

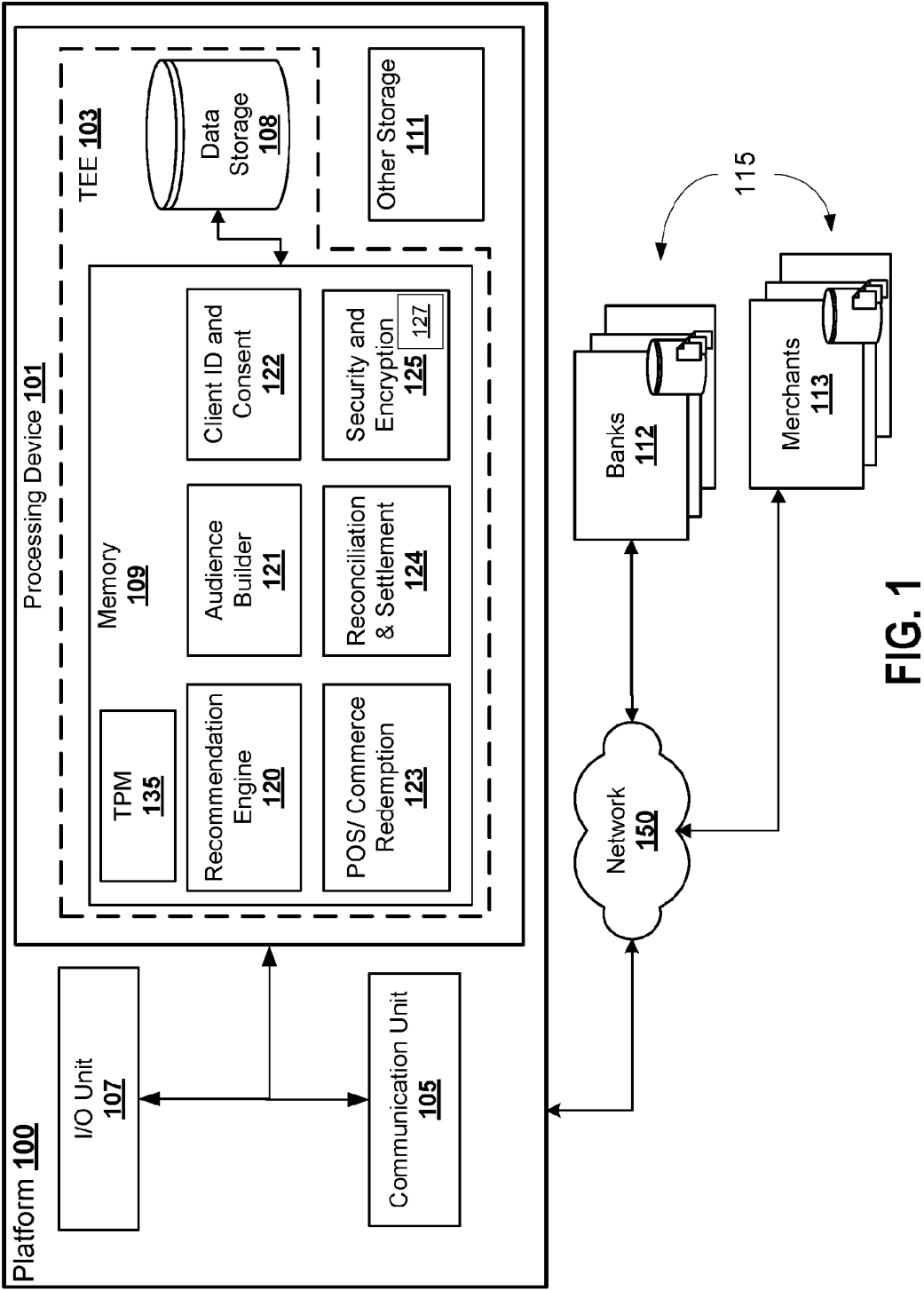


FIG. 1

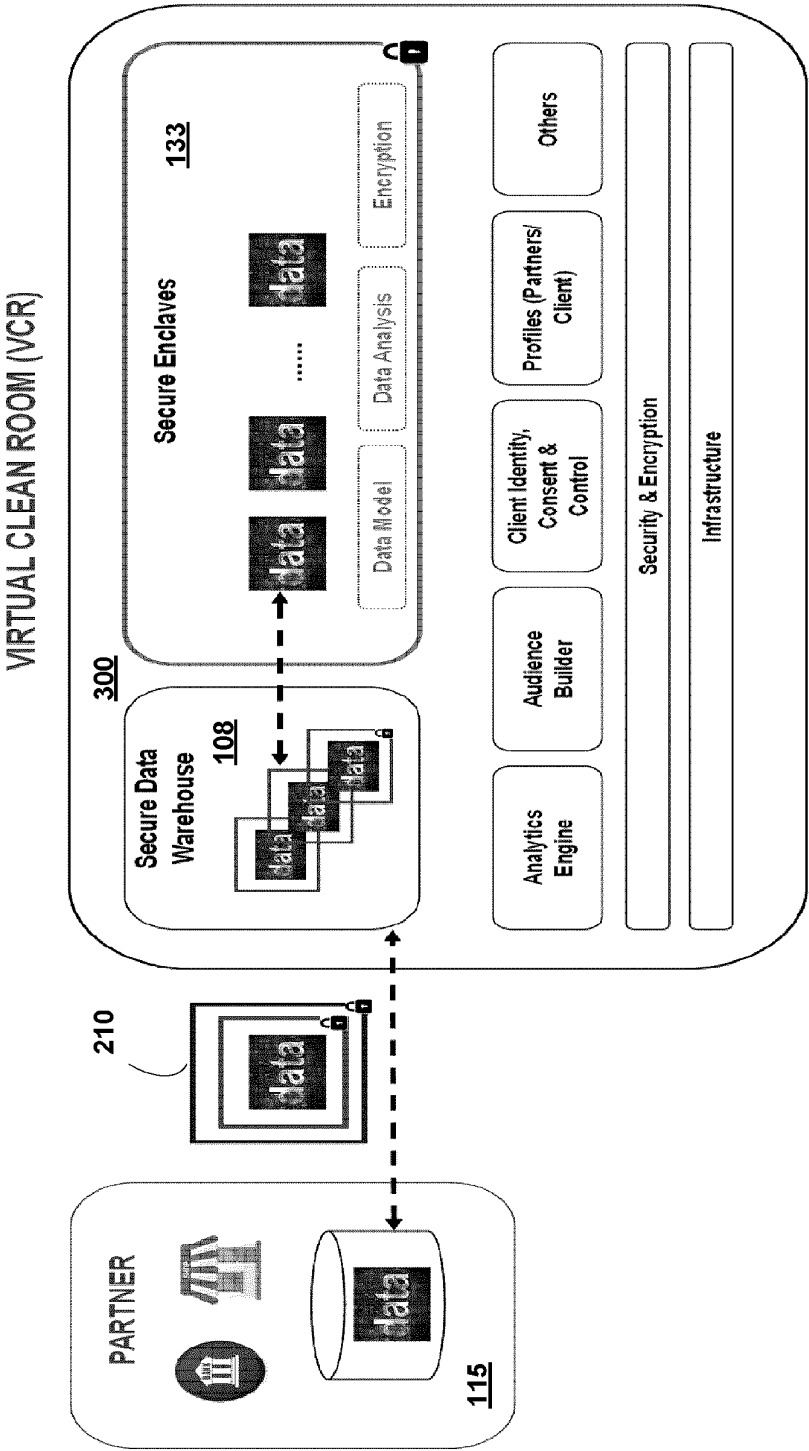


FIG. 2A

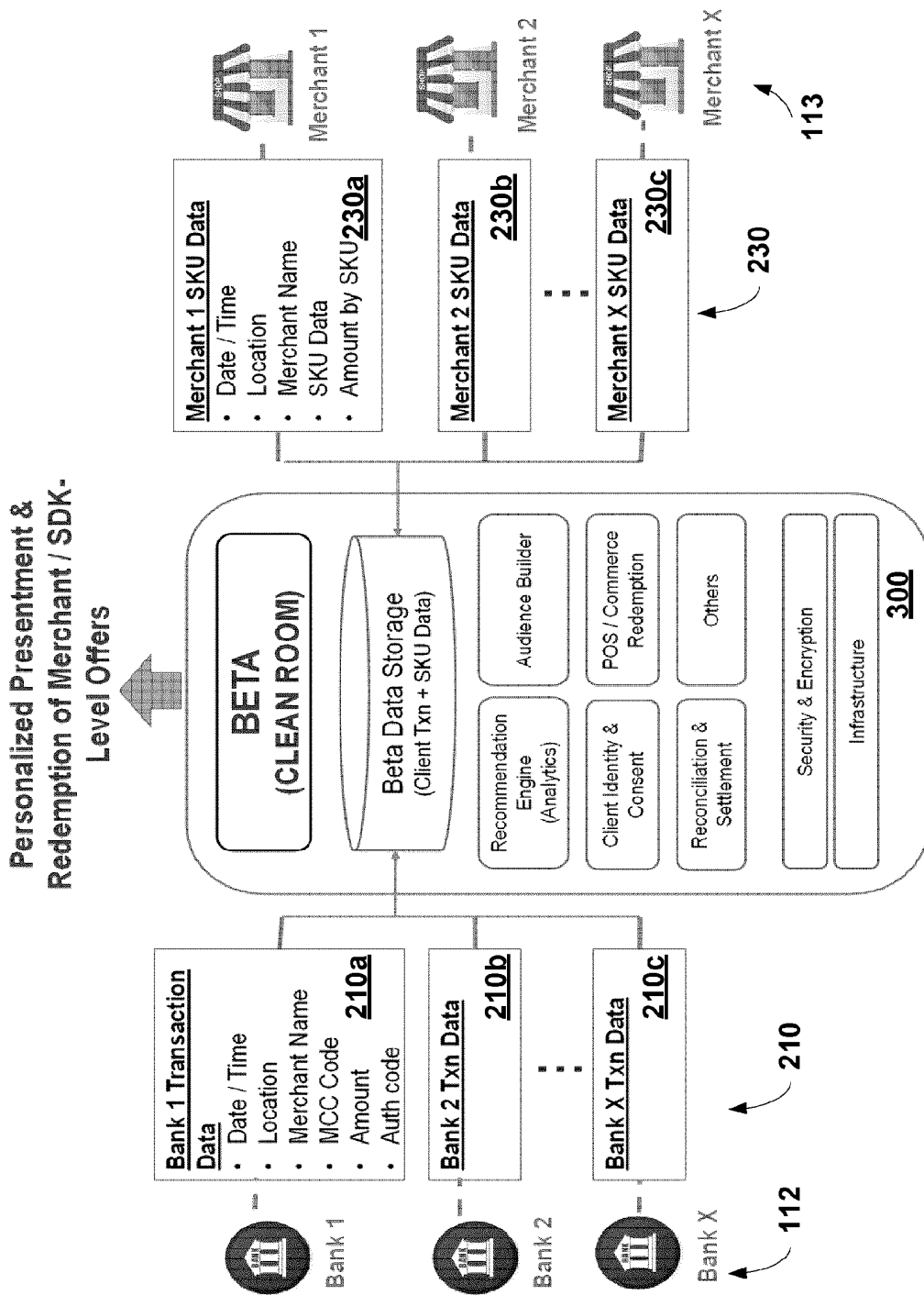


