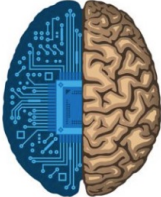



yobi

AI IS CHANGING THE MARKETING LANDSCAPE...

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ARTIFICIAL INTELLIGENCE
Meta Bets Its Future On AI And Advantage+

BY ALLISON SCHIFF // MAY 11TH, 2023

Meta is allocating an increasing percentage of the billions of dollars it spends annually on its infrastructure toward building the company's "capacity for artificial intelligence," says John Hegeman, Meta's VP of monetization.

TAGGED IN: Advantage+ // Advantage+ Shopping Campaigns // Artificial Intelligence // Automation // Cody Plofker // John Hegeman // Jones Road Beauty // Meta // Meta Ads // Nicola Mendelsohn

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AI
Prog IO Las Vegas: Ad Agencies Say AI Could Be A Boon – Or An Atomic Bomb

BY ANTHONY VARGAS // MAY 22ND, 2023

It's up to technology and media companies to decide whether AI will be

MarketingDaily

QSR

Microsoft, Domino's Form AI Innovation Partnership

by Teresa Buyikian, October 3, 2023

DIGIDAY

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AI Opportunities in Ad Exchange and Programmatic Advertising: Not Only Chat GPT



AdAge

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Digital Marketing & Ad Tech News

WHAT GENERATIVE AI MEANS FOR DATA CLEAN ROOMS IN A POST-COOKIE WORLD

Amazon Web Services' Jon Williams talks how artificial intelligence is coming to the cloud

By Asa Hiken, Published on June 29, 2023.

