



Mobile advertising that **learns**
Improve **response** and engagement

uplette.com

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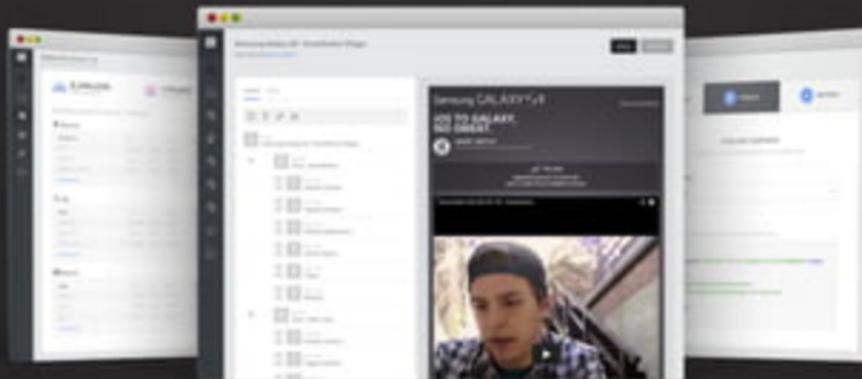
Advertisers can now create highly **personalized, relevant** experiences powered by **data**, easily and effectively!

Super
Simple

Smart Data
Powered

Auto
Optimized

Self
Service



Our Difference

3^x

Conversion Lift

2^x

Click-Through Lift

Auto
Optimized
Content
Delivery

User
Personas

Behavioral &
Preference
Modeling

Feedback
Loop

Our Clients



Our Traction

(in 5 Months)



40^M

User Experiences

50%

MoM Growth

Mobile Advertising's **Problem**

Creating, segmenting and analyzing consumer experiences is



Time-consuming



Complicated



Expensive

Existing Experience

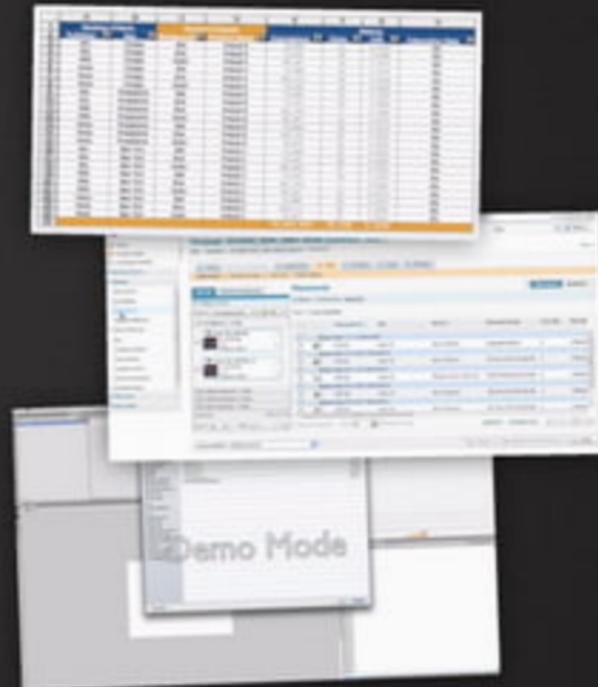
*Actual ad and landing page



Less than
1%
Conversion

Existing Tools

- Not actual dynamic content rendering
- Fail to use targeting data for decision making
- Limited to impression and conversion analytics



The Market

Mobile advertising is huge, and growing.



Our Team



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Alexey Adamsky

TECH



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TECH



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DESIGN

CRITICALMASS

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