FIG. 2B

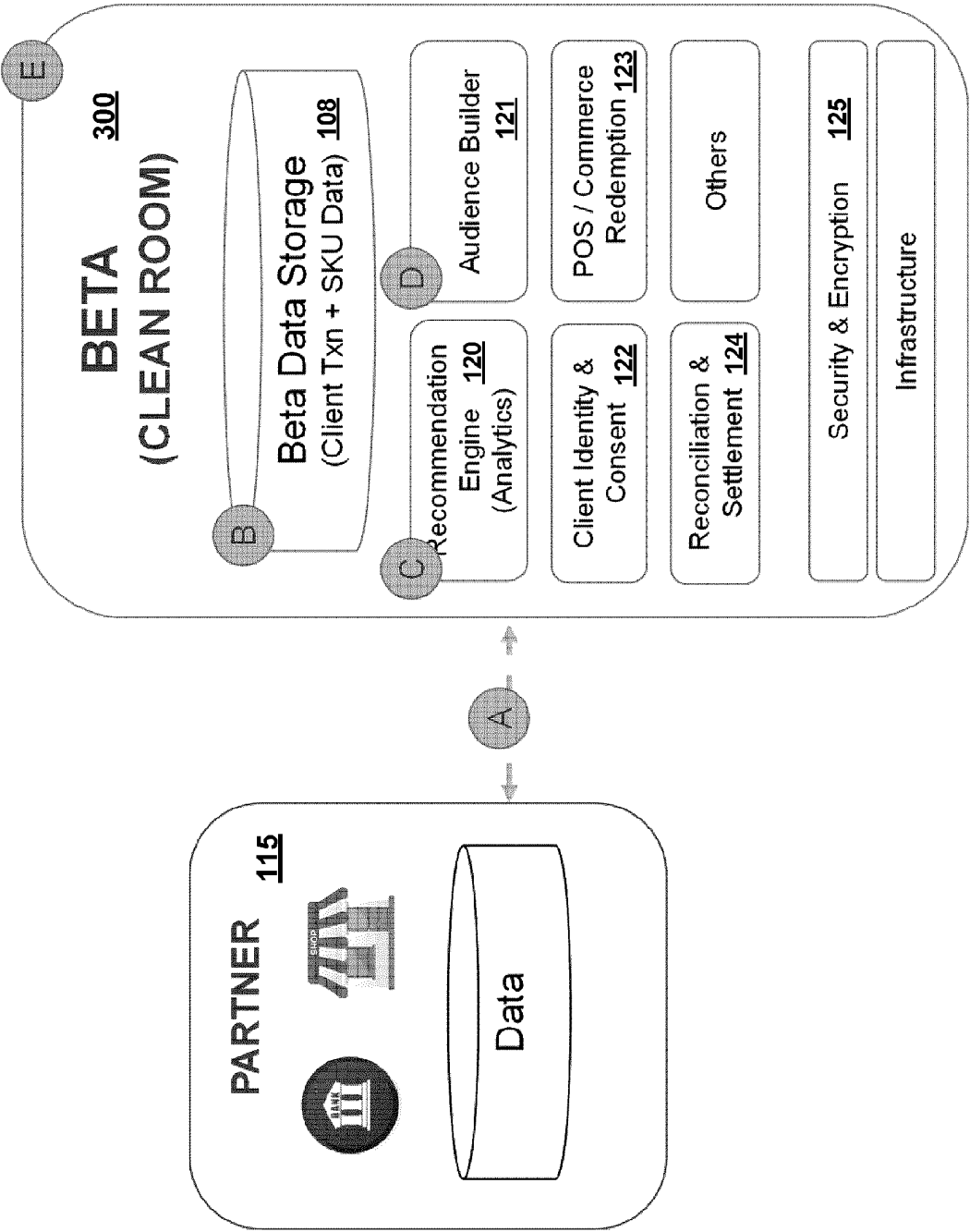


FIG. 3

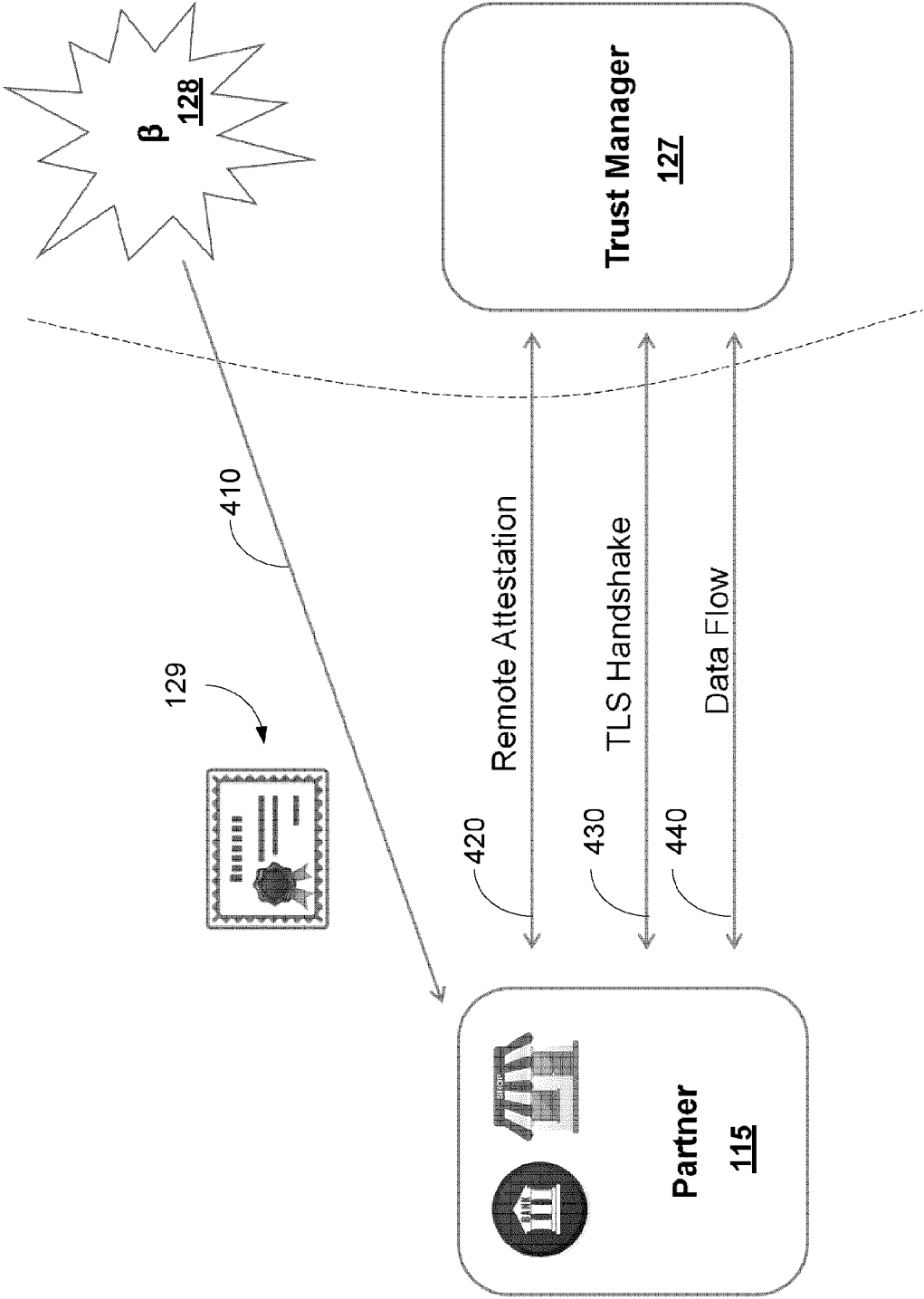


FIG. 4

