



**ALFI**

Everything Audience

MEDIA DECK 2022

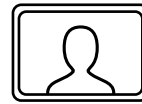
**Real Targeting.  
Real Impressions.  
Real Time.**



# Verified Impressions: The Missing Piece



**Consumers Want...**  
Ads relevant to them



**Advertisers Want...**  
Reach their *actual* audience



- The Disconnect**
- Budgets are wasted...
  - Brands are eroded...
  - Nobody wins...

**ALFI**

Real Time Audience Matching.  
Powered by AI.

## Only Invest In **Verified Impressions** of your actual targeted audience



### Target Audience

- Demographics
- Geolocation
- Daypart



### Match

AI detects and only serves ads to targeted audience



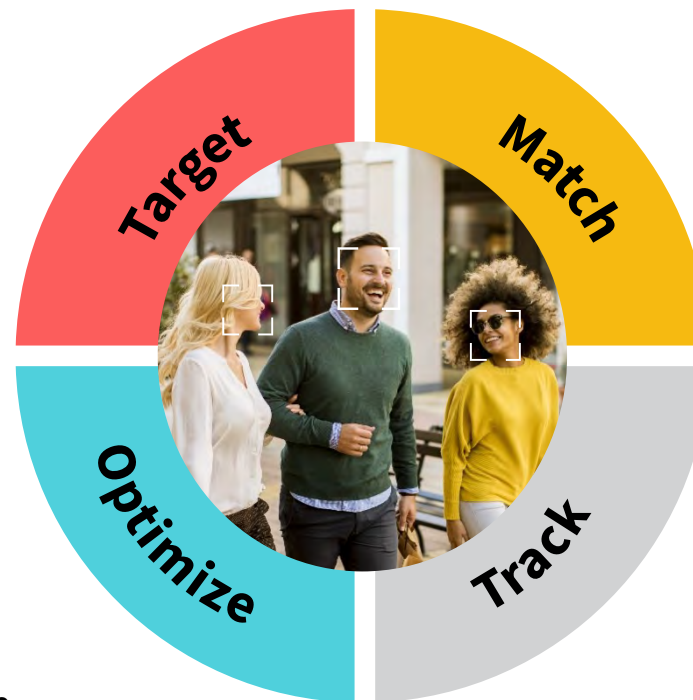
### Optimize

- A/B test campaigns
- Adjust campaign on performance



### Track

- QR code scans
- Impressions by time/location/demographics






## Target Audiences – When & Where You Want Them



### Moment:





Night out with friends

-  Male, 21 - 25
-  Nightlife district
-  Evening



### Moment:




Lunch with Colleagues

-  Female, 18 - 34
-  Business neighborhood
-  Lunchtime
-  QR Code



### Moment:

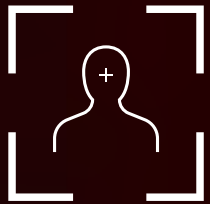
March Madness

-  Male, 18 - 54
-  Point of Interest
-  March-April



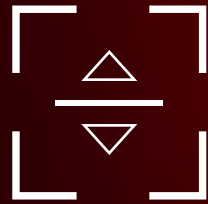
# Machine Learning Models

Our ML models consistently outperform the industry leaders. We design, build, train and test all of our models in-house in order to ensure the highest accuracy and quality of results.



