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Half the money I spend on advertising is wasted; the trouble is I don’t know what half.

— JOHN WANAMAKER
(1838 — 1922)
THE SOLUTION

The industry’s first cloud-hosted ad management platform leveraging artificial intelligence (Ai)
OUR PLATFORM ENABLES MARKETERS TO:

- Eliminate Guesswork
- Reduce Costs
- Turn Customer Data Into Behavioral Insights
- Shorten Sales Cycles
- Predict and Personalize Creative
- Prove What Works, What Doesn’t, and What’s Next
- Increase ROI on Campaigns
- Get More Leads
- Acquire New Customers
● IDC states that efficiencies driven by AI in CRM could increase global revenues by $1.1 trillion this year, and ultimately lead to more than 800,000 net-new jobs, surpassing those lost to automation.

● In 2021 alone, Gartner projects AI augmentation will create $2.9 trillion of business value, and 6.2 billion hours of worker productivity globally.

● McKinsey Global Institute estimates up to a $5.9 trillion annual impact of AI and other analytics on marketing and sales.
WHAT IS AI?

AI is computer science that enables software to perform human-like intelligence tasks, like pattern recognition, image recognition, reasoning, decision making, and learning.

AI isn't magic; it's math. Very advanced math that can help machines perform well-defined intelligence tasks better than humans.

Over time, an AI system using machine learning can get better at the task it was built to do.
A new “_” as a service model is aspiring to become just as widely adopted based on its potential to drive business outcomes with unmatched efficiency: Artificial intelligence as a service (AIaaS).

According to recent research, AI-based software revenue is expected to climb from $9.5 billion in 2018 to $118.6 billion in 2025 as companies seek new insights into their respective businesses that can give them a competitive edge. Organizations recognize that their systems hold virtual treasure troves of data but don’t know what to do with it or how to harness it. They do understand, however, that machines can complete a level of analysis in seconds that teams of dedicated researchers couldn’t attain even over the course of weeks.
The Campaign Performance Platform is our flagship product that enables marketers to dramatically increase productivity, efficiency, and performance.

Marketers can easily plan, predict, and execute hyper-personalized advertising campaigns of unprecedented complexity with unimaginable simplicity and full transparency.
ALIGN

PRIORITIZING CLIENT GOALS AND OBJECTIVES

1. What KPIs are important to you?

Please rank the KPIs of higher importance higher on the list.

Drag and drop to rank options:

- ROAS (Return on Ad Spend)
- What is my CTA (Cost to Acquire > Net New Clients)
- What is my CTR (Cost to Retain > current clients to buy more or increase frequency)
- Increase in Traffic/Visitors
- Increase in Conversions
- Cost per Click
- Cost per Lead
- Click Volume
- Lead Volume
CONNECT, ORGANIZE, AND CLEANSE CUSTOMER DATA, TRANSFORMING IT INTO INSIGHTS
ID RESOLUTION — ONE PERSON WITH MULTIPLE SIGNALS CREATES A UNIQUE GOLDEN RECORD
INSIGHTS

OUR AI DYNAMICALLY IDENTIFIES BEHAVIORAL INSIGHTS IN DAYS VERSUS MONTHS
INSIGHTS ARE THEN ORGANIZED INTO PERSONAS
24,000 marketer hours to
36 marketer + machine hours
PERSONAS BECOME MICRO-TARGETED
PERSONALIZED AUDIENCES
CREATIVE ASSETS ARE ORGANIZED AROUND CUSTOM AUDIENCES
AI examines creative assets and tags with identifying features.
CREATIVE IS REVIEWED, MEASURED, AND SCORED TO PREDICT HIGHEST PERFORMANCE
AUTOMATE & SCALE

Send the Perfect Gift
Gourmet Cookies, Handcrafted with Premium Ingredients.