6/26

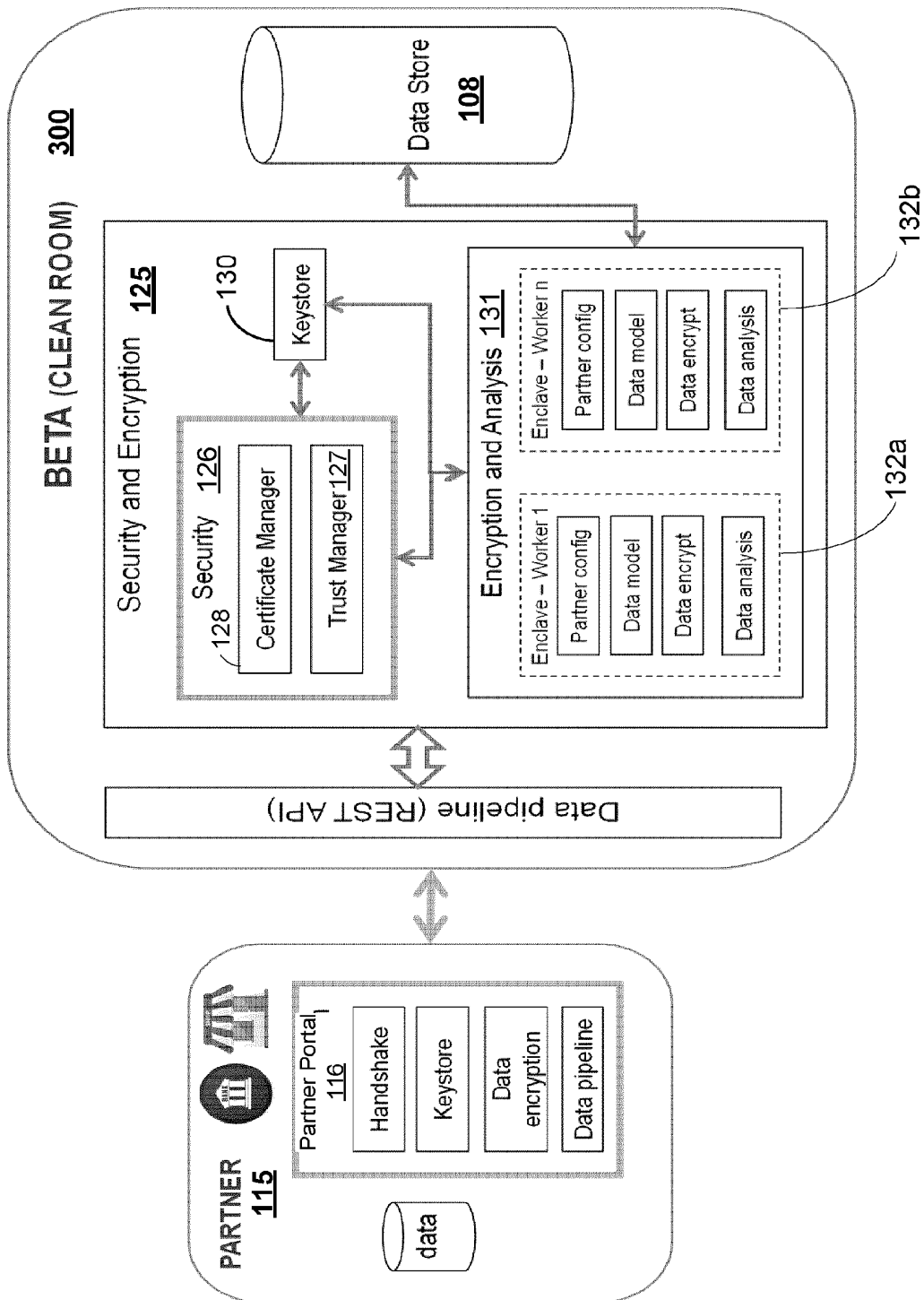


FIG. 5

7/26

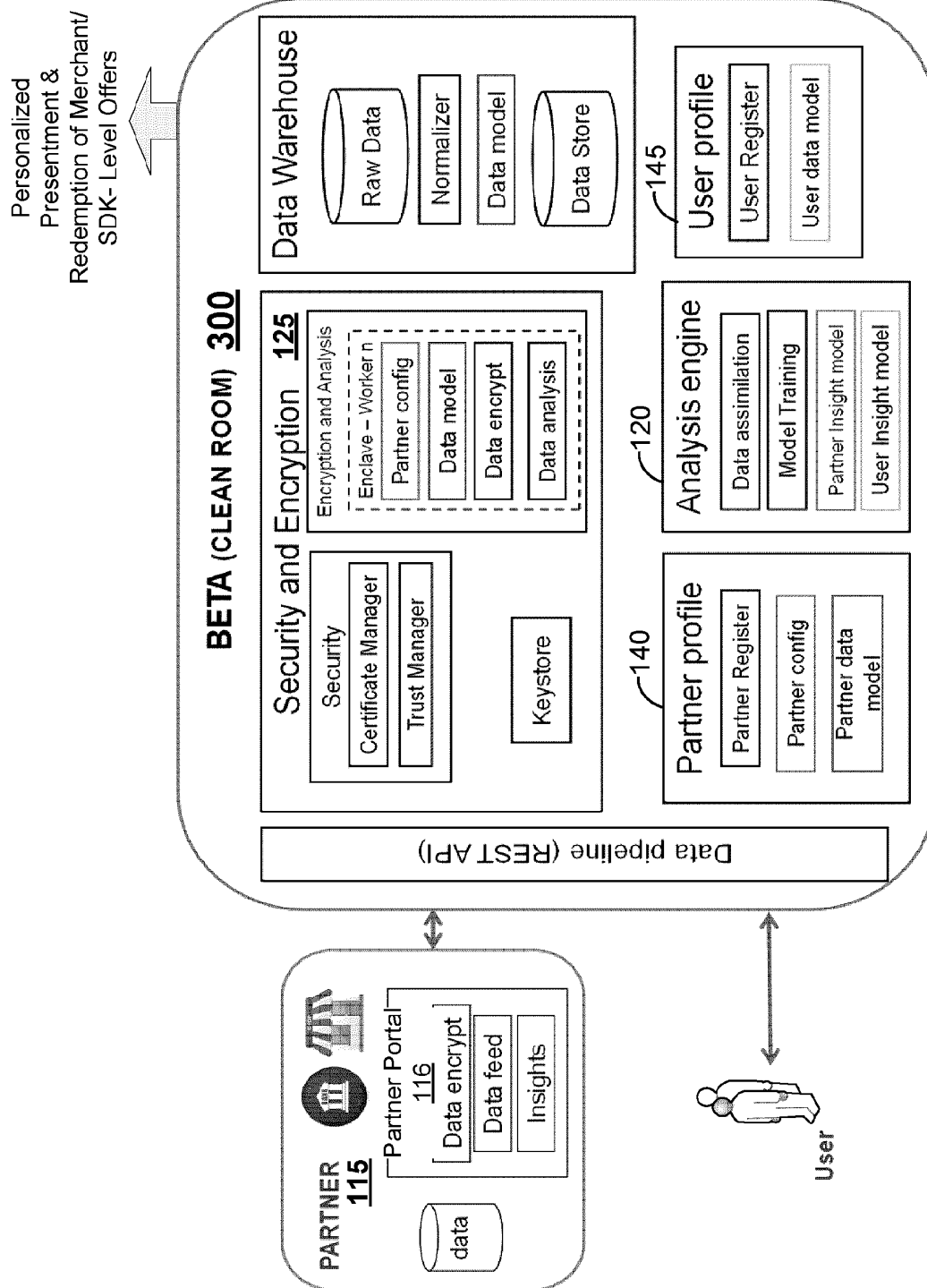


FIG. 6

8/26