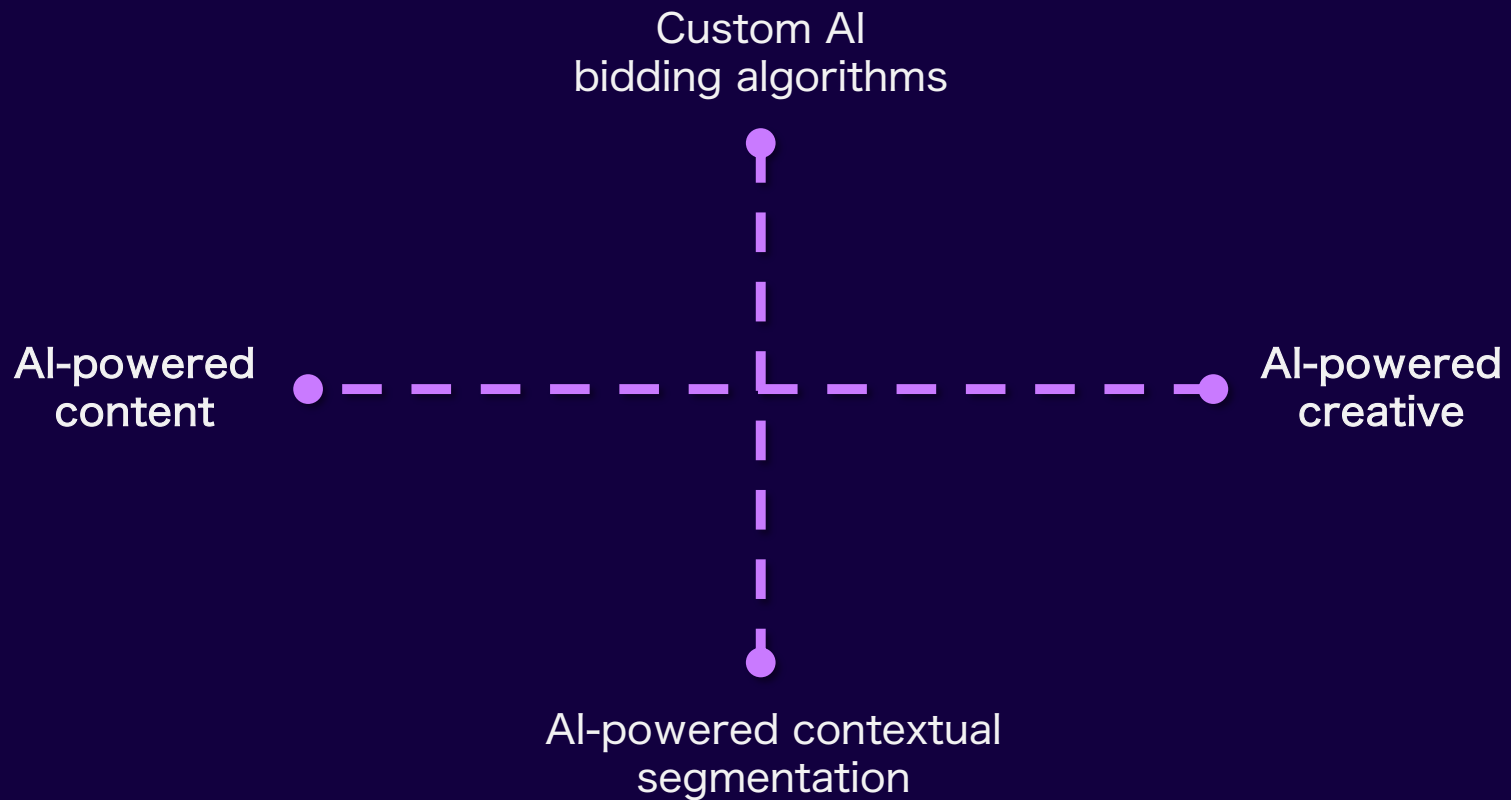
Search&Performance INSIDER

COMMENTARY

OpenAI Says ChatGPT Can Now See, Hear, And Speak

by Laurie Sullivan, Staff Writer @lauriesullivan, September 25, 2023

...AND EVERYONE HAS THEIR OWN FLAVOR



BUT THEY'RE MISSING THE MOST IMPORTANT PART OF ANY MARKETING STRATEGY



Why? Only Big Tech has the data, capital, and resources at scale to capitalize on the predictive power of AI.

So, marketers have been stuck with status quo audience solutions



Flawed look-alike methodology



Static or outdated segments



Based on a single attribute



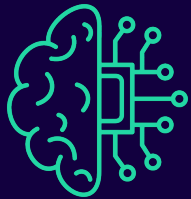
Insufficient privacy mechanisms

YOBI WAS BUILT TO SHATTER THE STATUS QUO

TO LEVEL THE PLAYING FIELD WITH BIG TECH



THE FUTURE OF AUDIENCE SOLUTIONS IS PREDICTIVE, DYNAMIC, UNIFIED & PRIVACY PRESERVING



Predicts future
behavior with
precision



Refreshes based on
environment or
behaviors



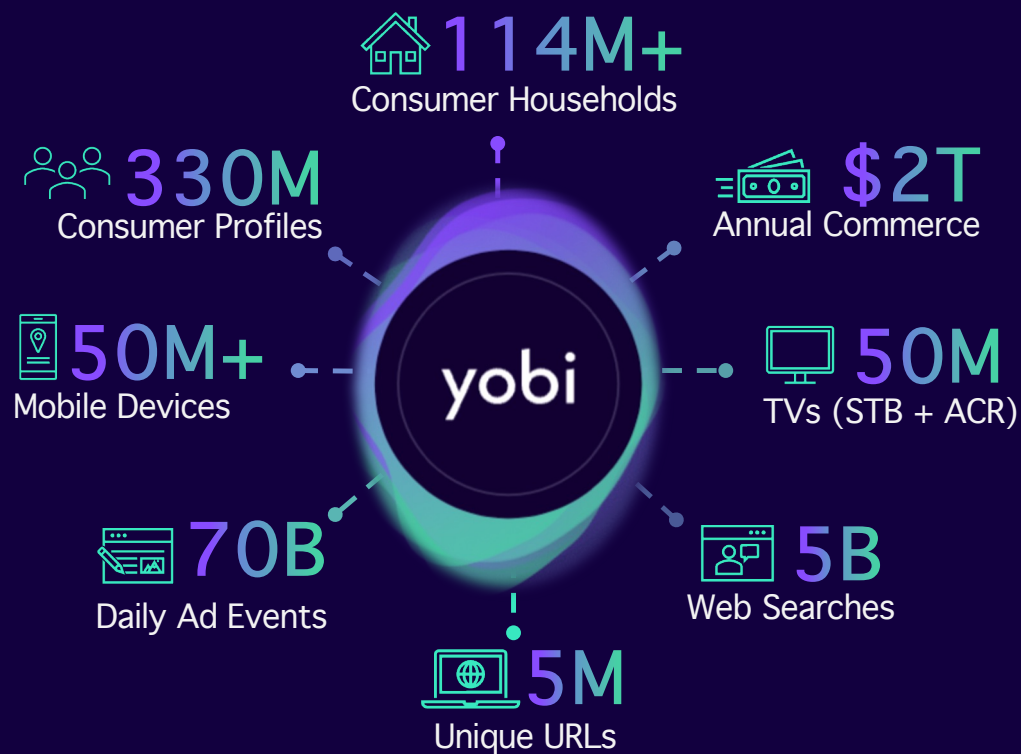
Unifies attributes,
eliminating
complexity



