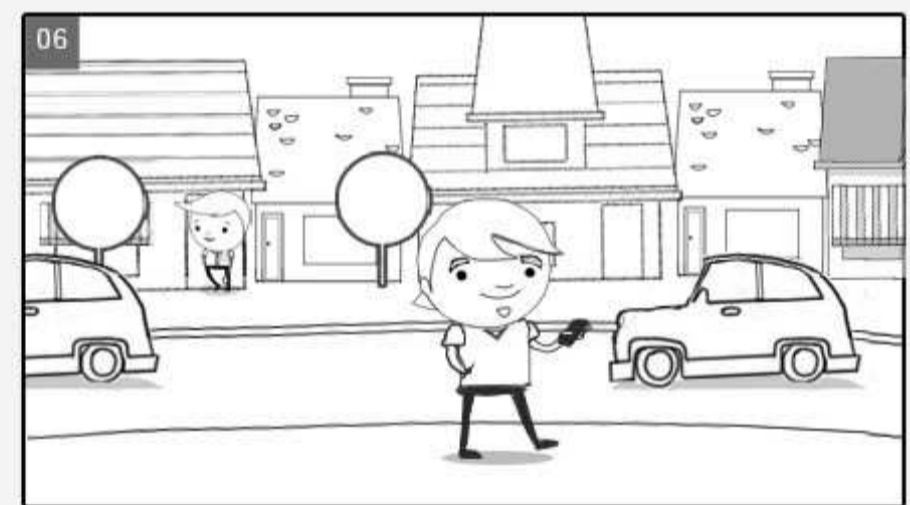
A finger enters the screen and a location icon appears above the customers head.

**V0** is to reach your target audience effectively across all these devices.



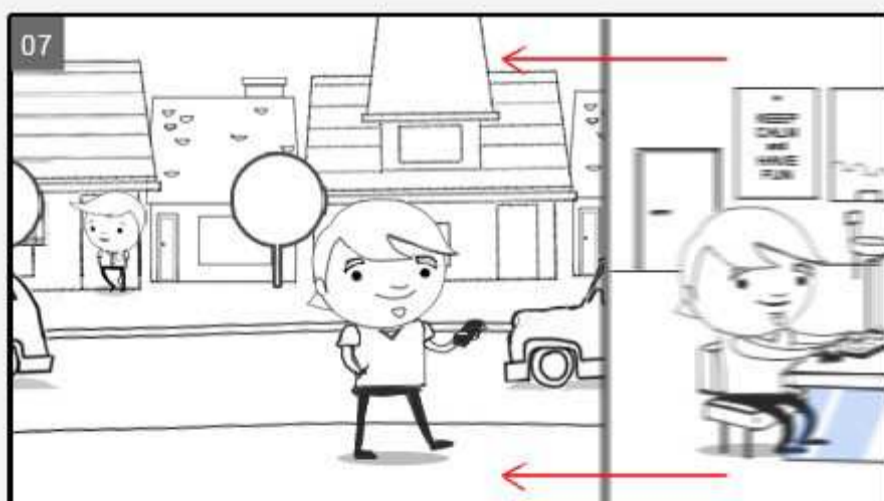
Transition

**V0**



We see our character walking down the street holding his phone.

**V0** When is my target audience using their phones?



We see our character walking down the street holding his phone.

**V0**



We see the same character at the office, working on his PC.

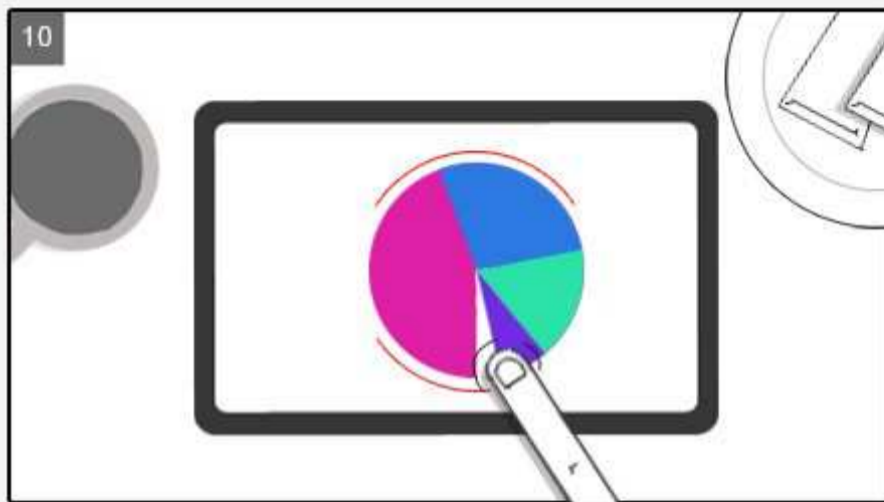
**V0** When do I target them on PCs?