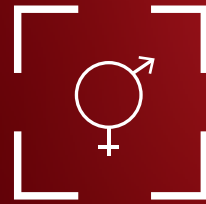
## VERIFIED IMPRESSION

93% Accuracy



## AGE DETECTION

$\pm 4$  Years Accuracy

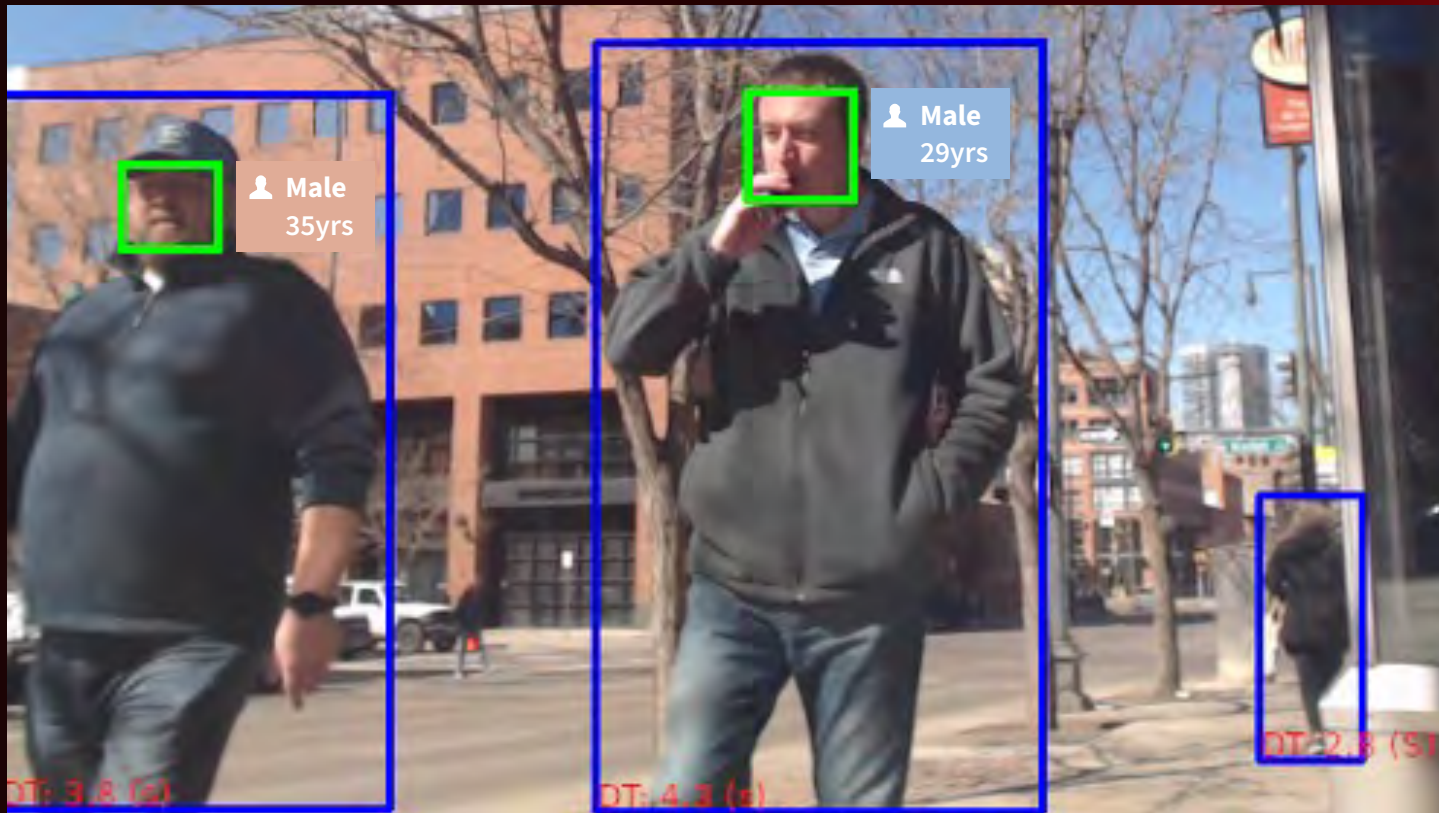


## GENDER RECOGNITION

95% Accuracy



# Precision Targeting for Every Single Impression



## DETECTION RANGE

Up to 16 ft.