Sources data
responsibly while
preserving identity

BUILT ON SOUND, PRIVACY-PRESERVING BEHAVIORAL DATA AT SCALE

Cookieless unification of deterministic and probabilistic consumer signals



AND FUSED IT TO THE FIRST DYNAMIC, PRIVACY-PRESERVING AI MODEL OF CONSUMER BEHAVIOR

THOUGHT LEADERSHIP

Tom Griffiths, Ph.D.,
authority in
Computational
Cognitive Science

TALENT & EXPERTISE

ML/AI experts
that left Big Tech
to do it the right
way, responsibly

SCALE & RESOURCES

Scaled model to rival
any AI solution at
25B parameters
larger than GPT3.5

UNLOCKING THE FUTURE OF AUDIENCE SOLUTIONS

MARKETING OPTIMIZATION

Provide Yobi 1PD to model and deliver a targetable custom predictive audience in your preferred DSP

DATA ENRICHMENT

Provide Yobi identifiers to enhance with predictive scores for activation across all marketing channels

YOBIGRAPH

License Yobi graph for enterprise-wide acceleration of production AI and improve time-to-value

CUSTOM AUDIENCE USE CASES

ACQUISITION

Grow your customer base by capitalizing on signals from your existing 1PD

RETENTION

Identify key indicators of churn to keep your customer engaged and loyal

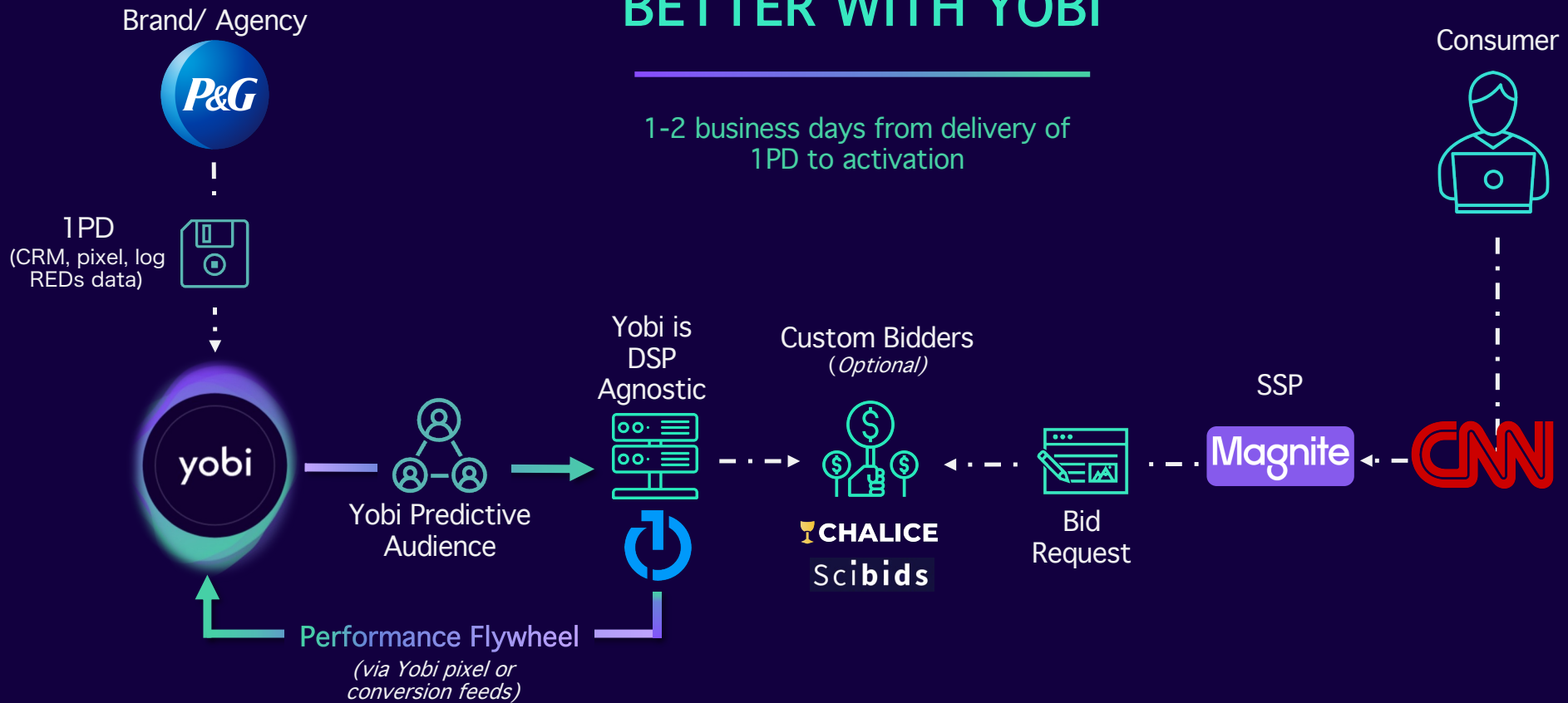
LIFETIME VALUE

Find your next best customer by modeling existing high-value customer data

“WIN BACK”

Identify lapsed audiences that are most likely to return to your brand by feeding the model recent boomerang customers

PROGRAMMATIC IS BETTER WITH YOBI



GETTING STARTED IS QUICK AND EASY

1

Define your use case, KPIs, start/end date, and estimated impressions planned for your campaign and Yobi audience(s)

2

Identify your audience training set and deliver to Yobi (e.g. FTP or DSP API)*

3

Confirm your DSP seat ID so Yobi can deliver audience to your seat once the audience is built

4

Set up reporting access or deploy Yobi pixel for mid-campaign optimization of audience(s)

**audience training set is 1PD, including hashed email, MAIDs, historical DSP conversion logs/REDs data, or pixel data from client site actions*

Our Commitment to Humanity & Ethics

When scientists work with behavioral data, they need to show that the benefits of their work will exceed any risks to the people who provided the data. The same ethical considerations are rarely applied in the commercial use of behavioral data.