The screen splits one more time and we see him holding an iPad and smiling. A heart icon appears above his head, floating.

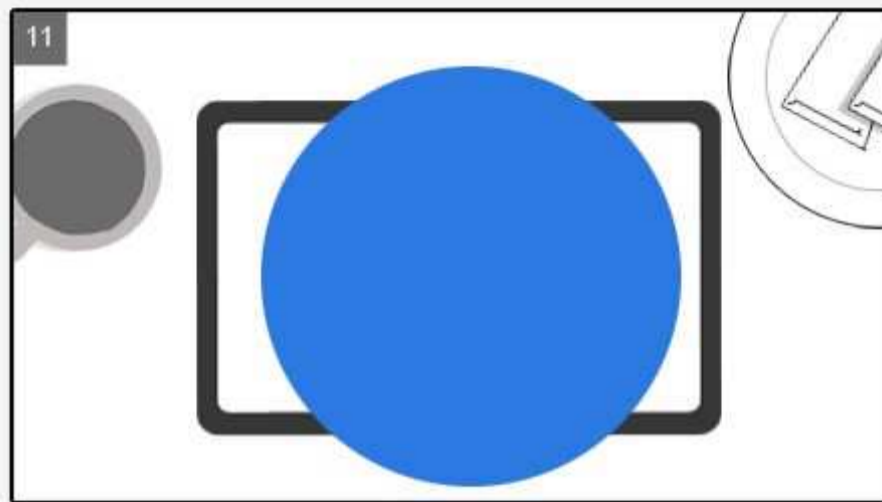
**V0** Are they looking for something different on tablets?





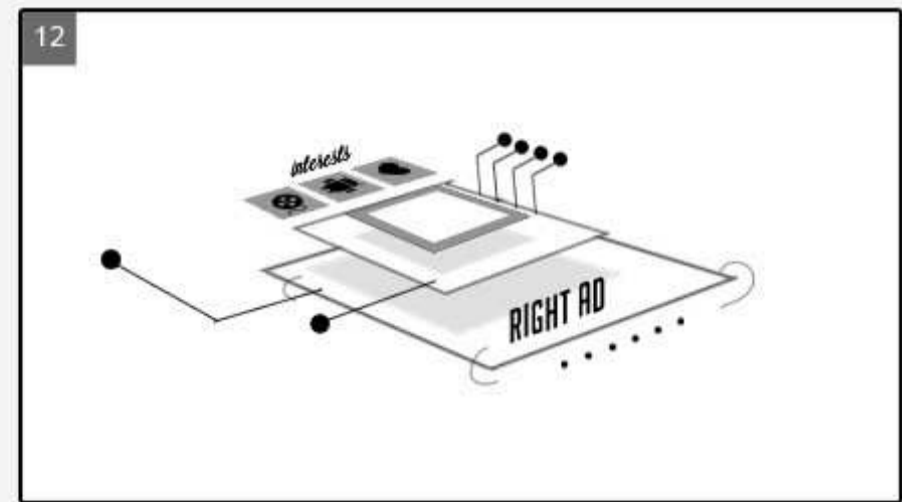
The iPad goes down and lands on a table that has been put together. We can see a cup of coffee over the table and some toast. A finger enters the screen and makes a circular move over the iPad as we see a pie chart display on the screen. Once the finger ends its movement the pie chart is complete

**VO** How do I smartly allocate my marketing budget?"



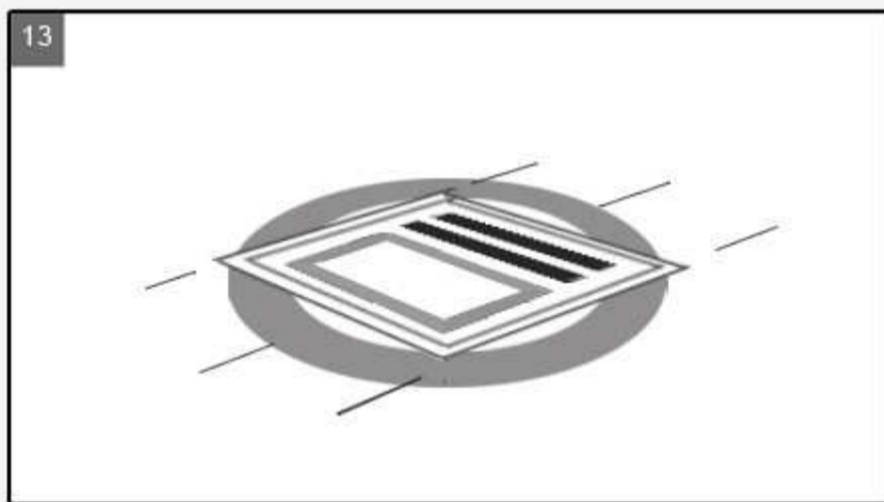
Transition. All the screen fills in with a color.

