

# Engage your Customers with Moments

## AKI TECHNOLOGIES

Aki is an omnichannel marketing technology that delivers a better advertising experience for consumers and increased lift on campaign metrics like awareness, engagement, foot traffic and sales.



### MATCH YOUR AUDIENCE'S RECEPTIVITY

40+ ad format options.

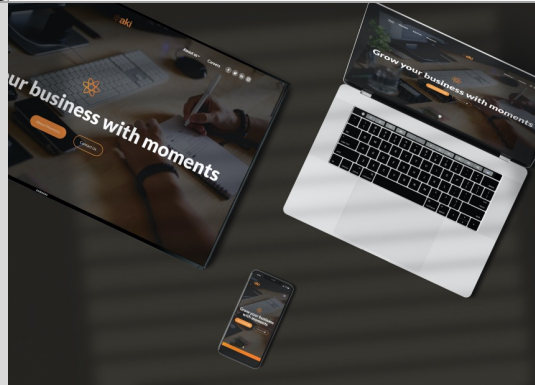
- For mobile, desktop, connected TV & DOOH
- Use the format & style your audience will be most receptive to



### TRANSFORM IMPRESSIONS INTO MOMENTS

100+ proprietary moments.

- Built by in-house data science team from real-world behavior patterns
- Aligned with your most important KPI's
- Custom moment media plans available



### PERSONALIZE CREATIVE DYNAMICALLY

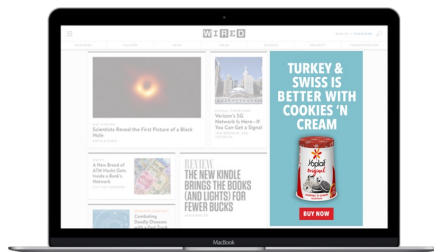
4 patents in video personalization.

- Thousands of permutations automated from one single asset
- Personalize to region, weather, past purchases, audience segment
- Complimentary creative services



7:00am

First Impression Moment



12:00pm

Lunch Break Moment



5:30pm

Evening Commute Moment



10:00pm

Prime Time TV Moment

**100%** Renewal rate from our largest clients  
**70%** renewal rate overall

ROAS industry benchmark: \$1.55  
**Aki mean ROAS: \$2.5**

