



Dynamic Messaging Solutions

Make your next display campaign perform like it should.

Advanced Features

Unlimited Creative Options

Tumri offers a wide range of creative choices, from ready-to-use dynamic creative templates to designing highly customized solutions using Tumri's market-leading creative class library.

Merchandising

Generate Orders Online

Retargeting

Market to Interested Consumers

Circular*

Drive Traffic to Local & Online Stores

* Require local targeting data

Customer Acquisition

Capture Leads and Acquire Accounts

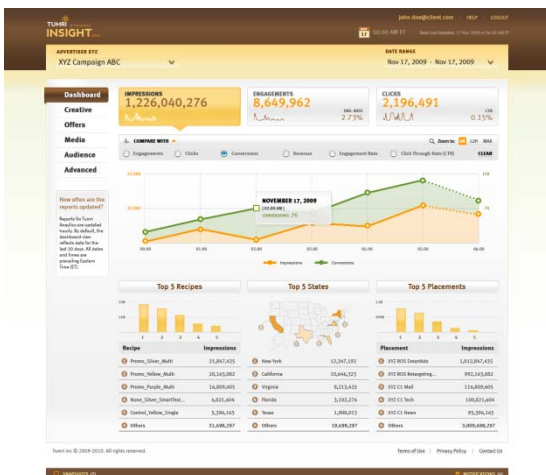
Tumri's market-leading dynamic creative optimization platform transforms static display media into an intelligent, real time marketing channel that lets marketers personalize messages and optimize marketing performance at huge scale.

Creativity, Meet Performance

Tumri Dynamic Messaging solutions can make your display media buys work in ways you've never imagined.

- generate & test 1,000's of creative variations and offers automatically
- learn which creative variations work best for each brand, product/service, and audience
- optimize dynamic display campaigns in hours or days, not weeks
- personalize lead generation and direct response offers with extreme precision
- reinforce brand identity with audience-tailored messaging (using content and rules shared with non-display campaigns)

Real Time Analytics



Turn-Key Solutions

Tumri offers easy to deploy, out-of-the-box solutions for the most common uses of dynamic creative advertising today.

- **Merchandising:** deliver & optimize compelling personalized offers at scale.
- **Circulars:** drive foot traffic to your stores and online traffic to your online properties from a single campaign.
- **Customer Acquisition:** generate leads and new accounts efficiently.
- **Retargeting:** re-market offers to interested consumers. Improve campaign ROAS by 50% or more.

Unique Performance Insights

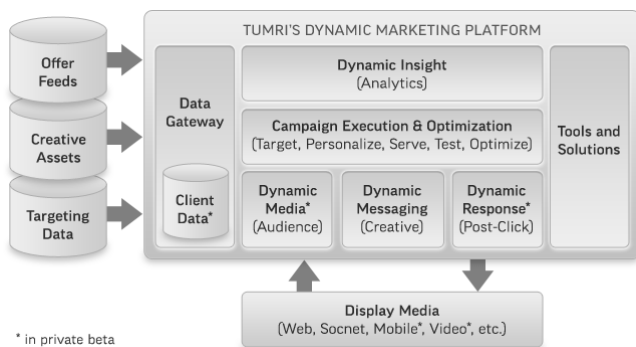
- Creative Variations / Message Components
- Product and Offer
- Media Placement/Site
- hourly updates

Every Dynamic Messaging 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.

Integrated With Your Existing Business

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

Tumri's Dynamic Marketing Platform



Tumri Partners



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 our testing and optimization algorithms. (Campaign minimums apply)

Rules-Driven Testing, Optimization and Personalization

Tumri's platform automates the most complex tasks to improve performance, broaden reach and reduce the labor & time required to execute a dynamic marketing 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 Messaging campaigns can be used to optimize messages and offers in other online and offline campaigns.
- **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 Dynamic Messaging campaigns to meet or exceed 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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