**VO**



An ad is being created. We see several square shapes and small lines with dots moving. Also some icons appear related to the interests of the target audience (example, a film, a heart and an android). The text RIGHT AD emerges.

**VO** Imagine the happiness of delivering the right ads,



All the ads compress into a flat image while circular lines emerge from the back. It flies down and goes off the screen.

**VO** to your target audience,



The ad goes down and enters a cellphone. We can see the content of the ad now: NEW HAMMER. A finger enters the screen and clicks on it then the phone goes down off the screen.

**VO** on the best devices,



The phone goes down and we can see Thor behind it with a brand new hammer. He is really happy with big bright eyes and a message with the icon of a heart appears.

**VO** at the perfect time...



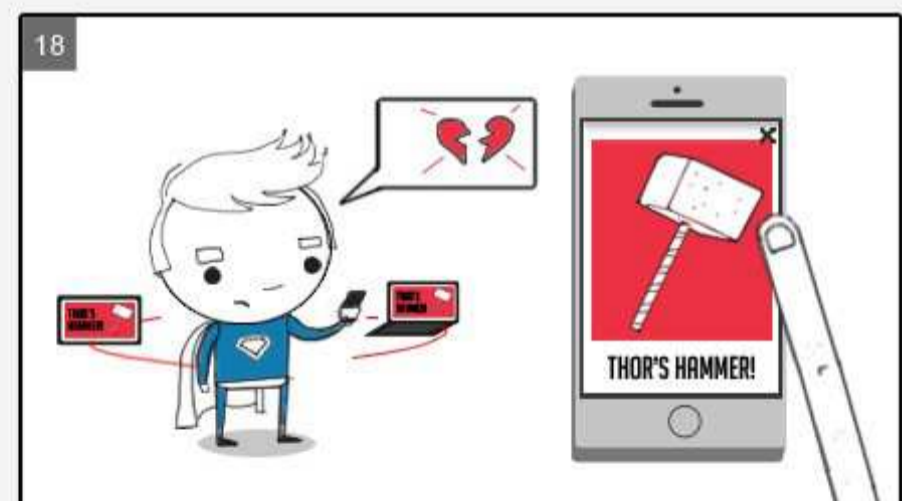
The logo appears.

**VO** Marketing made happier... with Appier! Our interest-based,



Transition. The camera goes down.

**VO**



Superman is standing on the left holding a cellphone while other devices move around him. On the right we see his cellphone with a big ad offering Thors' Hammer. His finger enters the frame and closes the ads. He looks disappointed and a bubble pops up with a heart broken inside.

**VO** user targeting platform intelligently eliminates repetition





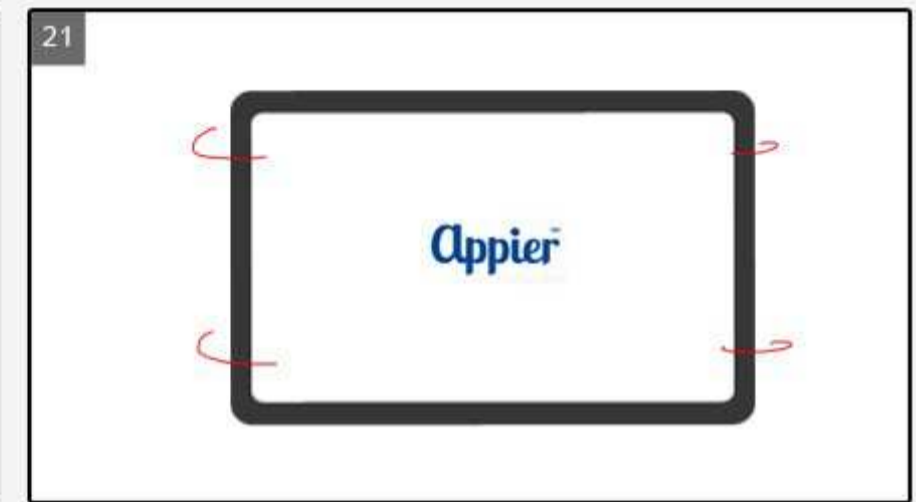
An Ad appears on his iPhone screen showing the new outfit from the Wonderwoman. On the left we see him confused and an interrogation mark appears.

**VO** and ads that miss their target by a mile,



A new ad appears this time for New Glasses. Superman becomes really happy and clicks on the buy button. We see a heart icon pop up.

