

7 September 2017  
ASX Release

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## Mobile Embrace Launches AddGlu for Marketers - Predictive Customer Acquisition Platform for Digital Performance Marketing



- **Highly scalable proprietary technology platform that uses predictive analytics<sup>i</sup> to present consumers with product and service offerings of the greatest personal value to them**
- **AddGlu generates high quality permissioned consumer leads<sup>ii</sup> that enable businesses to acquire valuable customers at scale via online and mobile devices**
- **MBE's client retention is strengthened by superior consumer lead<sup>iii</sup> quality enabling high customer conversion rates and improved ROI (Return on Investment)<sup>iv</sup> from client marketing spend**
- **MBE generates Digital Performance Marketing<sup>v</sup> revenue from each new consumer lead delivered to clients**
- **Currently ~3,000,000 transactions per month occurring across MBE's Performance Marketing operations**
- **AddGlu is operational and experiencing pleasing client take up – a key organic revenue driver for MBE**

Mobile Embrace Limited (**ASX:MBE**) (**MBE** or **Company**) is pleased to announce the launch of AddGlu for Marketers (AddGlu), its Predictive Customer Acquisition Platform that represents another step in the Company scaling up its Digital Performance Marketing operations.

As previously announced, MBE continues to increase its focus on the innovation, investment and development of the Performance Marketing division and is progressing a robust product and technology roadmap, with AddGlu being a key component of this.

AddGlu is the result of the progressive development and evolution of Vizmond Media's marketing automation technology platform, which was secured when MBE acquired Vizmond Media in August 2015. The investment in the expansion and enhancement of the technology's features and functionality has resulted in a powerful and highly scalable

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predictive people based marketing<sup>vi</sup> platform that increases the Company's competitive strength and further enhances the Company's capacity to deliver more organic revenue growth.

### **Benefits to Marketers**

AddGlu, through its technical sophistication, captures 'consented' information, willingly given by the consumer (permissioned first party data<sup>vii</sup>) and presents to the individual consumer product/service offers of high personal relevance and value (people based marketing). The consumer is then given the ability to seamlessly engage with that offering. For marketers, this delivers a positive brand experience and a more engaged and in control consumer, that has a higher propensity to convert into a customer.

Marketers have growing concerns on the increasing complexity and effectiveness of their digital marketing spend. AddGlu enables a stronger ROI from marketing spend and it can improve the cost of sales by reducing the time and resources spent on consumer leads that do not convert to sales.

### **Benefits to MBE's Digital Performance Marketing Operations**

AddGlu's performance is optimised by automation across the platform and in-built comprehensive features and functionality including ad fraud<sup>viii</sup> detection, compliance, real time<sup>ix</sup> monitoring alerts, predictive analytics, real-time learning, machine learning<sup>x</sup> algorithms, multi-currency, considerably expanded data points that enable detailed real-time profiling, and granular back end reporting. The platform is highly scalable and transportable.

AddGlu's automated management of supply sources (inventory / initial consumer reach) enables MBE to optimise at high volume, in real time, the margin yield from consumer leads generated. The quality of the consumer leads generated is a competitive advantage that strengthens the value proposition for new clients and drives improved retention of existing clients.

Neil Wiles, CEO and Managing Director at Mobile Embrace said: *"We are pleased to provide shareholders with details on AddGlu, a key component of MBE's enhanced Digital Performance Marketing offering.*

*AddGlu is an innovative real-time approach to enabling businesses to secure genuine interested customers. It is an intelligent and powerful technology platform that is the product of considerable time, dedication and commitment by a group of very talented people within MBE. We congratulate Brett Tompson and his team on bringing AddGlu to market and creating a market leading Predictive Acquisition Platform for Digital Performance Marketing.*

*AddGlu further strengthens our proprietary technology stack as we continue to focus on positioning MBE at the forefront of the Digital Performance Marketing industry to drive growth and shareholder value. AddGlu is already operational and has been deployed on a number of Performance Marketing campaigns.*

*With MBE running some 200 Performance Marketing campaigns at any one time, and with approximately 3 million transactions materialising each month, AddGlu will certainly help enhance revenue streams and further strengthen our client reach, relationships and retention rates."*

### **About Mobile Embrace Limited**

Mobile Embrace Limited (ASX: MBE) is a technology led digital performance marketing company. Through our integrated and award winning digital customer acquisition infrastructure we enable the reach, engagement, transactions with and embracement of consumers at scale. To learn more please visit [www.mobileembrace.com](http://www.mobileembrace.com) or follow us on Twitter [@MobileEmbraceLR](https://twitter.com/MobileEmbraceLR).

### **About AddGlu**

AddGlu is a Predictive Acquisition Platform for Digital Performance Marketing that delivers consumers product/service offers of the highest interest and personal value via their online and mobile devices, with seamless engagement that enables high quality "sticky" customer acquisitions at scale. To learn more please visit [www.addglu.com](http://www.addglu.com)

### **DISCLAIMER**

Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of products and services, dependencies on third parties, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Mobile Embrace Limited and its subsidiaries.

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### **Glossary of terms**

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- i **Predictive Analytics** is the practice of extracting information from existing data sets in order to determine patterns and predict future outcomes and trends.
- ii **Permissioned Consumer Leads** when a prospect explicitly agrees in advance to receive marketing information about a certain product or offer they express their permission for their information to be handed over to an interested party to contact them about that particular product/offer.
- iii **Consumer Lead / Lead** a qualified prospect that is starting to exhibit buying behaviour. There are a number of definitions of a lead and many companies have their own definition of what is a "good lead" that corresponds to their business model.
- iv **ROI (Return on Investment or MROI "Marketing Return on Investment)** is a measure of the profit earned from each investment.
- v **Performance Marketing** is a comprehensive term that refers to online marketing and advertising programs in which advertisers (a.k.a., "retailers" or "merchants") and marketing companies (a.k.a., "affiliates" or "publishers") are paid when a specific action is completed; such as a sale, lead or click.
- vi **People Based Marketing** enables brands to create a cohesive marketing system, centered around the individual consumer and anchored by the collection of real time behavioural data combined with first party brand data. With people based marketing, brands can ingest and respond strategically to consumers in real time across devices and channels, unifying the customer journey, unlocking a new source of revenue and achieving a truly omnichannel business.
- vii **First Party Data** is data collected directly from the source. This includes information that consumers volunteer about themselves via surveys and social media profiles. This data is easily resolved to an individual verifiable identity making it key to a successful people based campaign.
- viii **Ad Fraud** is when an advertiser is misled into paying for marketing that is worthless to them, such as fake traffic, fake leads or misrepresented and ineffective ad placement.
- ix **Real Time** when the data collated by a platform or the offers shown to the consumer happen at the actual time during which the data is received or the consumer is engaging with a platform.
- x **Machine Learning** is a method of data analysis that automates analytical model building. Using algorithms that iteratively learn from data, machine learning allows computers to find hidden insights without being explicitly programmed where to look.