Yobi aims to put these principles at the forefront of its business model:
maximizing benefits while minimizing risks.

Yobi uses only opt-in datasets, subjects' data partners, clients, and projects to ethical review, and was created in part to support the scientific use of behavioral data for understanding how human minds and societies work.

Rather than sharing raw behavioral data, Yobi creates representations of customers that are optimized to be informative but privacy-preserving.

| OUTCOMES

LEADING HOT DOG BRAND IGNITES ROAS AND REDUCES DATA COSTS WITH YOBI ZERO SEED AUDIENCES

VERTICAL: CPG

KPI: ROAS

CHALLENGE:

A leading hot dog brand was looking for ways to drive incremental buyers while reducing costs of media + data for their programmatic campaigns.

SOLUTION:

Yobi leveraged their dataset of 114M US consumer households, which represent \$2T in online/offline commerce and 50M+ mobile location and app events are generated, to generate a zero seed predictive shopper audience of buyers likely to purchase hot dogs.

RESULTS:

Yobi's predictive shopper audiences delivered a 30X lift in ROAS at 1/6th the costs of Oracle, IRI, and Kantar/Numerator audiences.



30X LIFT IN ROAS

83% MEDIA COSTS SAVINGS



Proprietary & confidential, do not share without Yobi consent.

MAJOR CABLE NETWORK INCREASES TUNE-IN WITH YOBI PREDICTIVE AUDIENCES

VERTICAL: Media & Entertainment

KPI: Tune-in

CHALLENGE:

With the recent shift in TV viewing behavior from traditional appoint-based to streaming, a major cable network needed a more effective partner to drive tune-in.

SOLUTION:

Yobi tasked their predictive AI with identifying potential viewers from their dataset of 114M US consumer households, which represents STB and ACR TV data across 50M US TVs. The audience was delivered to The Trade Desk DSP for targeting in a head-to-head test against the DSPs native AI.

RESULTS:

Yobi's predictive audiences delivered a 500X lift in tune-in over the client DSPs native AI, measured by LG.



| 500% LIFT IN TUNE-IN



Proprietary & confidential, do not share without Yobi consent.