**VO** while increasing user brand engagement!



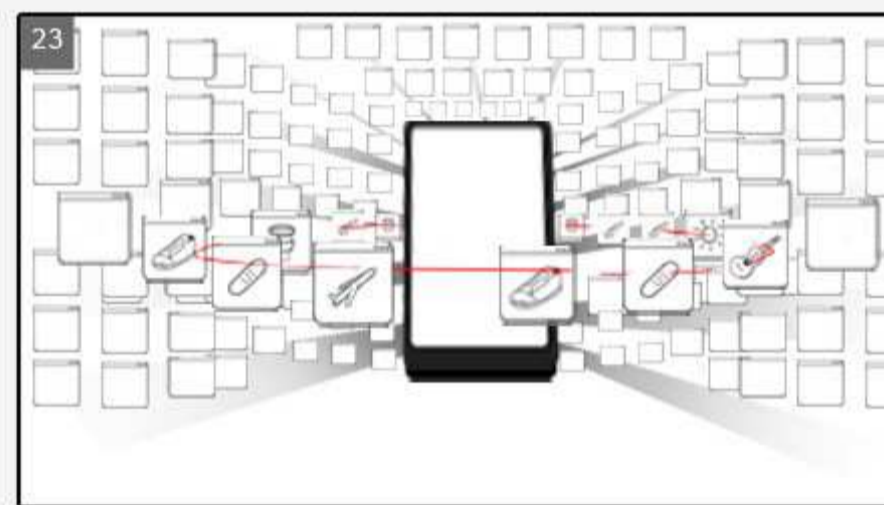
The camera goes up. We see an iPad and the logo of Appier pops up.

**VO** Appier's cross screen targeting helps achieve



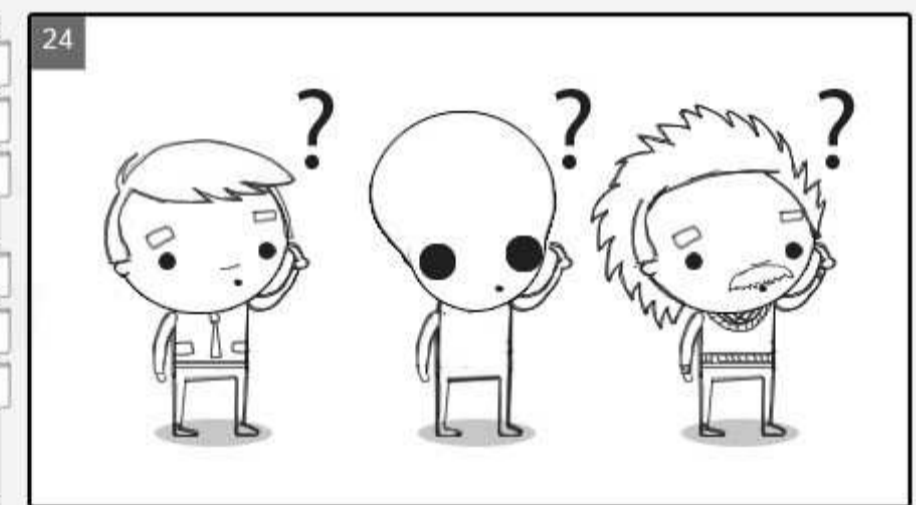
The laptop transforms into an iPhone and the world appears inside and a location icon is placed above it. A finger enters the frame and touches the screen.

**VO** your digital advertising ROI, on a global scale.



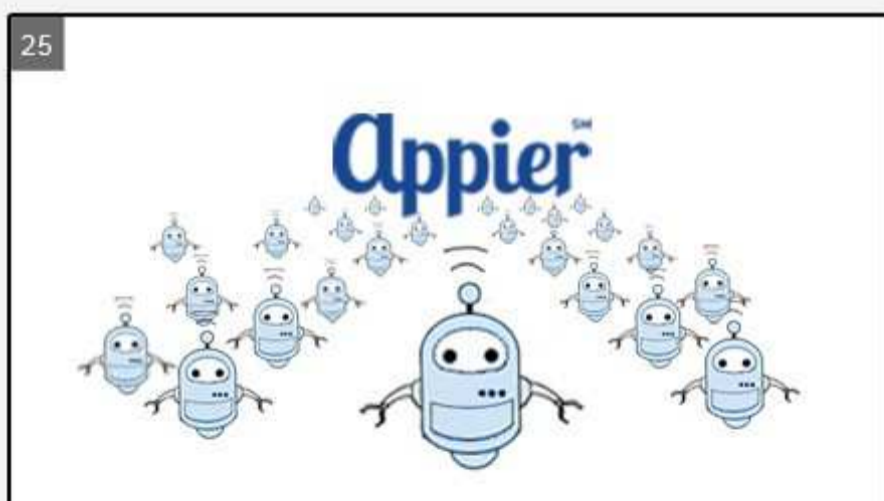
The iPhone is floating in the middle and thousands of ads appear floating around it and from the back of it.