## PRIVACY PROTECTION

No Data Saved

## SaaS Solution Rollout to Airports, Malls, Stadiums



OOH Owners | Tech & Research

### Alfi Partners With Kiosks At BWI Airport

By [Kate Scanlan](#) — Last updated [Jan 21, 2022](#)



140 0

Miami Beach, FL – ALFI, an AI enterprise SaaS advertising platform, announced it has reached an agreement with Slice Wireless Solutions, Inc., an award-winning wireless solution provider, and will begin installations of its “targeted” AI digital advertising technology in multiple kiosks located within the Baltimore-Washington International Thurgood Marshall Airport (“BWI Marshall”). This includes an initial installation of six digital

“

BWI Marshall is excited about Alfi’s ability to significantly enhance the passenger experience and the performance of our traditional kiosks.

**Ricky Smith** CEO  
Baltimore-Washington  
International Airport

”





**ALFI**

Rideshare  
Experience





# ALFI

## Rideshare Experience



# ALFI

## Rideshare Experience





# ALFI

## Rideshare Experience





# ALFI

## Rideshare Experience

The advertisement is displayed on a tablet mounted on a black ALFI Rideshare Experience device. The screen shows a blue and white advertisement for Clorox products. The text on the screen reads: "Tested and proven to kill 99.9% of germs.\*" and "✓ Kills Flu & COVID-19 Viruses\*\*". Below the text are images of four Clorox products: Splash-Less Bleach, Disinfecting Wipes, Clean-Up Cleaner + Bleach, and Disinfecting Wet Mopping Cloths. The ALFI logo is visible at the bottom of the device.

