



**Leveraging deep learning and
NLP to automate ad targeting
on new media**

CASE STUDY

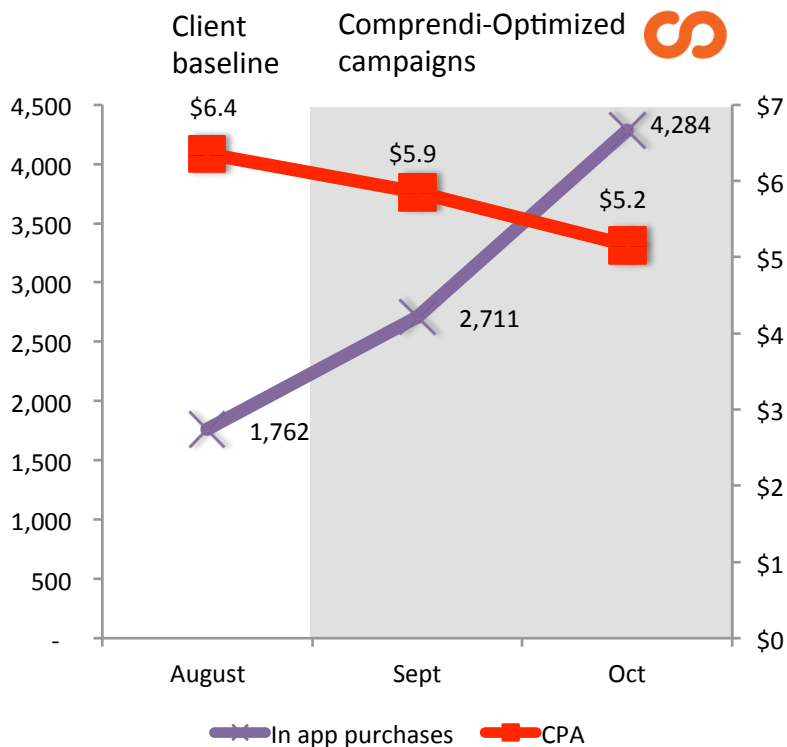
2.5X increase in in-app purchases
At 20% lower CPA... Client spend grows 2X with Comprandi



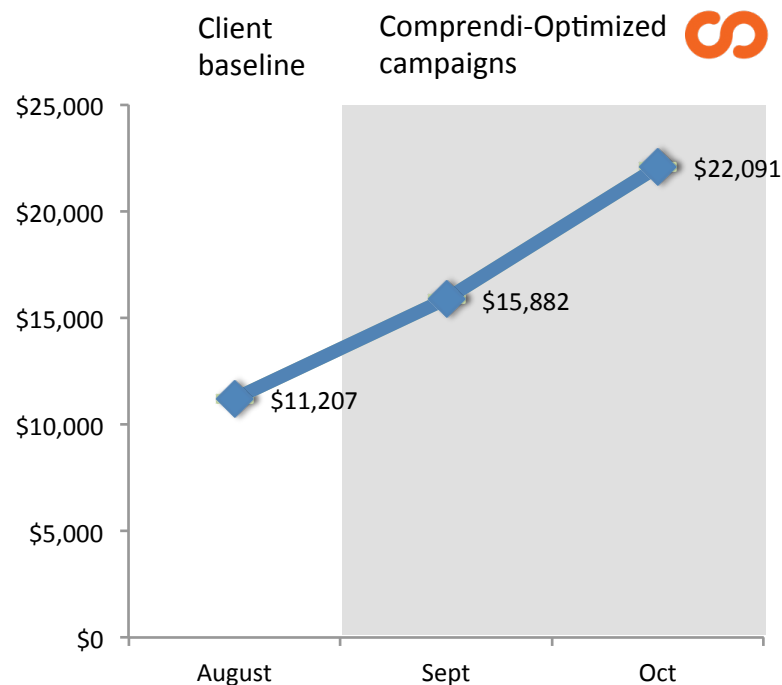
(Leading transportation app)

Results:

2.5X more in-app purchases at 20% lower CPA...



Client spend grows by 2X, after client was sure it can't grow...

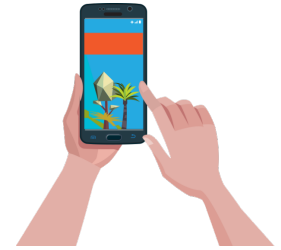


Results reflect monthly run rate given that campaigns haven't run every day in every month

- Confidential, do not share without written permission -

CASE STUDY

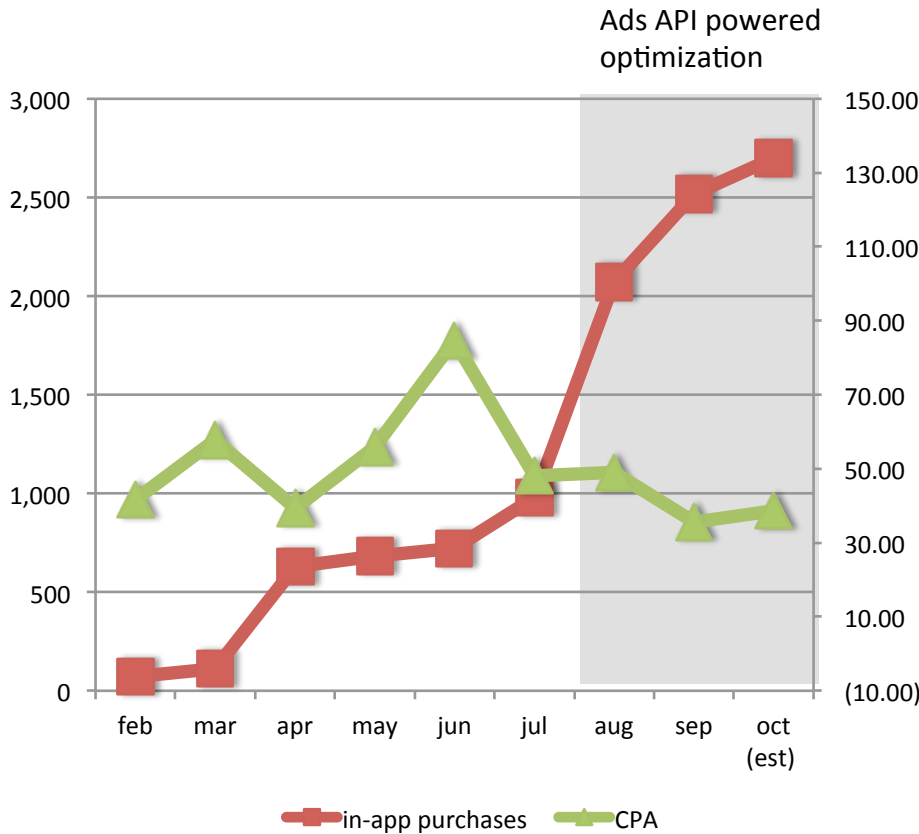
In-app purchase volume increases 38X while CPA remains flat
Client: "budget for twitter is unlimited"



Results:

(Leading Mobile Gaming App Publisher)

2015 – In-app purchases and CPA



2015 – spend

