comprendi

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

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



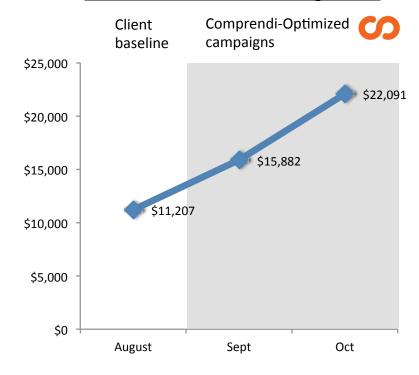
Results:

(Leading transportation app)

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

Client Comprendi-Optimized baseline campaigns \$7 4,500 \$6.4 4,284 \$5.9 4,000 \$6 \$5.2 3,500 \$5 3,000 2,711 \$4 2,500 2,000 \$3 1,762 1,500 \$2 1,000 \$1 500 \$0 August Sept Oct In app purchases

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 -

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

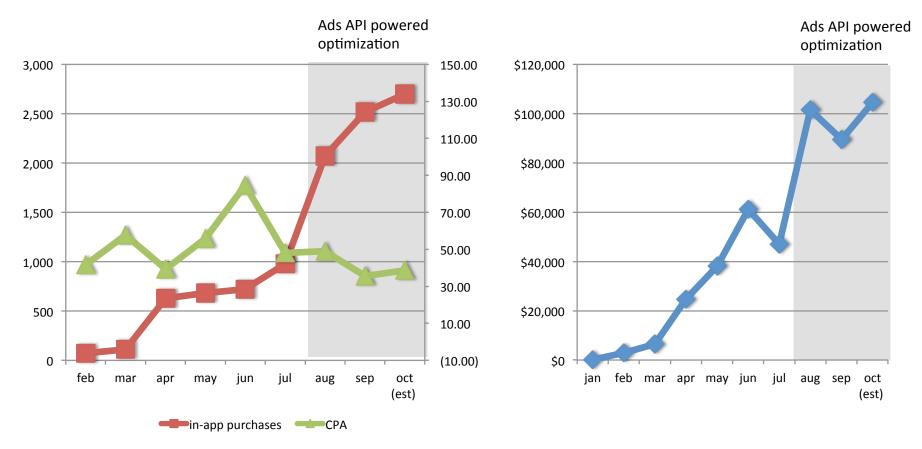


Results:

(Leading Mobile Gaming App Publisher)

2015 - In-app purchases and CPA

<u> 2015 – spend</u>



- Confidential, do not share without written permission -