Tested and proven to kill  
99.9%  
of germs.\*

✓ Kills Flu & COVID-19 Viruses\*\*

**COLORX** Splash-Less Bleach  
Kills 99.9% of Germs

**COLORX** Disinfecting Wipes

**COLORX** Clean-Up Cleaner + Bleach

**COLORX** Disinfecting Wet Mopping Cloths

**ALFI**

# ALFI

## Rideshare Experience





# ALFI

## Rideshare Experience





# ALFI

## Rideshare Experience





# ALFI

## Rideshare Experience





# ALFI

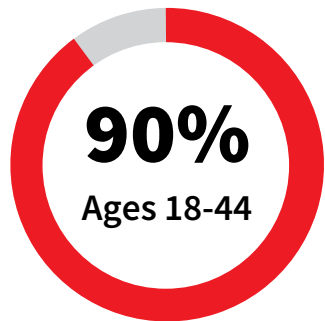
## Rideshare Experience



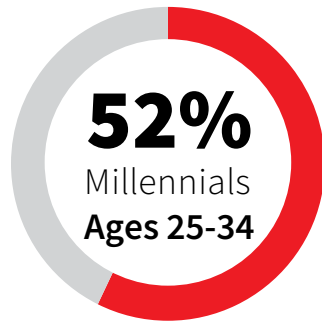


## Rideshare Audience

### Demographics Advantage:



**+ 202**  
Alfi Overindexing  
on Ages 18-44 <sup>1</sup>



**+ 289**  
Alfi Overindexing  
on Millennials

### Exposure Advantage:

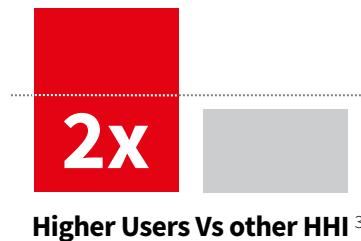


**23 min.**

Average Rideshare  
Trip <sup>2</sup>

### High Income:

**\$90K+**



**54%**  
Female



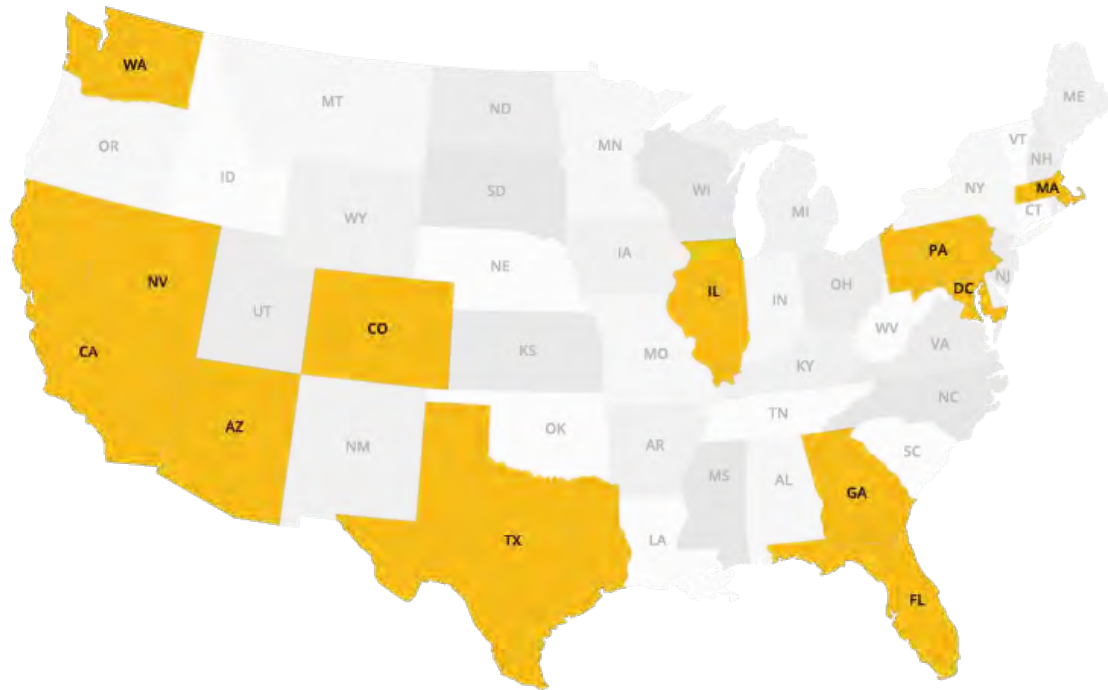
**46%**  
Male

1: Compared to U.S. Census

2: The New Automobility: Lyft, Uber and the Future of American Cities – July 2018 - Schaller Consulting.

3: Who Uses Ride-Sharing in the U.S.? – July 2018 - Gallup

18 U.S. Markets Total | 16 of top 18 DMAs

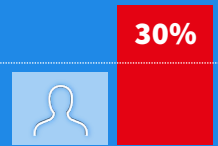


DMA	Availability
Los Angeles	✓
Chicago	✓
Philadelphia	✓
Dallas-Ft. Worth	✓
San Francisco	✓
Washington, DC	✓
Houston	✓
Boston	✓
Atlanta	✓
Tampa-St. Pete	✓
Phoenix	✓
Miami-Ft. Lauderdale	✓
Denver	✓
Orlando	✓
Austin	✓
Las Vegas	✓
San Diego	✓
Seattle	✓



## Jackpocket

Mobile Gambling Startup



Monthly User  
Growth Goal

### Digital Gamblers Overindex:

- + 236 on 25-34 age
- + 118 on 35-44 age



2.2mm  
Impressions

## CASE STUDY

### GOAL: Drive App Download

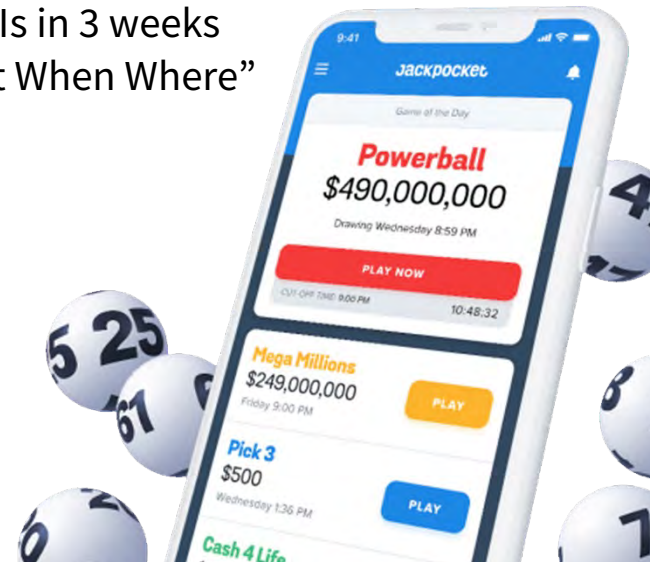
- Maintain **30% user growth monthly average**
- **Track campaign metrics** fast and accurately