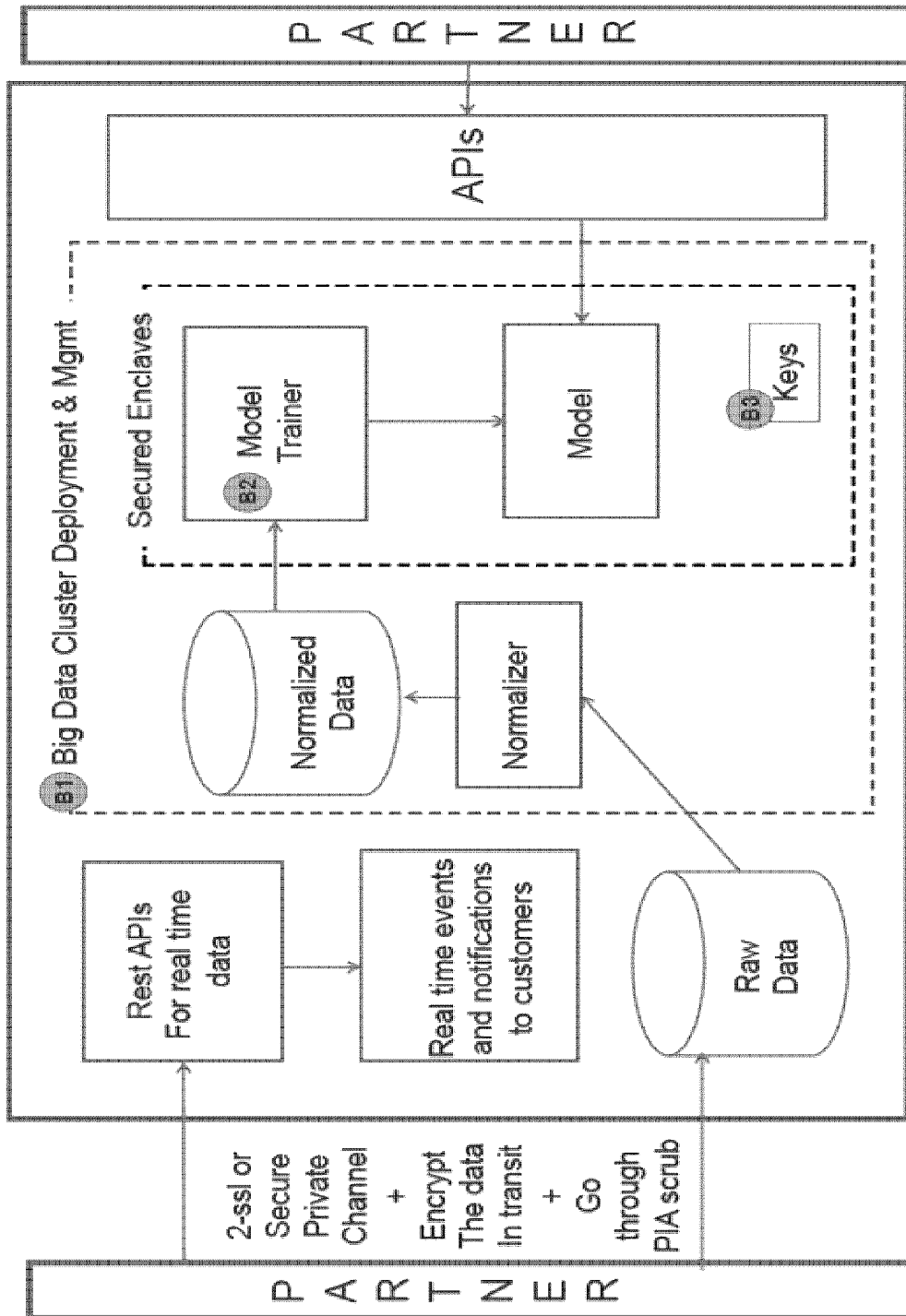


FIG. 7

9/26

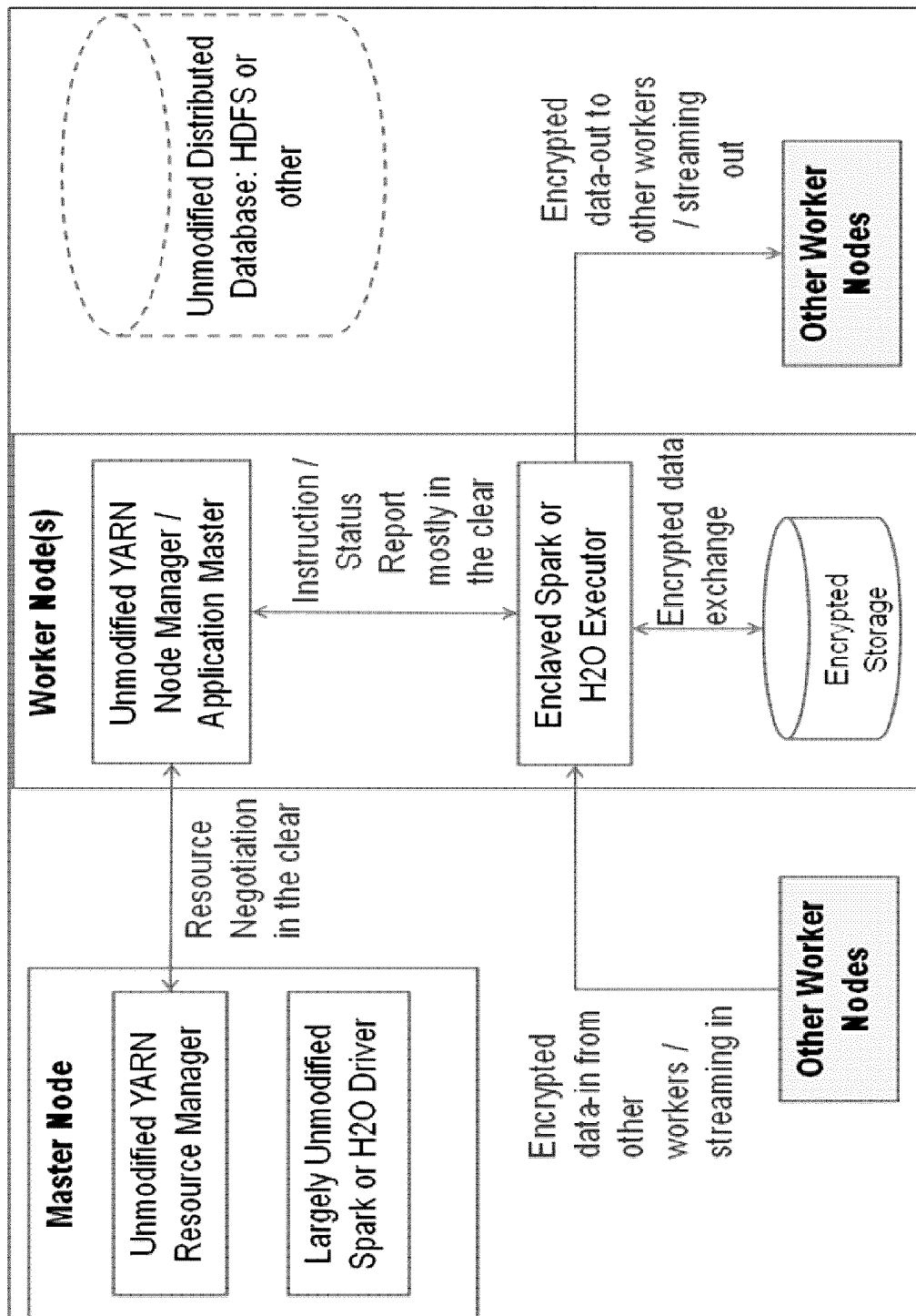


FIG. 8

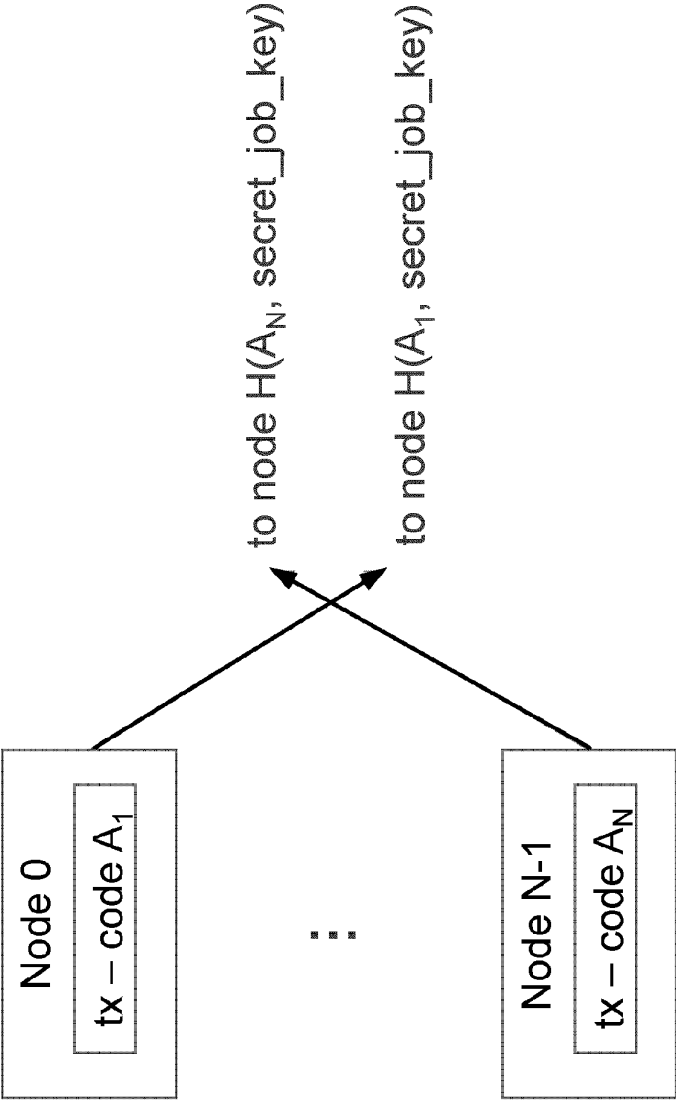


