

People are constantly surrounded by different devices. As a marketer today, your biggest challenge is to reach your target audience effectively across all these devices.

“When is my target audience using their phones? When do I target them on PCs? Are they looking for something different on tablets? How do I smartly allocate my marketing budget?”

Imagine the happiness of delivering the right ads, to your target audience, on the best devices, at the perfect time...

Marketing made happier, with Appier! Our interest-based, user targeting platform intelligently eliminates repetition and ads that miss their target by a mile, while increasing user brand engagement!

Appier’s cross screen targeting helps achieve your digital advertising ROI, on a global scale.

You see, big data is way TOO big for mere mortals to analyze effectively... Appier’s AI robots use mathematical models to analyze user behaviors, identify devices owned and deliver preferred content at the perfect time – all calculated within 0.1 seconds!

Appier’s AI Robots can predict Amy’s behaviors on her mobile phone, tablet and PC, and follow her across these devices, offering her preferred content on the right device at the right time.

Watch... here’s Amy using the coffee coupon she received on her mobile on the way to work. This afternoon she checked out CRM ads on her laptop. And, the travel discounts she saw at home tonight have her considering a vacation.

Cross-screen targeting based on real data analysis and intelligent prediction, is better for target customers, brands AND your ROI!

That’s Appier... Intelligent Marketing Made Happier.