

BULZI MEDIA OVERVIEW



Consumers are individuals. Bulzi specializes in serving individualized ads anonymously to all digital screens inside or outside the home.

TARGETED ADS

- Bulzi ads are targeted using the most advanced technology in the industry, known as “addressable” advertising. Maximum effectiveness delivers maximum value to advertisers.

MULTIPLE CHANNELS

- We sell digital ads that are sent to targeted individuals (anonymously) across all screens (desktop, mobile, TV, digital signs) inside or outside the home.

ROI MEASUREMENTS

- Our platform gives advertisers powerful new ways to measure the Return on Investment (ROI) of their campaign.

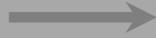
MOBILE DATA

- The company’s unique capabilities are driven by proprietary mobile data technology which connects mobile devices to the consumer’s unique marketing attributes.

METHODOLOGY



Mobile Data
Analytics



Addressable
Campaign Activation



Attribution & R/F
Measurements

Mobile Data Analytics

Bulzi ingests billions of high-precision mobile phone and IP location records from data partners each week. We analyze this data using proprietary, patented technology in an isolated safe-house environment to accurately associate 100+ million consumer-owned screens to the consumers or their household. Commercial data sets are attached to the anonymized mobile device identifiers. All personally identifiable information is stripped out before the data is made available for use by Bulzi.

Addressable Campaign Activation

The resulting anonymous consumer attributes are sent to Bulzi's advertising platform for campaign activation on consumer devices or enabled public-space screens. Household- and individual-level targeting attributes are used to deliver campaigns directly to the consumers of interest without wasting ad spend on rough approximations.

Attribution & R/F Measurements

Bulzi campaign deliverables include unduplicated reach and frequency measurements as well as GRP equivalents. Performance can be measured by Bulzi's footfall attribution metrics derived from actual consumer behavior via online tools for brick and mortar locations or against the retailer's POS data (if provided).