FIG. 9

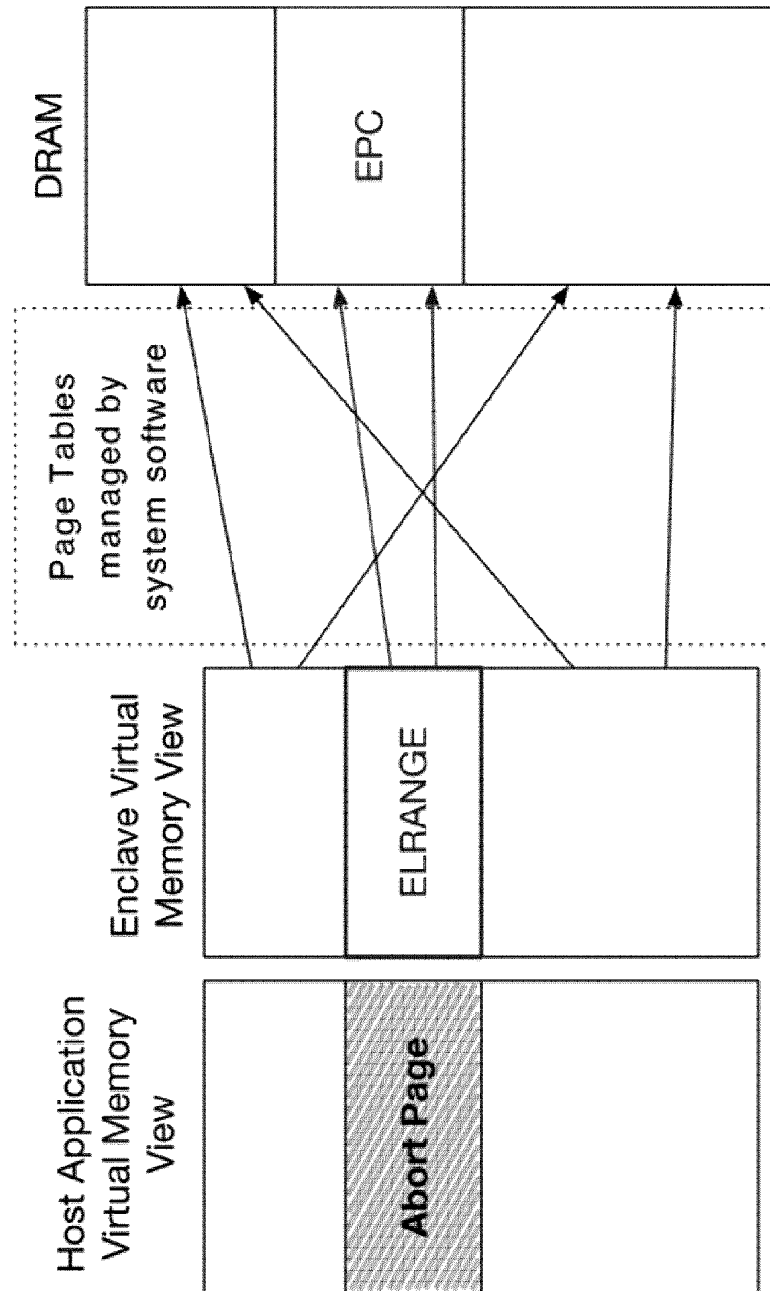


FIG. 10

12/26

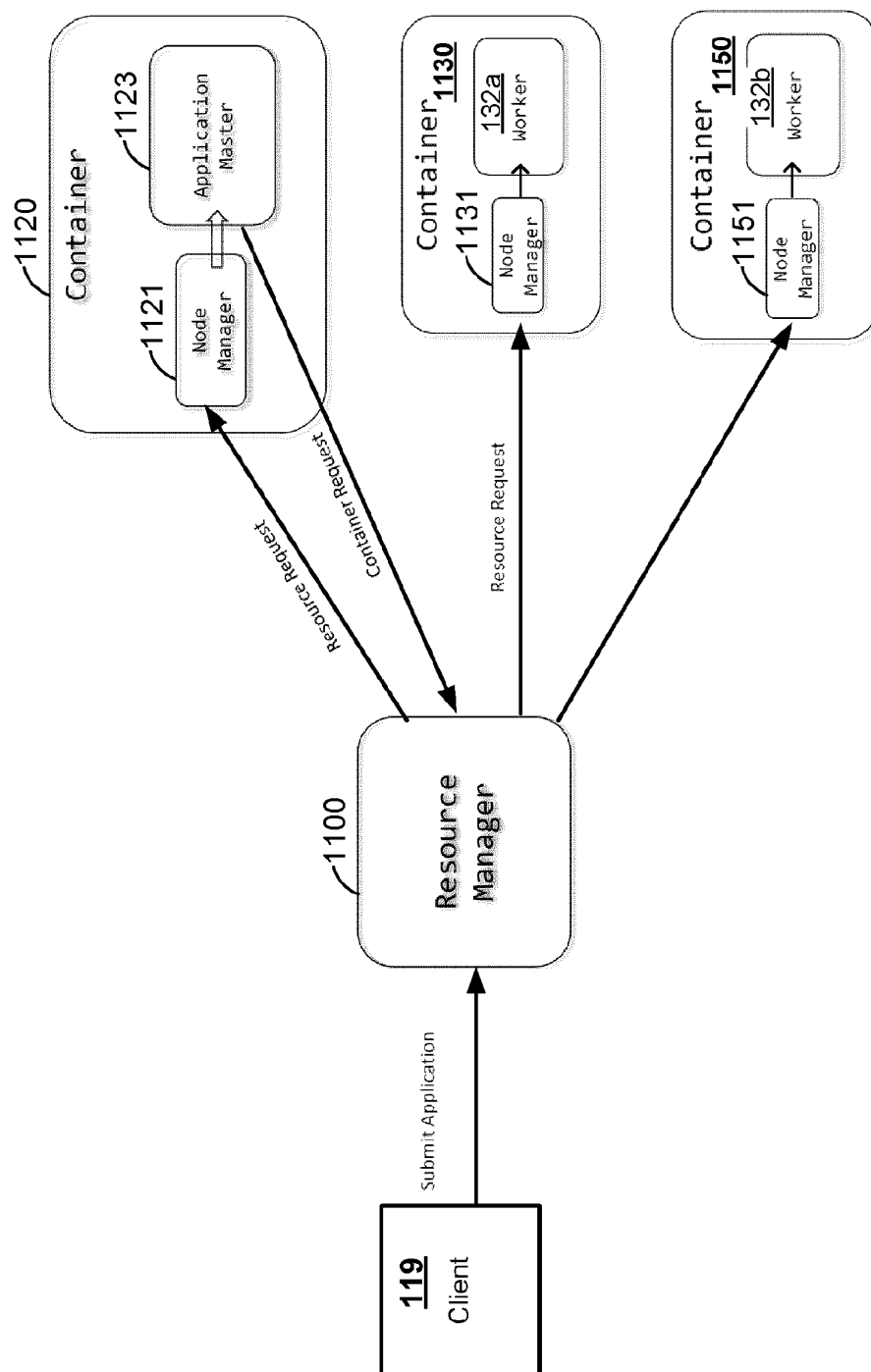


FIG. 11A