1024 x 768

768 x 1024

300 x 600

160 x 600

320 x 480

970 x 250

480 x 320

300 x 250

320 x 50

1080 x 1080

728 x 90
DYNAMIC CREATIVE AT SCALE
ACTIVATE

CAMPAIGN IS ACTIVATED PER THE BUDGET AND AGREED UPON STRATEGY
PERFORMANCE BY CAMPAIGN, PERSONA, CHANNEL, AND OVERALL

LEADS/OPPORTUNITIES: 2,079

14X ROAS

WON REVENUE: $3,720,609

$1 MILLION IN SALES

$3M IN WON revenue

2,079 LEADS

AND $5 MILLION IN THE PIPELINE
PERFORMANCE BY CAMPAIGN, PERSONA, CHANNEL AND OVERALL

DECISIONS

THIS AD CREATIVE

EQUAL THESE SALES
ADVERTISED ON THESE CHANNELS
WITH THESE PERSONAS
TO THESE CUSTOMERS
OUR CLIENTS

Finance
- guaranteedRate
- STARR
- SUPREME LENDING

Hospitality & Leisure
- DESERT MOUNTAIN
- Seven

Specialty Retail
- C.KRUEGER'S
- SOFTopper
- STowers
- VINIA

Industrial
- HOLT
- Riggs
- Carolina

Faith Based
- Tree of Life Bible Society
- Reasonable Faith
- LIFE.CHURCH
## CAP TABLE

**AS OF SEPTEMBER 30, 2021**

<table>
<thead>
<tr>
<th>Description</th>
<th>Shares/Equivalents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Shares Outstanding</td>
<td>1,055,556,518</td>
</tr>
<tr>
<td>Options @ Wtd Avg strike price $0.0061</td>
<td>768,233,332</td>
</tr>
<tr>
<td>Warrants @ Wtd Avg strike price of $0.0477</td>
<td>162,703,869</td>
</tr>
<tr>
<td>Convertible debt/equity</td>
<td>131,068</td>
</tr>
<tr>
<td><strong>Total shares and equivalents (fully diluted)</strong></td>
<td><strong>1,986,624,787</strong></td>
</tr>
</tbody>
</table>
The company is in the process of transitioning from a managed service offering to a Platform-as-a-Service (PaaS) offering, which has the effect of leveling out lumpy revenue to predictable monthly recurring revenue (MRR).

In Q2-2021 the company completed the sale of its non-core web hosting business (WebTegrity) for cash. This event will result in the loss of $350K gross revenue per annum moving forward.

In conjunction with a PaaS offering we intend to simplify our revenue recognition into two categories:
  ○ Platform License
  ○ Media Activation
# BALANCE SHEET

## SNAPSHOT

<table>
<thead>
<tr>
<th></th>
<th>December 31, 2020</th>
<th>December 31, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$10,538</td>
<td>$3,431,455</td>
</tr>
<tr>
<td>Current Assets</td>
<td>545,338</td>
<td>746,218</td>
</tr>
<tr>
<td>Long-Term Assets</td>
<td>55,682</td>
<td>114,249</td>
</tr>
<tr>
<td>Other Assets</td>
<td>36,382</td>
<td>35,692</td>
</tr>
<tr>
<td>Total Assets</td>
<td><strong>$647,940</strong></td>
<td><strong>$4,327,614</strong></td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>$5,168,432</td>
<td>$2,200,510</td>
</tr>
<tr>
<td>Long-term Debt</td>
<td>195,553</td>
<td>-</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td><strong>$5,363,985</strong></td>
<td><strong>2,200,510</strong></td>
</tr>
<tr>
<td>Stockholders Equity</td>
<td>(4,716,045)</td>
<td>2,127,104</td>
</tr>
<tr>
<td>Liabilities and Stockholders Equity</td>
<td><strong>$647,940</strong></td>
<td><strong>$4,327,614</strong></td>
</tr>
<tr>
<td>Current Ratio (Assets/Liabilities)</td>
<td>0.12</td>
<td>1.38</td>
</tr>
</tbody>
</table>
## INCOME STATEMENT

### NET EBITDA SNAPSHOT

<table>
<thead>
<tr>
<th></th>
<th>Year Ended (Audited)</th>
<th>Year Ended (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managed Services</td>
<td>$9,406,204</td>
<td>$6,622,630</td>
</tr>
<tr>
<td>The Platform</td>
<td></td>
<td>207,537</td>
</tr>
<tr>
<td><strong>Gross Revenue</strong></td>
<td>$9,406,204</td>
<td>$6,830,167</td>
</tr>
<tr>
<td><strong>Cost of Sales</strong></td>
<td>6,382,601</td>
<td>4,696,318</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$3,023,603</td>
<td>$2,133,849</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>3,299,020</td>
<td>5,479,484</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>$(275,417)</td>
<td>$(3,345,635)</td>
</tr>
</tbody>
</table>

**Gross Profit Margin**: 32.14%  
**EBITDA-to-Sales Margin**: -3%
THANK YOU