



Artificial Intelligence Meets Big Data

\$101B Global Mobile Advertising Market By 2017
\$3.4B Premium App Install Market By 2017



100 Billion

Impressions Monthly

470

Premium Brands

1.5 Billion

Monthly Profiles

200

Countries

YouAppi
Operates at Scale

16,600

Campaigns

66

Data Parameters

4,200

Mobile Sites & Apps

11

Offices & Global Data Centers

YouAppi is a fully managed solution for mobile brands, converting data into profitable users.

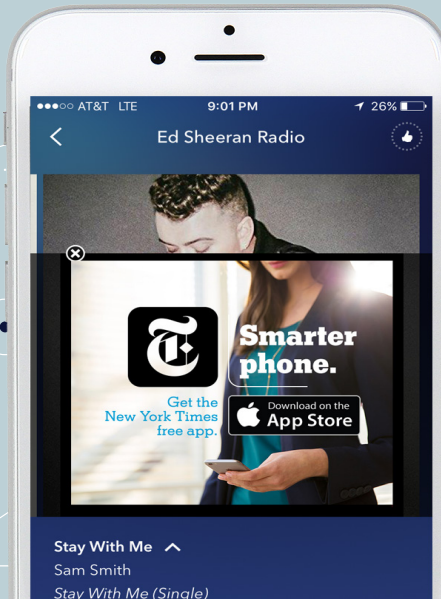


YouAppi offers one cohesive solution to streamline mobile media buying. YouAppi's OneRun Platform combines the power of machine learning with our proprietary predictive algorithms, analyzing over 250 terabytes of data every day. Our "Digital DNA" leverages cohort technology to acquire and convert more customers and predict a user's next move.

Our OneRun™ Platform delivers higher Customer Lifetime Value (LTV) and the ability to scale customer acquisition with greater insight and control over revenue. YouAppi's global team is based in San Francisco, with office in New York, Beijing, London, Berlin, Israel, Korea, Indonesia and Russia.

Why YouAppi?

YouAppi helps both mobile brands and inventory partners reap the benefits of personalized customer acquisition.



Premium Brands

We convert data to users. We know it, we have done it, and we can do it for you. OneRun™ analyzes 1.5B app customers' usage and spending habits across over 3,500 apps and mobile sites in 200 countries, evaluating 66 real-time data parameters – including customer behavior and interests, demographic information, and location.

Inventory Partners

Join our collection of 150K Inventory Partners. Maximize CPI and dynamically optimize inventory yield with our predictive algorithms. With our API, our inventory partners can seamlessly leverage OneRun's™ matching algorithms, access the most relevant app recommendation campaigns and gain access to premium mobile brands.