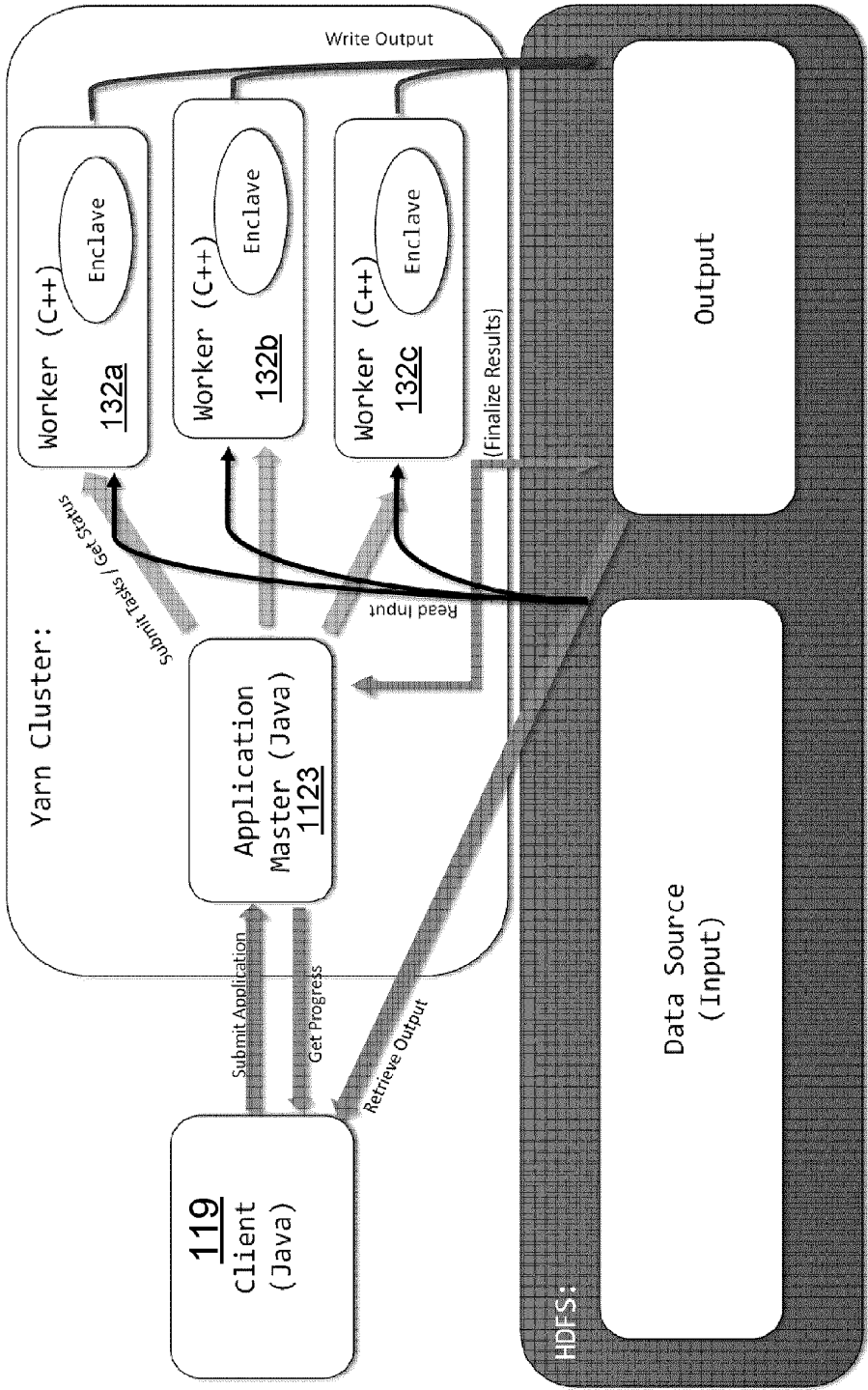
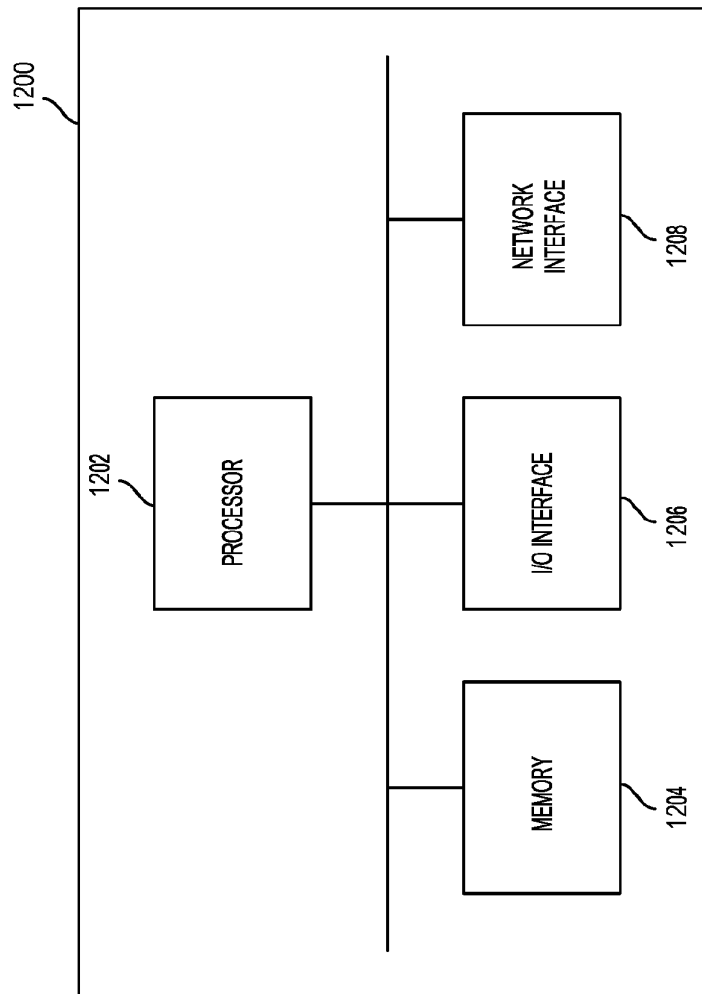
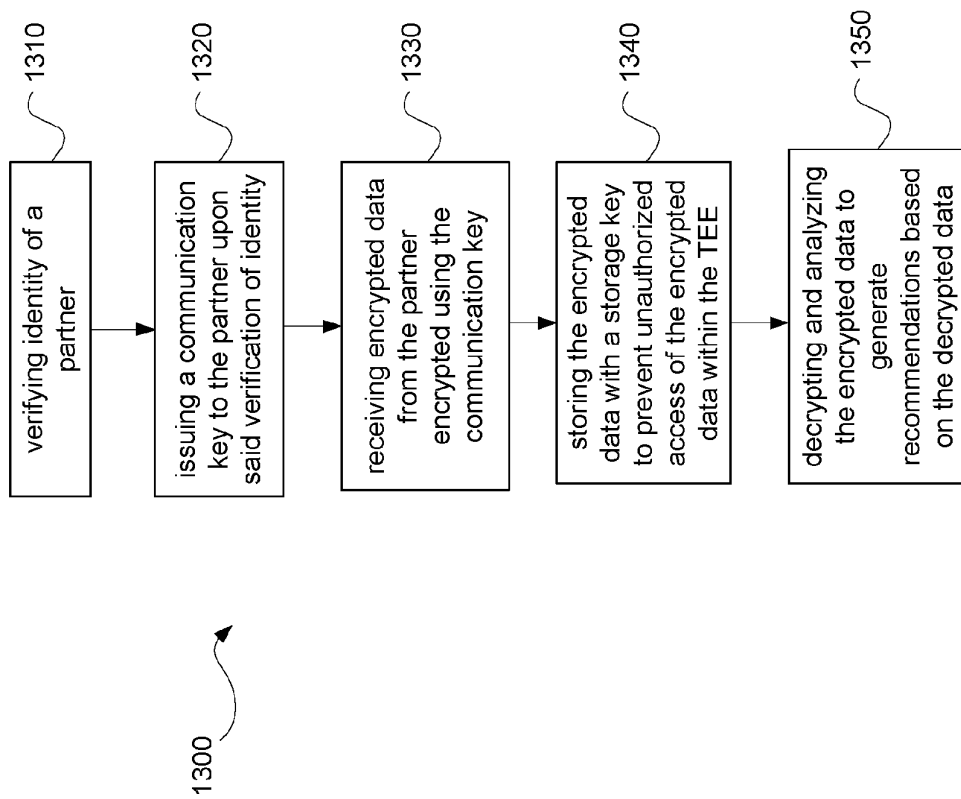