**VO** You see, big data is way TOO big



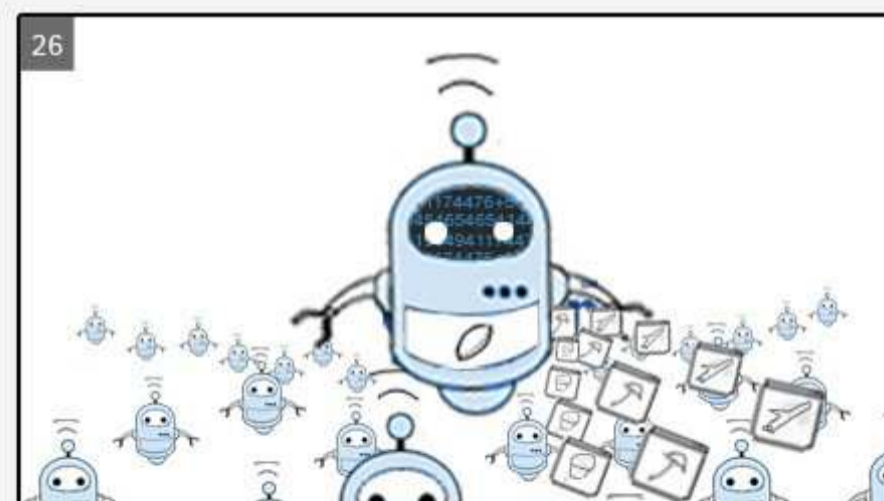
A marketer, an Alien and Einstein look with doubt on the situation.

**VO** for mere mortals to analyze effectively...



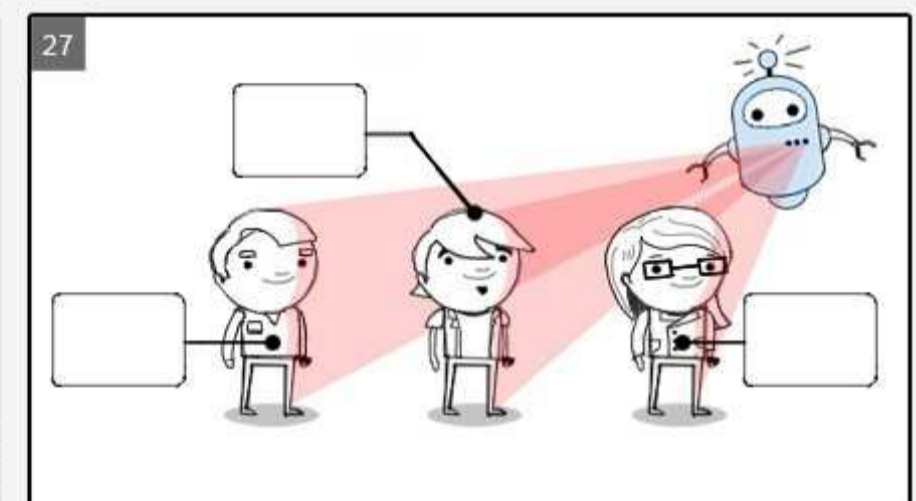
We see the Appier logo and hundreds of robots emerge from the bottom and start floating.

**VO** Appier's AI robots use mathematical models



One robot appears from the bottom and we see that a lot of ads are absorbed by him. Then, the back of his eyes turned and we see mathematical formulas and numbers on it. Over its belly we see ads displaying very fast. The robot flies to the right and is the transition for the next scene.

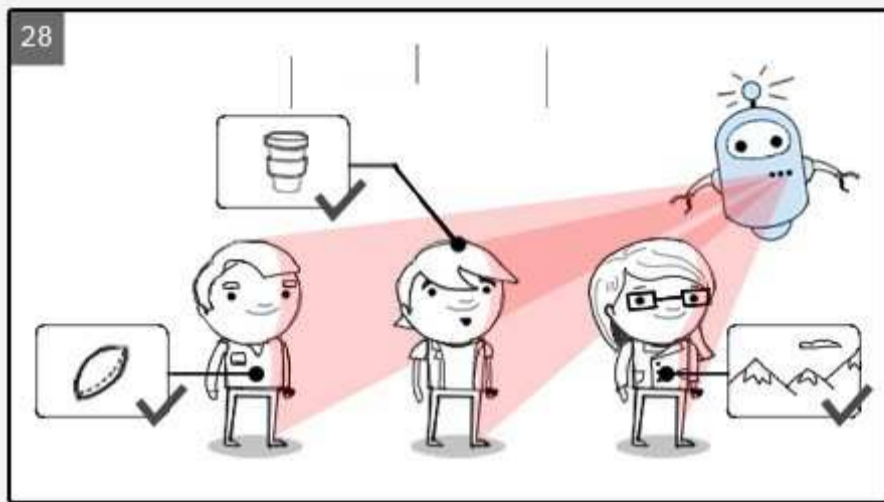
**VO** to analyze user behaviors, identify devices owned



We see three people and Appier's robot analyzes them with a laser and several images pop up related to different subjects. They pass fast as the robot calculates the perfect ad for each person.

