**Appier**

# What is AI?

Appier is a technology company that makes it easy for businesses to use artificial intelligence to grow and succeed in a cross screen era. But what is AI?

AI is the development of computer systems able to perform tasks normally requiring human or animal intelligence. Simply put, AI is teaching computers how to make decisions--which is widely regarded as a sign of intelligence.

## AI at work

Looking at the future, we foresee many business areas which can benefit from artificial intelligence. Among them, one application of AI is cross screen online advertising. That's because advertisers trying to reach customers online face mounting complexity as the number and types of screens multiply. We believe artificial intelligence is the best approach to resolve this complexity and make cross screen easy.

Our AI accomplishes this in two main ways.
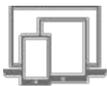
**First**, our AI decides which devices share a common owner. To do this, an AI robot observes different unique computers, tablets and smartphones across the web, looking for patterns in how the devices are used. When two different devices share similar patterns, the robot decides that it is likely these devices also share a common owner.

**The second part** of Appier's AI involves deciding when and where to buy ads, how much to pay, what format to use, and which people to show the ads to. This is a process usually undertaken by humans. But in a cross screen era, where many people use multiple screens between the day and all in different ways, it is impossible for humans to make all of these decisions, thousands or millions of times each day, throughout each of Asia's different markets.

Our AI robot starts by making some general predictions about which audiences are most likely to respond to the ads, based on an advertiser's goals, which screen to reach them on, and when. It samples an audiences according to these predictions. Then, based on the performance of the sample campaign, it refines its predictions to improve the campaign's performance. The process continues and the campaign performance continues to improve.

Here are some specific areas of advertising that AI can help with:

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**Audience buying:** AI can help advertisers identify the audience most likely to respond to ads across screens, incorporating factors such as demographics, locations and interests. It can also help discover new audiences for the ads based on the success of its sampling.

**Smartphone, tablet, PC, or TV:** which screen will your audience be using when you want to reach them? How do they use each device? AI helps predict consumer behavior across screens so advertisers can reach them when it matters most.

**Measurement:** People often interact with more than one type of ad before completing a purchase. Because our AI understands which devices share a common owner, we can help advertisers understand the impact of your entire cross screen campaign and the role each screen played in accomplishing your goal.

**Remarketing and frequency capping:** Given that our AI understands which devices share a common owner, Appier can help you remarket to your audience across all of their screens. We can also offer improved frequency capping, meaning your ads are relevant and not intrusive.

**Ad formats:** Customers prefer different ad formats depending on the screen they're using: 43% of cross screen users in Asia interact with completely different types of ads on different screens. AI can automatically select, tailor and display the ad format people are most likely to respond to (known as "dynamic creative").

**Real-time bidding:** Appier's AI powers real time bidding--the process of identifying a specific audience, buying inventory, and showing ads to people as they move across the web and across screens moment to moment.