GLOBAL DISTRIBUTOR OF ELECTRONIC PARTS RAMPS UP NEW CUSTOMER ACQUISITION WITH YOBİ PREDICTIVE AUDIENCES

VERTICAL: B2B /
Distribution

KPI: CPA / Site Actions

CHALLENGE:

A global distributor of electronic components aimed to reach more potential customers through its B2B eCommerce marketplace by offering a large catalog of suppliers to their audience, which would assist by creating a seamless procurement process. In a highly competitive market, they needed to vastly broaden their reach and reduce their cost-per-click and cost-per-acquisition.

SOLUTION:

Yobi ingested 200 records of the clients 1PD to understand and model what the next best customer would look like within our dataset of 300M US behavioral profiles. Yobi also deployed a pixel on the client's site to understand real-time indicators of intent to continuously optimize the audience and refresh it within the client's agency DSP, The Trade Desk.

RESULTS:

Yobi's predictive audiences decreased CPA by 11X and CPC by 89%, while increasing CTR by 15X.



| 11X DECREASE IN CPA

| 15X INCREASE IN CTR



Proprietary & confidential, do not share without Yobi consent.

REGIONAL TRAVEL CVB INCREASES REACH, ENGAGEMENT, AND REDUCES MEDIA WASTE WITH YOBİ AUDIENCES

VERTICAL: Travel

KPI: Reach and site traffic

CHALLENGE:

The client needed to broaden its audience base and attract tourists to the region area while driving visitation to top hotels and attractions. Like most tourism boards, they faced ample competition from neighboring cities on the West Coast and had budget limitations. They also faced ad fatigue and geo-targeted scale that had been mainly focused on the surrounding areas.

SOLUTION:

With Yobi's audience data, Travel Portland expanded its targeting beyond the surrounding states. Leveraging Yobi's proprietary state-of-the-art machine learning technology, AudienceX deployed an audience look-alike product. This powerful combination enabled Travel Portland to achieve more accurate ad targeting capabilities. They tapped into AudienceX's integrated platform utilizing programmatic display, and activated Yobi's data set over a 2-week pilot to reach tourists that were in the consideration set for visiting Portland.

RESULTS:

Yobi's predictive audiences decreased CPA by 11X and CPC by 89%, while increasing CTR by 15X.



| 69% DECREASE IN CPC



Proprietary & confidential, do not share without Yobi consent.

THANK YOU

Travis Borth

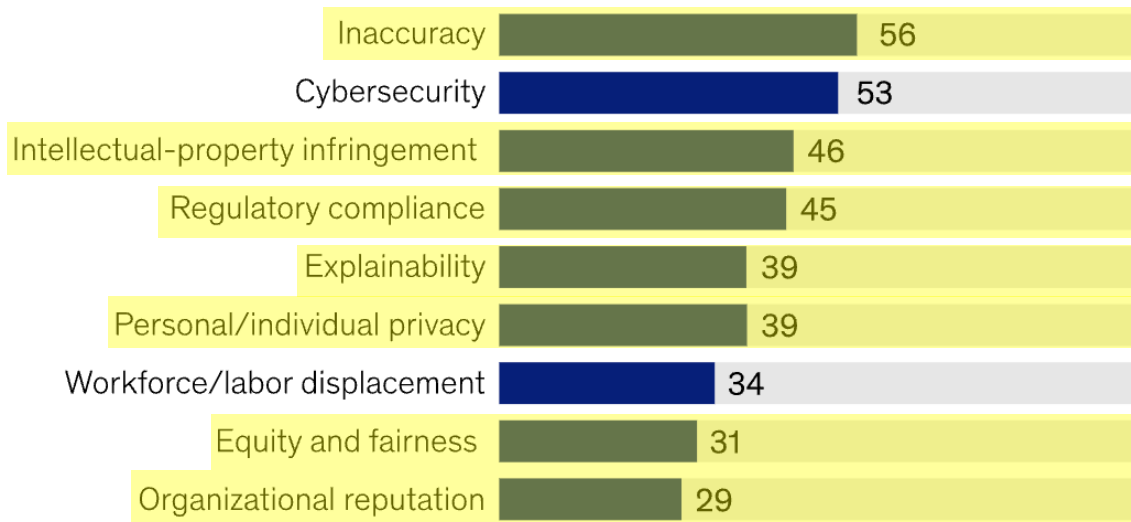
travis@yobi.ai

254-216-3793

| APPENDIX

AI/ML MODELS ARE ONLY AS GOOD AS THE DATA THAT FUELS IT

Organization considers risk relevant



80%

of companies surveyed don't have risk policies in place for GenAI use within their organization

78%

related risks associated to the use of data