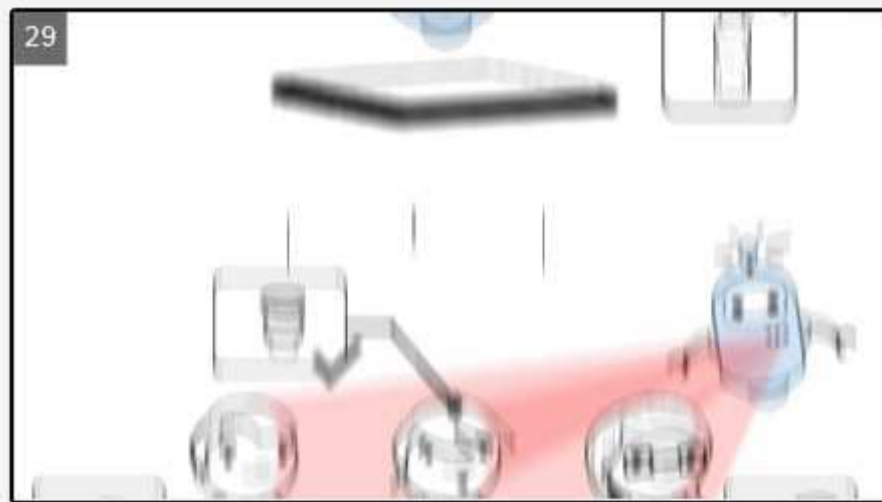
**VO** and deliver preferred content at the perfect time





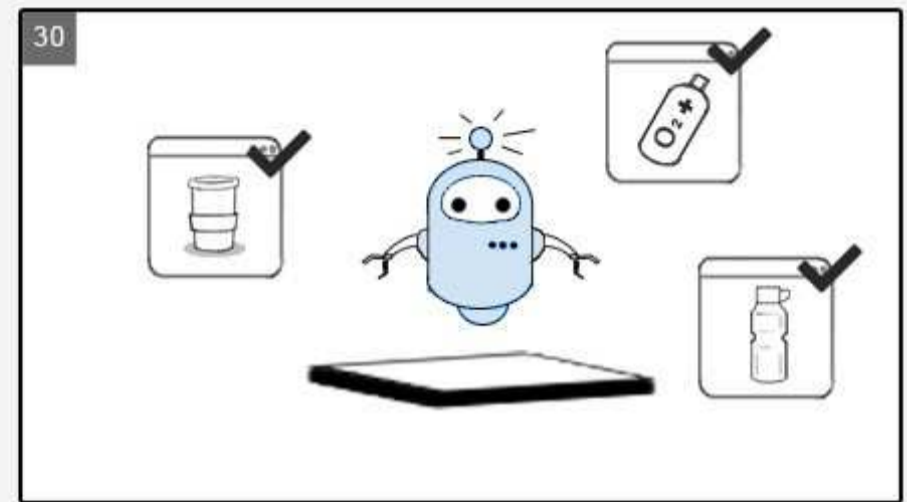
On the pop ups we see the right ads that appear next to a check sign. From left to right we see, a football, a cup of coffee and a landscape of montains. All the characters smile.

**VO** – all calculated within 0.1 seconds!



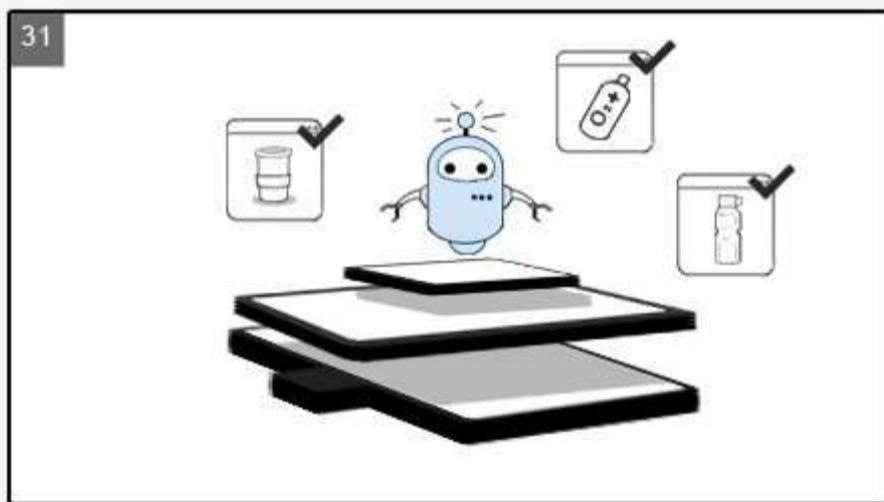
Transition. The camera goes up.