FIG. 11B

**FIG. 12**

**FIG. 13**

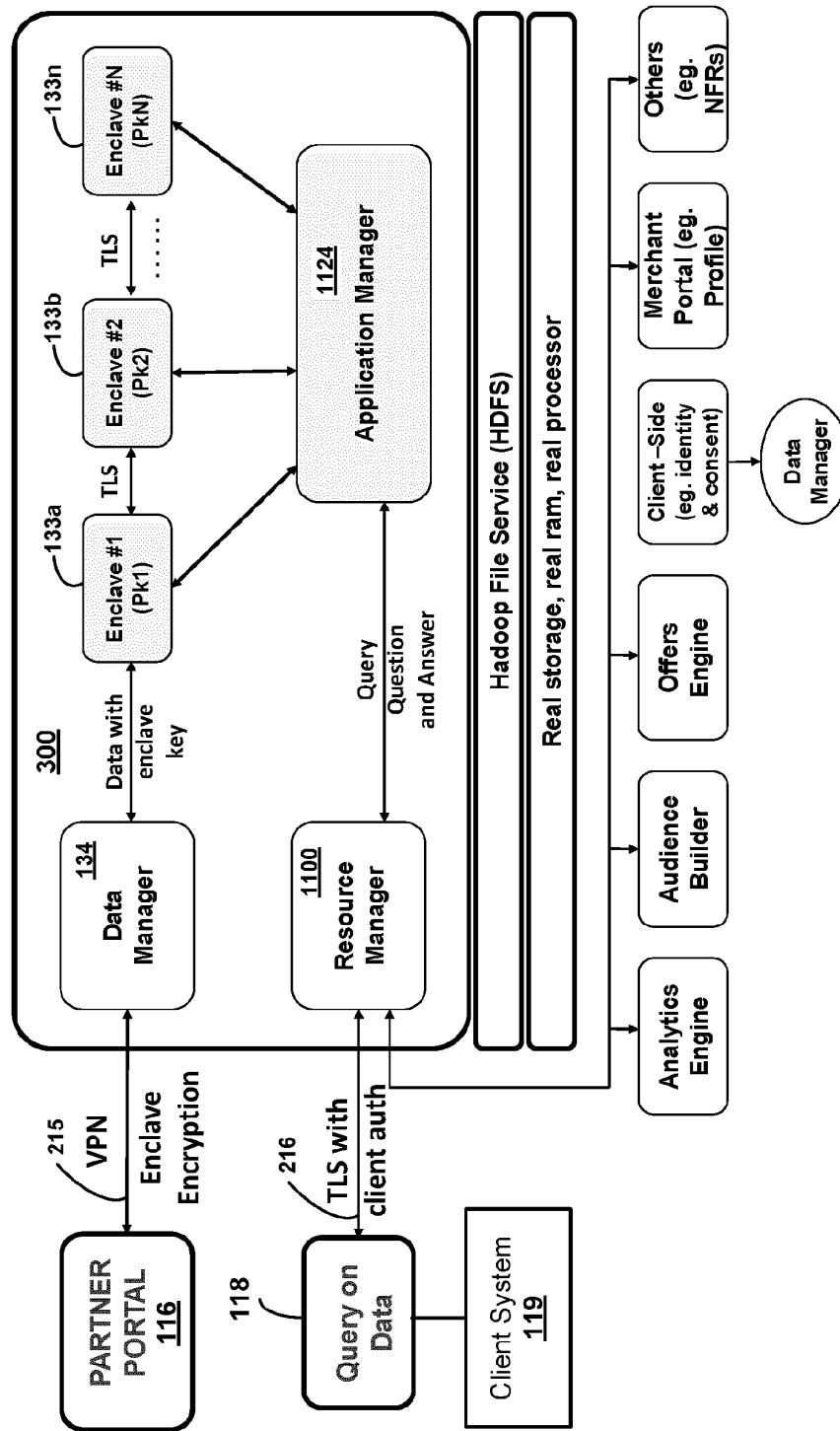


FIG. 14

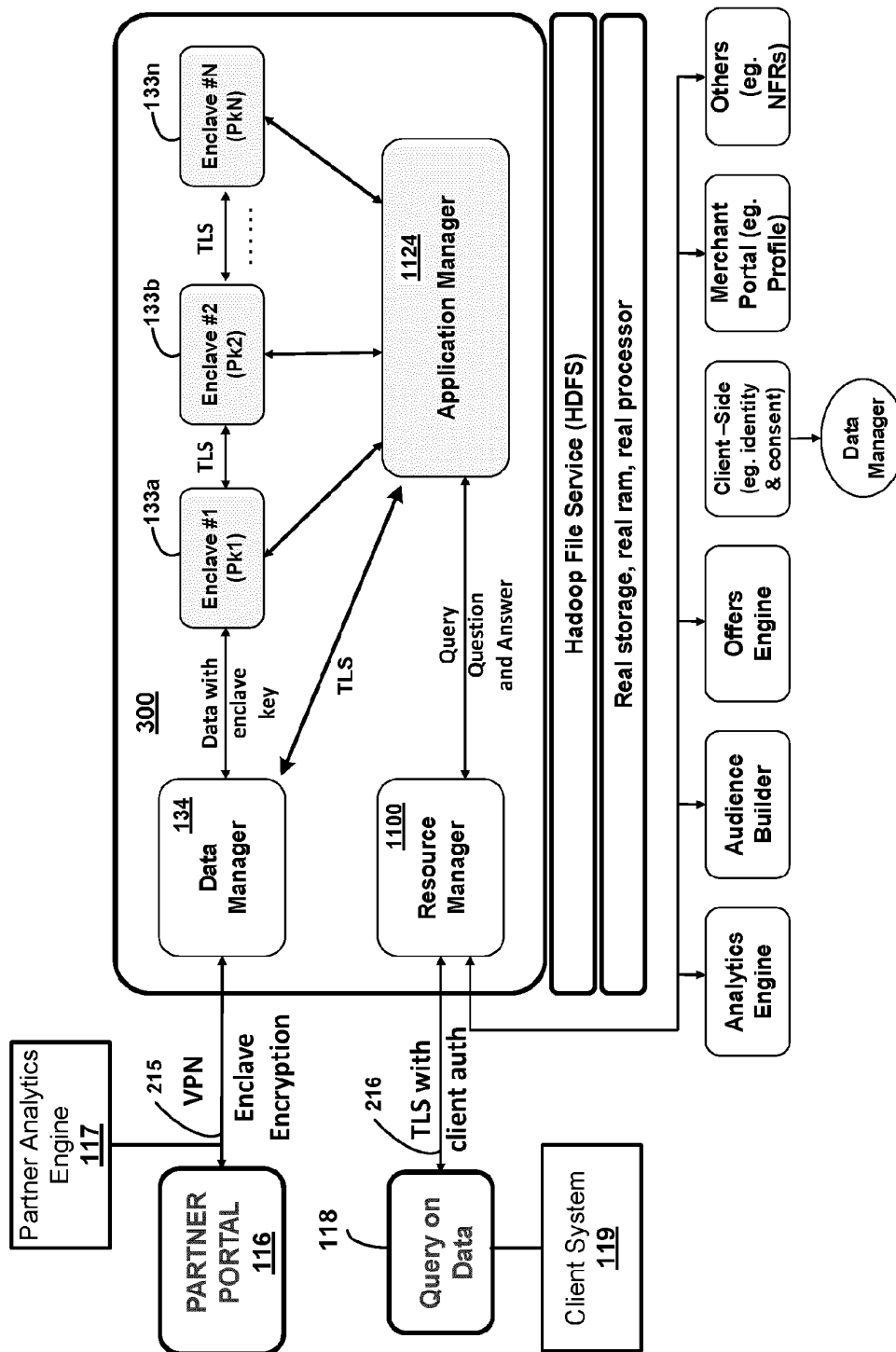
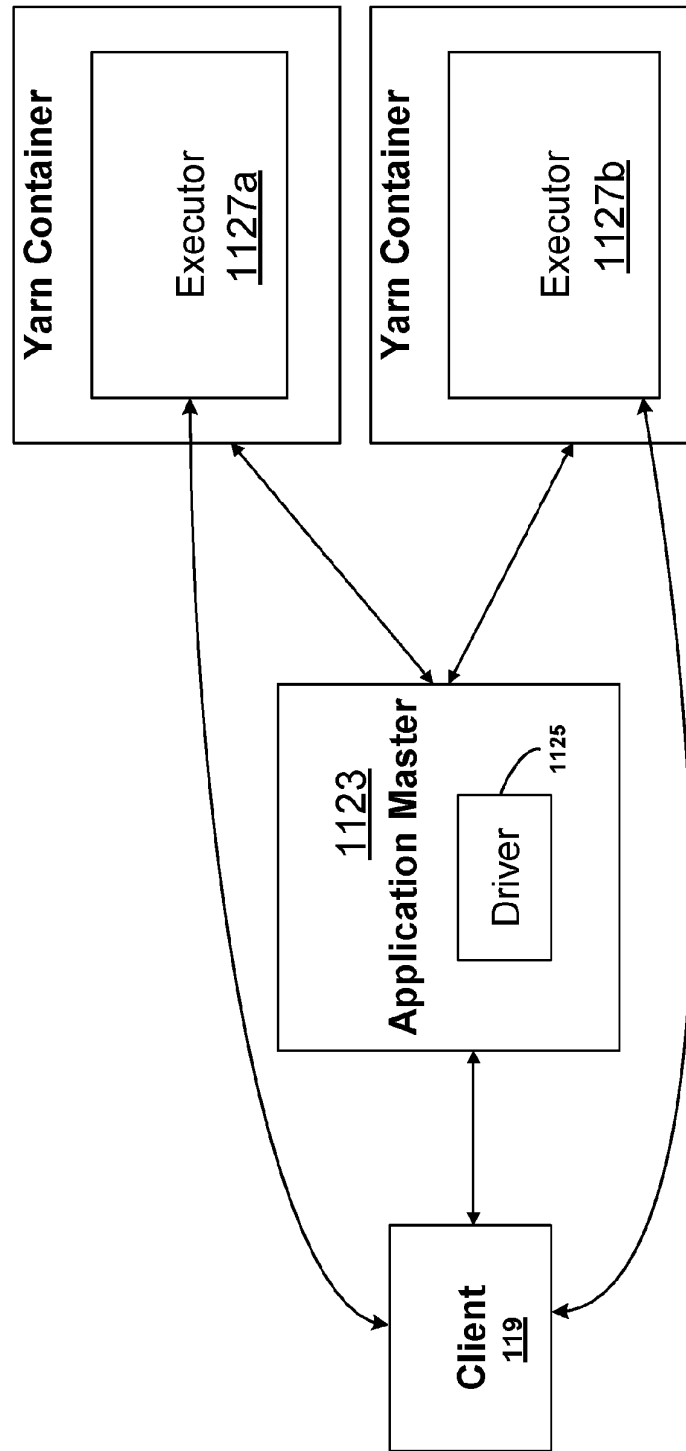