### SOLUTION: Reach Digital Gamblers

- **Alfi audience strong overindex** on ‘Digital Gamblers’
- **QR and promo code mix** to download app & claim free ticket

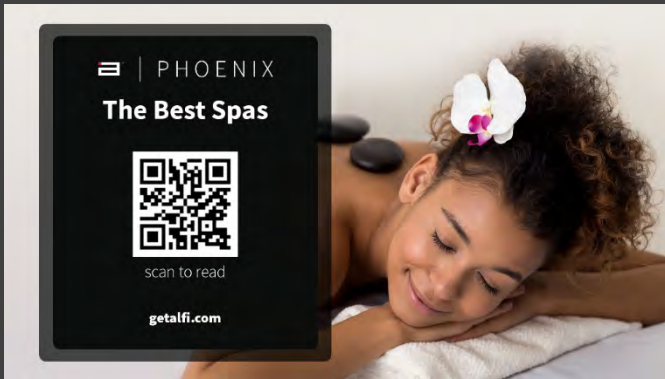
### RESULTS: Streak of Wins

- Expanded to Austin’s SXSW after hitting KPIs in 3 weeks
- **Real-time, 1<sup>st</sup> party data** on results’ “What When Where”

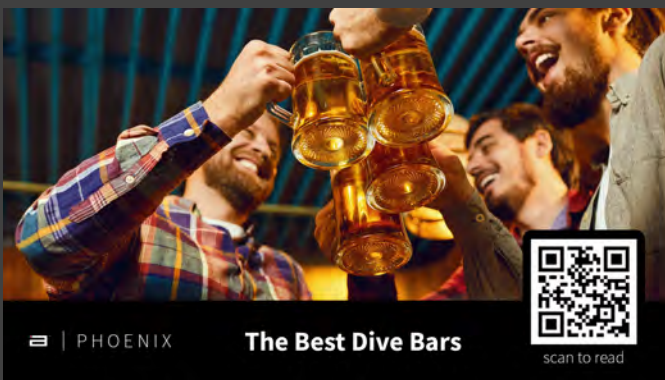


## Gender Targeting ROI

**x2.9 Lift: Targeting Women**



**x4.1 Lift: Targeting Men**



## CASE STUDY

**GOAL: Measure Impact of Targeting Demographic Profiles**

- Use **QR codes** to measure **Conversion Rate**

**SOLUTION: Creatives targeting & served to Male + Female**

- 4 week campaign using **2 creatives served at 3 groups** (M, F, both)
- **Detect Male or Female for each individual passenger** and measure the impact on QR code download rates

**RESULTS: x3 to x 4 Higher Conversion Rates**

- QR code download rates were **2.9 to 4.1 times higher** by targeting each gender compared to everyone seeing the same ad