**VO**



We see Appier's robot floating over an iPhone. On it sides three ads appear with a check on the top part of each. From left to right we see: a coffee, an oxygen tank and a bottle of water.

**VO** Appier's AI Robots can predict Amy's behaviors on her mobile phone,



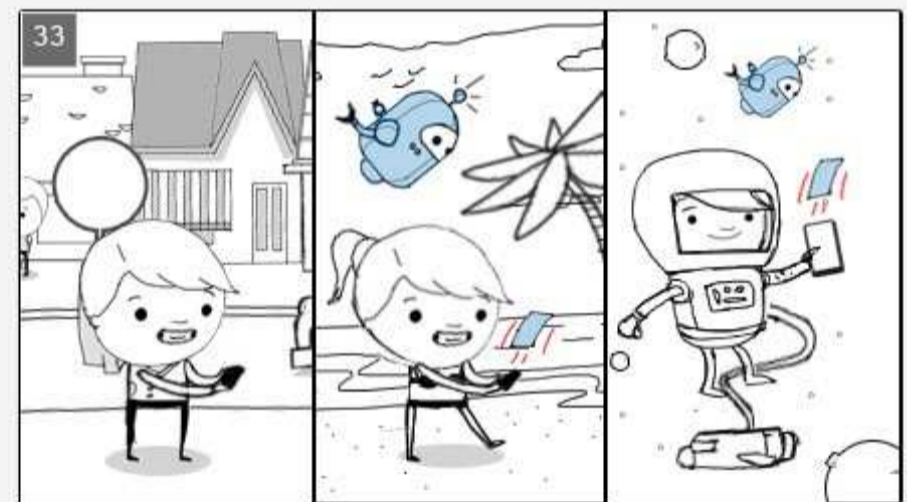
Zoom out. Below the iPhone appears an iPad and a PC floating.

**VO** tablet and PC



Split image. We see Amy walking on the street on the left and we see her walking next to a beach on the right. Appier's robot flies from left to right and sends the right ad for her.

**VO** and follow her across these devices



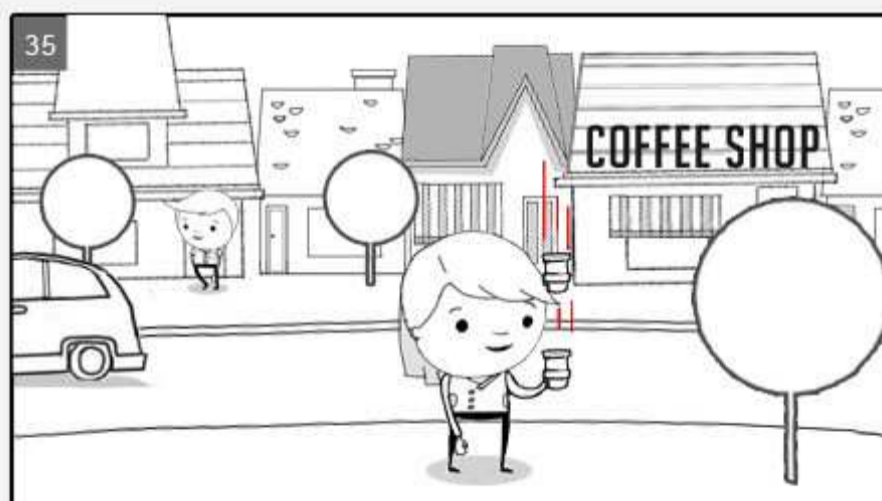
Split image. A new scene appears on the right. Amy is in space wearing an astronaut suit. The three Amy's receive the ad and falls to the devices. The ads from frame 21 should each one pop up next to Amy's charcters.

**VO** offering her preferred content on the right device at the right time.



The first scene moves to a full screen. We see a dialog box from the iPhone with a coupon for a 2x1 coffee.

**VO** Watch... here's Amy using the coffee coupon she received



The two cups of coffee fall from above and Amy catches them.

**VO** on her mobile on the way to work.



We see a point of view shot from Amy who is working on her laptop. She sees an ad and clicks on it.

