



# Elevate Your User Acquisition Performance

Unlock the full potential of your media strategies with the Perform<sup>[cb]</sup> Outcome Engine, the only AI-powered, outcome-based marketing solution designed to seamlessly work alongside your existing efforts.

Our approach supercharges user acquisition by transforming previously inefficient, untapped media into highly efficient, performance-driven outcomes.

## Why Choose the Outcome Engine?



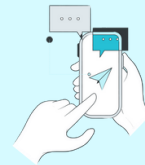
### Finance/Insurance

**750K+** monthly installs & leads



### E-Commerce

**250K+** monthly installs & leads



### Entertainment/Lifestyle

**250K+** monthly installs & leads



### Expertise Across Key Verticals

You need **tailored strategies that align with your verticals and needs**. Whether it's finance, e-commerce, entertainment, or lifestyle, you'll be able to tap into proven expertise that delivers scalable results.



### Always Performance-Based

**Only pay for results that matter**—whether it's incremental app installs, web leads, qualified calls, or purchases. By eliminating the guesswork and risks associated with traditional CPM models, we ensure **every dollar spent drives measurable, meaningful outcomes**.



### Proven Incrementality

You're looking to **deliver net new user acquisition** and with a **proven incrementality of over 86%** the Outcome Engine ensures you do just that. This means you gain truly incremental customers, avoiding the pitfalls of cannibalization.



## AI-Powered Precision

With **proprietary AI technology** that goes beyond basic targeting to identify and secure ad placements, the Outcome Engine is already consistently delivering top results for marketers like you. As your program scales, the Outcome Engine uses transactional data specific to your program, **enhancing optimization and ensuring the highest-performing traffic.**



## Simple & Fast Integration

Get your **campaigns up and running the same day** with hassle-free, plug-and-play integration. The Outcome Engine is a fully managed service, which means you can focus on strategy while your dedicated team handles everything from setup to optimization.



## Unique & Exclusive Media Solutions

With the Outcome Engine, you gain leverage to significant buying power that provides **access to premium inventory** through exclusive models. The Outcome Engine doesn't just reach your audience—it engages them in the most impactful and cost-effective ways.



## Quality Metrics That Matter

The Outcome Engine is designed to optimize around the most meaningful event data to ensure you will **exceed the KPIs that truly matter to you**, delivering not just quantity but quality.

## KEY TAKEAWAYS

### Transform Inefficiency into Efficiency

The Outcome Engine converts testing and uncertainty into guaranteed results, ensuring that media spend is only used when there are tangible outcomes.

### Leverage AI for Superior Results

A completely unique AI-driven approach ensures that every campaign is continually optimized for success, drawing on insights from massive datasets to reveal the best-performing strategies in every vertical.

### Focus on Incrementality

With the Outcome Engine, you can confidently present performance gains, backed by data showing real, incremental growth.