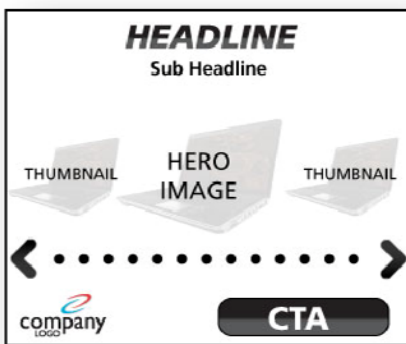




Advanced Features

Wide Range of Creative Choices

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



Powerful Analytics

- performance by Brand, Product/Service, Offer, Media, Audience & Channel
- Creative Recipe performance
- Interactions & Engagements
- Click Stream Analysis
- hourly updates

Dynamic Retargeting

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.

Don't Lose Touch With Your Prospects

Tumri's Dynamic Retargeting solution offers unique capabilities that can squeeze more orders 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 product/service 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 Retargeting 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 also available for clients who wish to design their own templates. For each campaign, up to three 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)

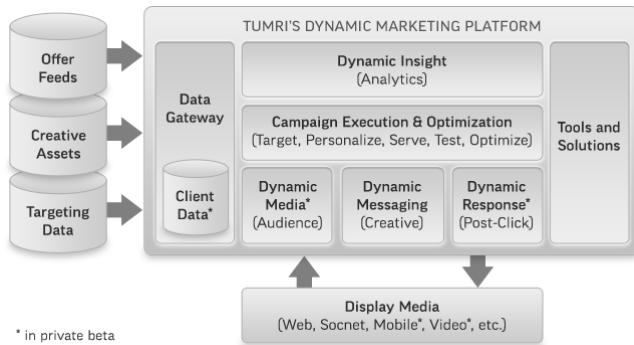
Advanced Data Handling Capabilities

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

Integrated With Your Business

- Customer Acquisition, Merchandising and e-Circular campaigns (Tumri offers solutions for these, too)
- Behavioral Targeting Data
- Data Feeds & Creative Assets

Tumri's Dynamic Marketing Platform



Real Time Analytics



Tumri Partners



Rules-Driven Testing, Optimization and Personalization

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

- **Offer 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 Retargeting campaigns can be applied to optimize messages and offers in other online and offline campaigns, too.
- **Offer Personalization:** using a simple set of rules and the browsing history of your prospects, Tumri can automatically customize the format and content of every message and offer to better match the specific interests of each consumer.
- **Campaign Optimization:** using algorithms designed specifically for dynamic display media, Tumri can automatically optimize your Dynamic Retargeting campaign to meet or exceed a performance objective such as cost per order, revenue per thousand impressions, etc.

Works within Your Existing Environment

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

For More Information

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