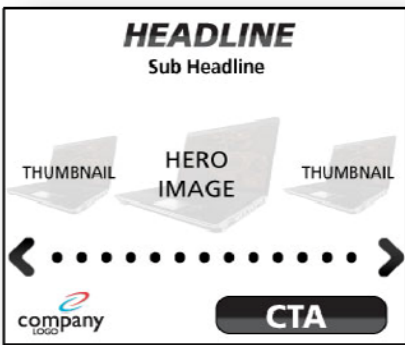




Advanced Features

Wide Range of Creative Choices

Tumri offers a wide range of creative choices, from ready-to-use & proven lead gen and offer templates to creating your own designs using Tumri's market-leading creative class library.



Powerful Analytics

- performance by Service/Product Category, Offer, Media, Audience & Channel
- Creative Recipe performance
- Interactions & Engagements
- hourly updates

Dynamic Customer Acquisition

Make your next campaign deliver like it should.

Tumri's market-leading dynamic marketing platform transforms static display media into an intelligent, real time marketing channel that lets online marketers personalize offers and improve marketing performance at huge scale.

Reduce Customer Acquisition Costs

Tumri's Dynamic Acquisition solution offers unique capabilities that can generate more leads and accounts from display media.

- generate & test a wide range creative concepts and offers automatically
- optimize display campaigns in hours or days, not weeks
- learn which offers and creative concepts work best for each category, brand and audience segment
- personalize offers with extreme precision
- reinforce brand identity with audience-tailored messaging (using content and rules shared with non-display campaigns)

Turn Key Solutions

Tumri's pre-packaged Dynamic Acquisition solution is delivered tailored for your industry and is equipped with standard data integration methods, fast campaign set up, online access to Dynamic Insight campaign analytics and a dedicated account team. A creative class library is available for clients who wish to design their own templates. For each campaign, up to two targeting rules and four optimization rules may be applied to improve performance.

Custom Solutions

For larger or more complex campaigns, Tumri's talented staff can help you design and build highly customized ad units, provide unique reporting, integrate and optimize landing page content and/or customize targeting and optimization algorithms. (Campaign minimums apply)

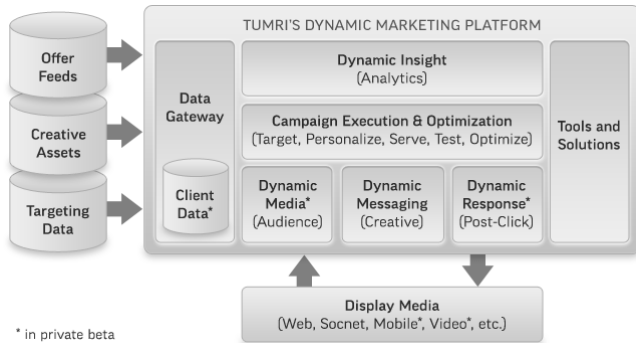
Advanced Data Handling

Tumri's best-in-class platform easily ingests and utilizes existing creative assets, offer feeds and targeting data via Tumri APIs and Data Gateway services. Tumri automatically imports and processes new/updated content and prepares it for the campaign.

Integrated With Your Business

- Retargeting campaigns
- Targeting Data
- Creative Assets
- Integrates with existing platforms

Tumri's Dynamic Marketing Platform



Real Time Analytics



Tumri Partners



Rules-Driven Testing, Optimization and Personalization

Tumri's advanced platform automates the most complex tasks to improve performance, broaden reach and reduce the labor & time required to execute a dynamic marketing campaign. Most clients utilize one or more of the following services on every campaign.

- **Offer/Message Testing:** using Tumri's fully automated platform, advertisers can test a wide variety of creative concepts and offers to see what offers deliver the most impact. The insights gleaned from Dynamic Acquisition campaigns can be applied to optimize messages and offers in other online and offline campaigns, too.
- **Offer/Message Personalization:** using a simple set of rules, Tumri automatically customizes the format and content of every message/offer to match the interests of each consumer.
- **Campaign Optimization:** using algorithms designed specifically for dynamic display media, Tumri can automatically optimize your Dynamic Messaging campaign to meet or exceed a your cost per acquisition objectives.

Works within Your Existing Environment

Chances are, Tumri Dynamic Acquisition already works with your existing display marketing tools and platforms.

For More Information

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