**VO** This afternoon she checked out CRM ads on her laptop.





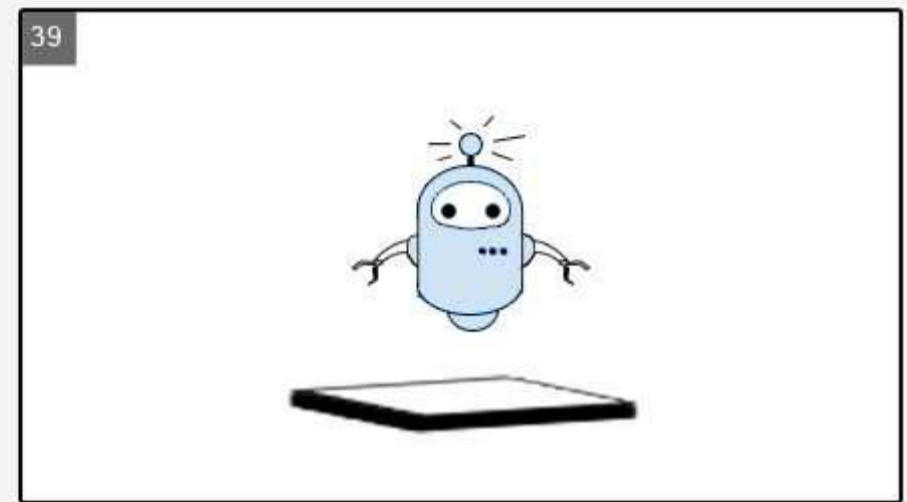
37 The sun goes down and the moon appears behind the window. She clicks on the ad to learn more about travelling to the Beach.

**VO** And, the travel discounts she saw at home tonight



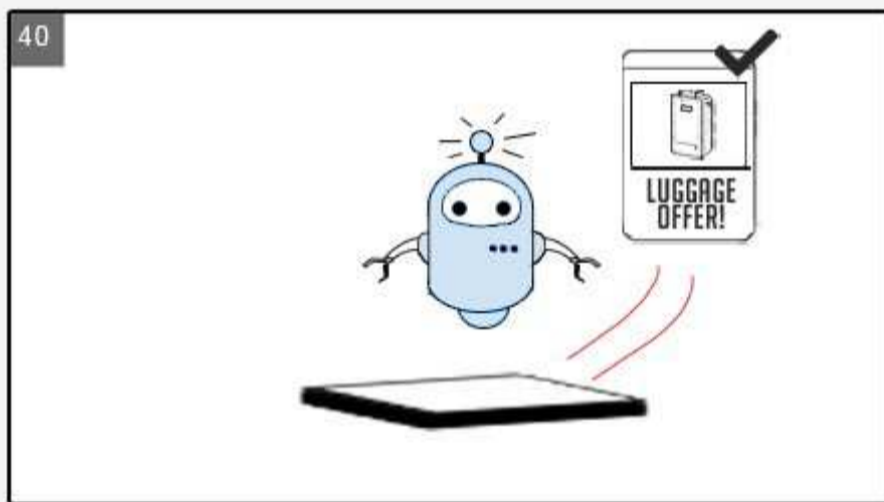
38 Zoom out. We see Amy's daydreaming about a vacation.

**VO** have her considering a vacation.



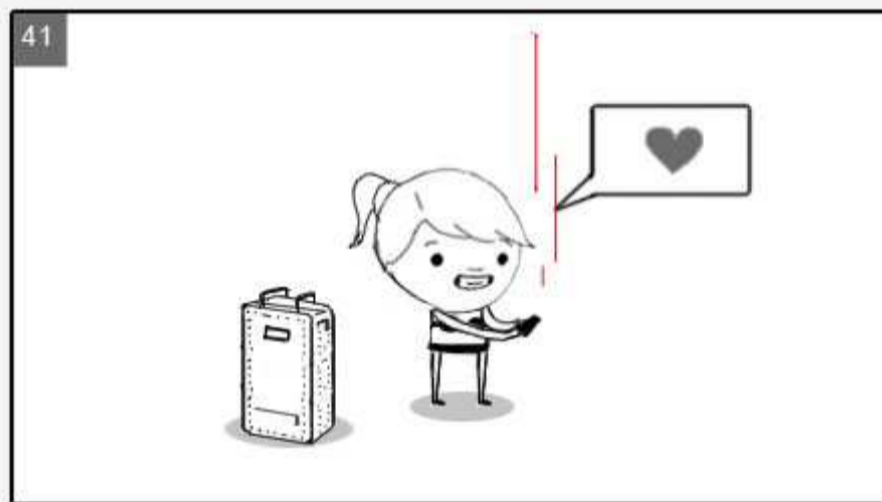
39 Appier's robot appears floating over an iPad. The iPad tuns into a PC.

**VO** Cross-screen targeting based on real data analysis



40 The PC tuns into an iPhone and an ads appear next to Appier's robot with an offer for new luggage. The ad flies inside the phone and the phone falls down the screen.

**VO** and intelligent prediction,



41 We see Amy wearing a bikini. She catches the phone and touches the screen. Then, luggage falls from above and lands next to her. A dialog box with the icon of a heart pops up. She is smiling.

**VO** is better for target customers, brands AND your ROI!



42 The logo appears and the text below it.

**VO** That's Appier... Intelligent Marketing Made Happier.



43 Zoom out. The customer from the beginning, Amy, Superman and Thor are smiling and with a heart icon next to them. The Appier's robot is floating next to the logo.

**VO**