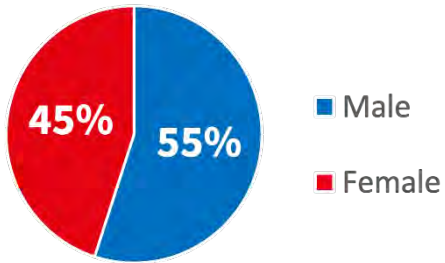


## First of-its-kind Campaign Reporting

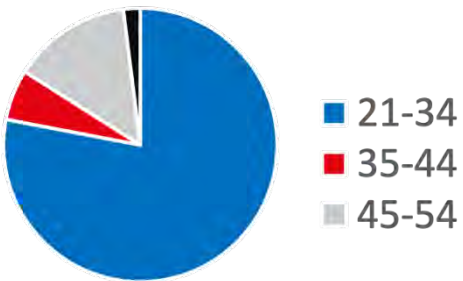
### Who

Breakout Age & Gender

#### Impression by Gender



#### Impression by Age



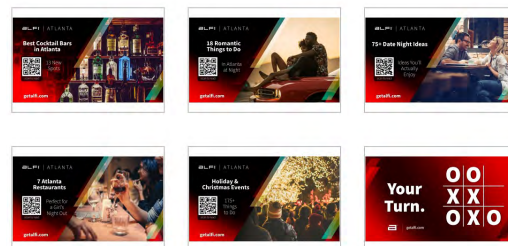
### What

Engagement by creative & Campaign

#### Campaign



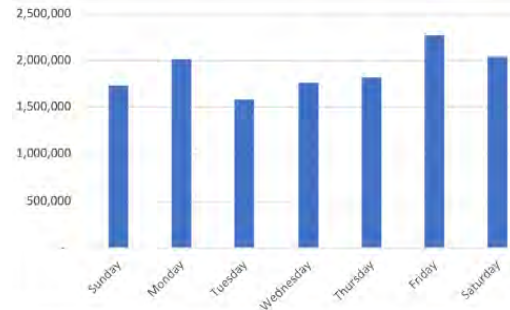
#### Creative



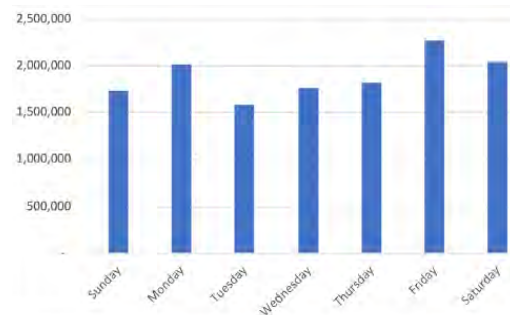
### When

Time & Weekday

#### Impression by Day of Week



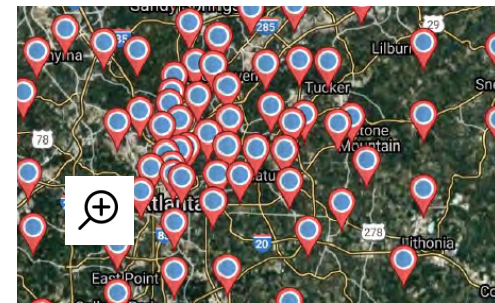
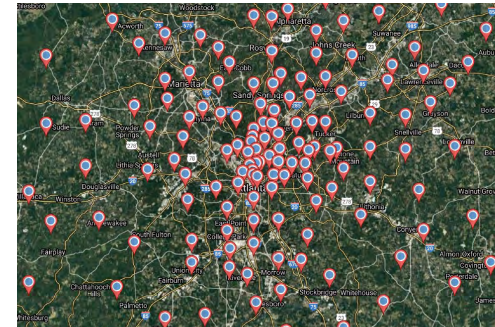
#### Hourly Impressions





### Where

Location & POP

#### Impression Delivery by Geo



## Digital Screen Advertisements | Technical Specifications Guidelines

	 <b>Images</b>	 <b>Videos</b>
<b>File Format</b>	JPG	MOV or MP4
<b>Static Color Space</b>	RGB or CMYK	
<b>Dimensions</b>	1920 x 1080	1920 x 1080
<b>Format Ratio</b>	16x9 (Landscape)	16x9 (Landscape)
<b>Max File Size</b>	10 MB	50 MB





## Christopher Whalen

VP National Sales

chris@getalfi.com

+1 917.690.2127

### Alfi UK

City Exchange Building, 5th Floor  
11-13 Gloucester Street, Belfast, BT1 4LS  
**+44 (0)28 9600 2500**

### Alfi Miami

429 Lenox Avenue, Suite 547,  
Miami Beach, Florida 33139, USA  
**+1 (305) 395 4520**

### Alfi Denver

Triangle Building 1550 Wewatta Street  
Denver, CO 80202, USA  
**+1 (305) 395 4520**

