Targeting users at moments when they are most receptive

creating net-new premium ad inventory + opinion based ad products
Mobile ads do not work – opportunity to fix this

Industry Averages
CTR – 0.12%
CPM - < $1

Direct vs. Indirect Ads
15% vs. 85%

60% of media traffic is mobile

Occupies Real Estate
Broken App Experience
Bad Call-for-Action
Irrelevant Ad

Poor user experience resulting in poor click-thru & engagement rates
Engage users at moments when they are most receptive

Unobtrusive user experience that eliminates display blindness

@ Moments

Overlay Ads
In-stream Ads

Create net-new premium mobile ad inventory
Higher CTR + CPM through Innovative Opinion based Ads

Question

Check out our new collection
Shoes  T-shirts

Decision Tree

What is your biggest financial concern right now?
- BEH
- Retirement
- College Loans

Which of your payments is the biggest concern?
- Mortgage(s)
- Credit Cards
- Student Loans

Personal Credit Cards. Find the card that's right for you. Learn More>
- Apply Now

Rating

Rate our summer collection.
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars
- Good

Interactive Banner

What type of BMW do you like?
- SUV
- Sedan
- Convertible

Call-for Action

Enter your email

Submit

CD Rate 1.09%. Open Now

+ Standard Text and Banners in various sizes

Fresh user experience to increase marketing consumption
Superior targeting data that tells us the right moments to display ads

1. First party data
   - Demographics
   - Content
   + 3rd party data

2. Basic Mobile data
   - Device
   - OS
   - Location
   - Time

3. Mobile Relationship data
   - In-app behavior
   - Feedback/Support
   - Opinions
   - Moments

4. Inferred data
   - Segmented audience targeting
   - Content affinity
   - Active/In-active users
   - Lookalike modeling
   - Interest targeting

User Profiles
- Demographics
- Location
- Behavior
- Content

Mobile Relationship
- Opinion
- Moments

Right Audience for Right Marketing

User Profiles
- Demographics
- Location
- Behavior
- Content

Mobile Relationship
- Opinion
- Moments

Right Audience for Right Marketing
Result: Highest engagement and monetization

10x CTR

$25 CPM
Early metrics shows huge potential
tapCLIQ Mobile Relationship Management

Integrated single platform for all your engagement & monetization

MOBILE CUSTOMERS

BUSINESS

Integrated Data & Analytics

In-app Marketing

Smart Push

In-app Support

Feedback Research

Direct-Ad Solution

3rd party Apps

1 SDK that does Moment & Opinion based Targeting

tapCLIQ Mobile Relationship Management

iOS  Android  Mobile Web  Javascript
Private ad market-places for publishers

Your Logo

Publisher view and Sales Agent view available

Sell Ads directly, programmatically and save money
Solutions for audience development and monetization

Coming Soon

AdMoments Marketplace
Revenue sharing

Direct Ad Solutions
Revenue sharing

Mobile Relationship Management
Software-as-a-Service

Technologies to increase marketing and ad consumption
tapCLIQ solutions to evolving mobile trends

Drive personalization
- 1:1 Support
- Communication
- Feedback

Encourage user interaction
- Navigation Assistant
- Engagement Assistant
- Cognitive interaction

Make more money
- Direct Ad Serving
- Precision Moment Targeting
- Innovative Engagement Products

Audience Development
Content Engagement
Monetization
Thank you!

tapCLIQ

Chirantan Bhatt
Founder & CEO
+ 1.610.457.2080
chirantan@tapcliq.com
www.tapcliq.com
Self-service – Marketing Automation Platform

- Intuitive design
- Campaign management
- Budget management
- Creative studio
- User segmentation
- Optimization & Targeting
- Analytics & Insights
Real-time Analytics & Reporting

- App Usage
- Location Analysis
- Impressions/Clicks
- Conversion Analysis
- Answer Analysis
- User Profiles
State of mobile engagement tools today

Complex Data Management

Multiple Integrations

Not Uniform User Experience

BUSINESS

Analytics X

In-app Marketing
SDK 1

Smart Push
SDK 2

In-app Support
SDK 3

Feedback
SDK 4

Research
SDK 5

Direct-Ad Solution
SDK 6

MOBILE CUSTOMERS