FIG. 15

18/26

**FIG. 16**

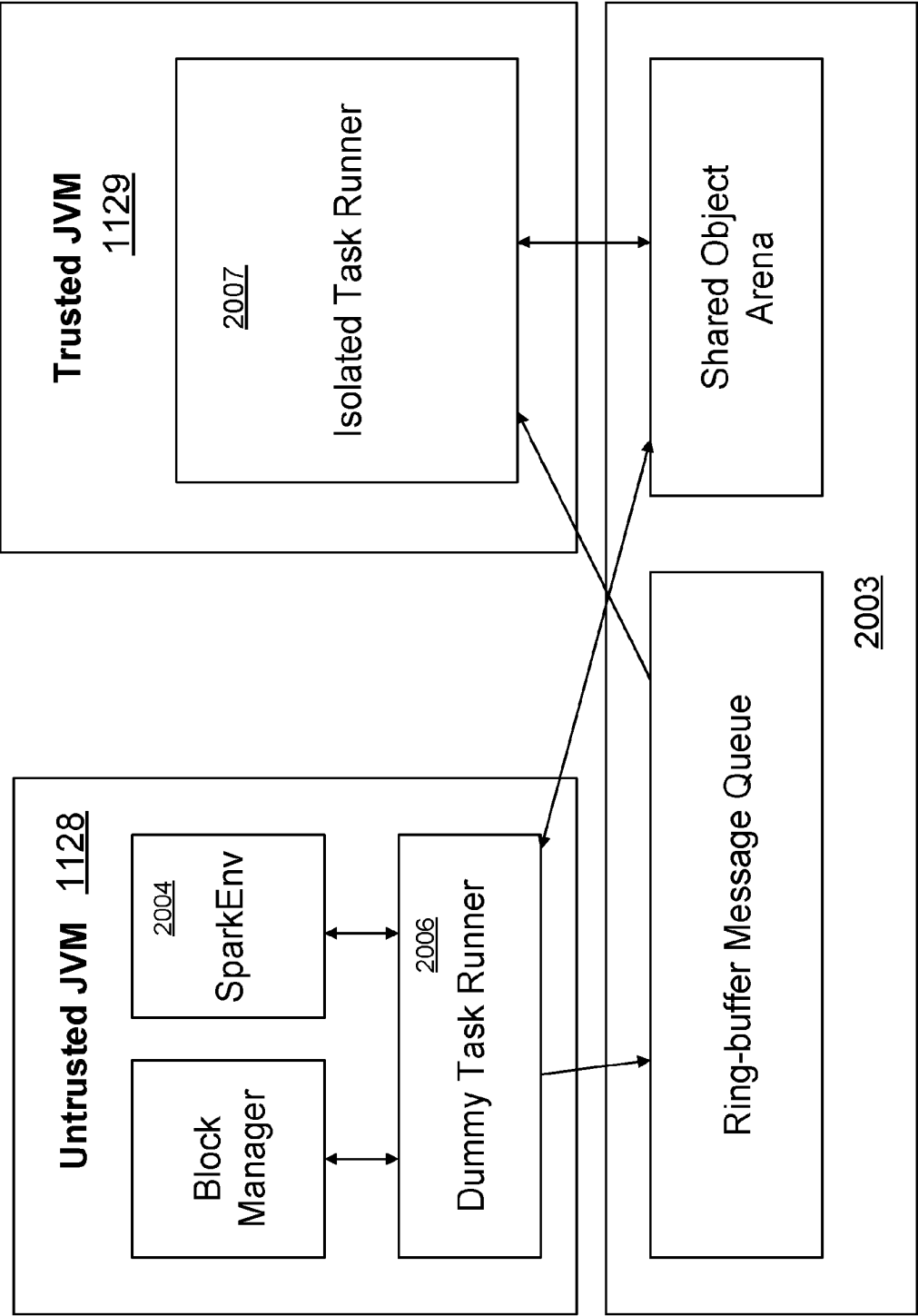


FIG. 17

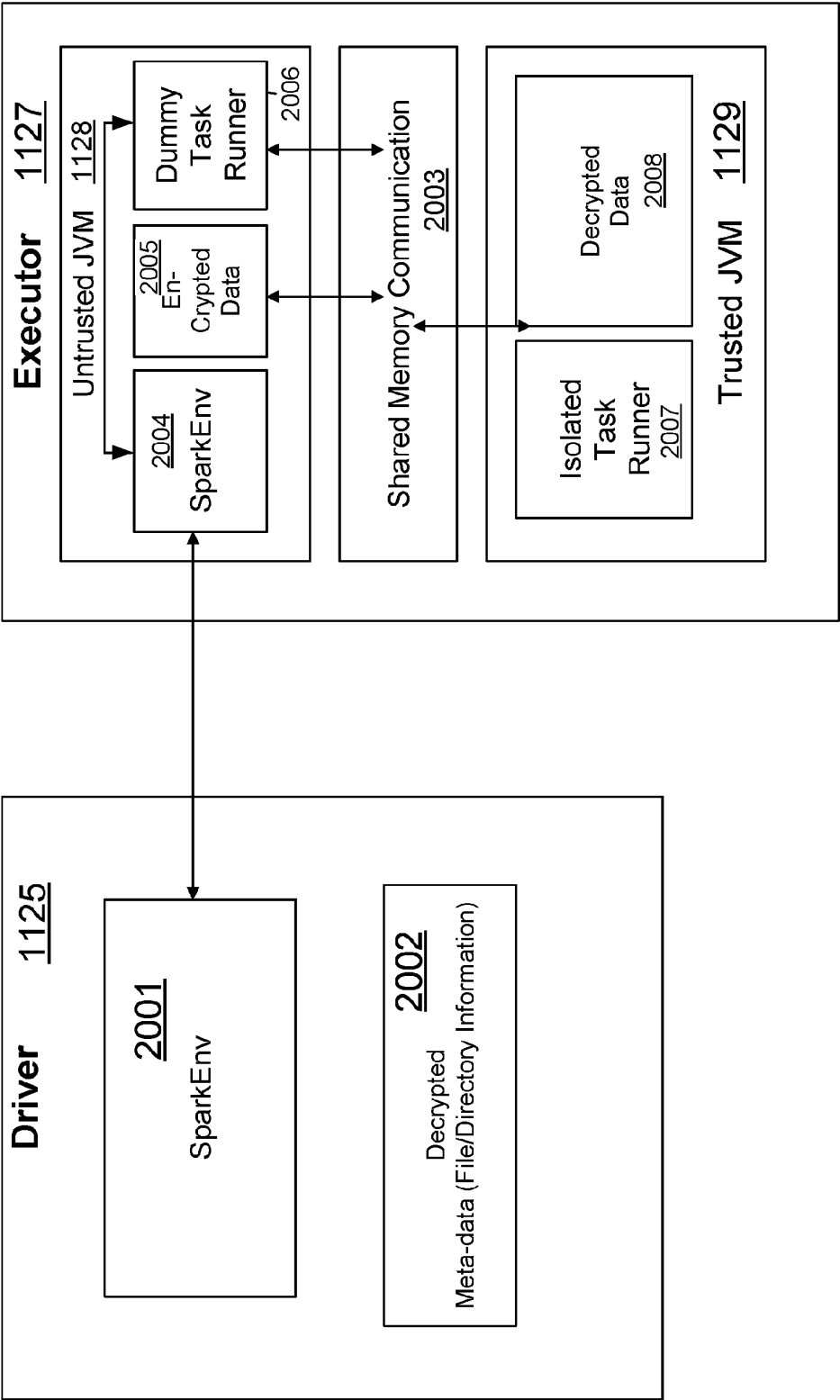


FIG. 18

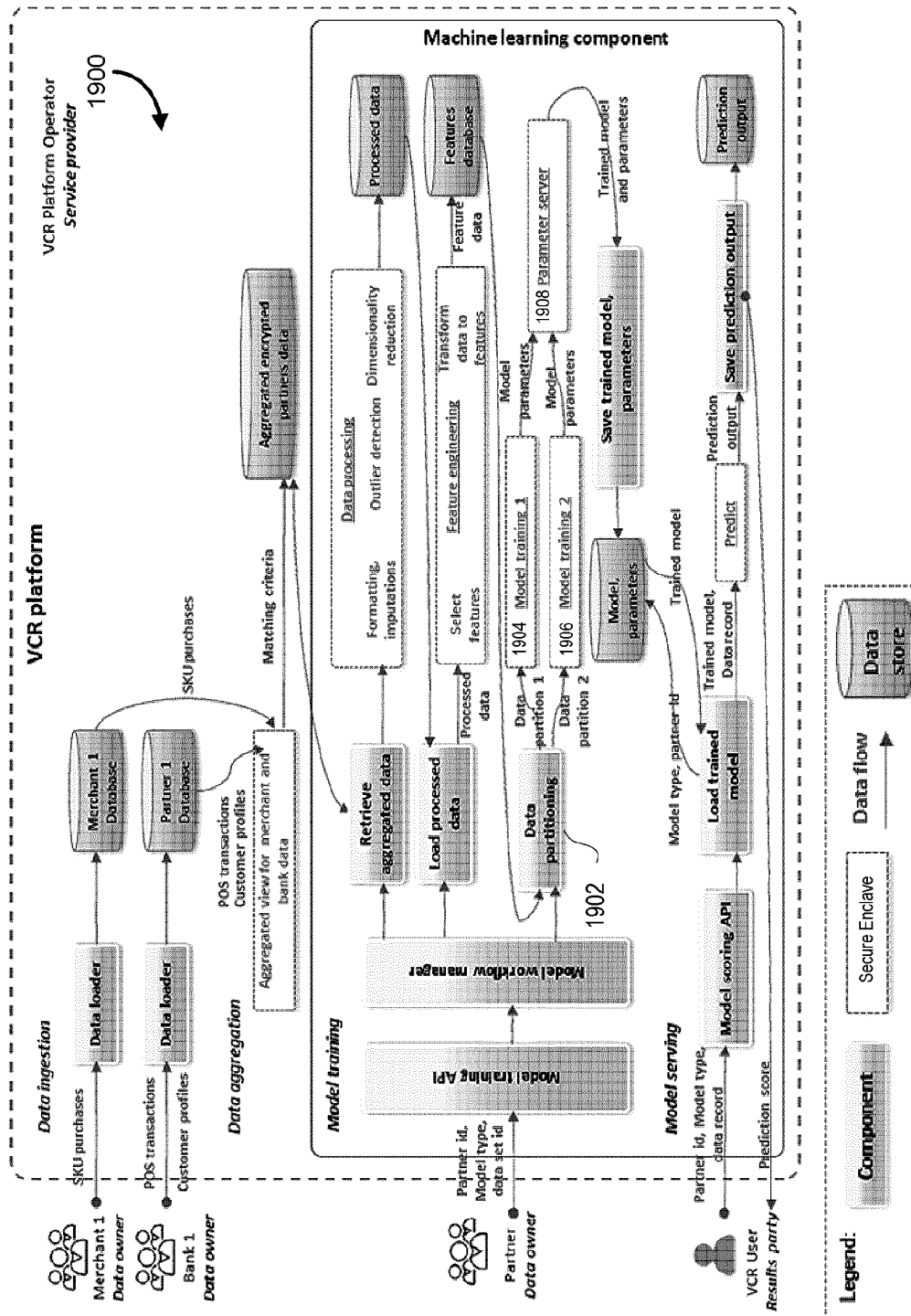


FIG. 19

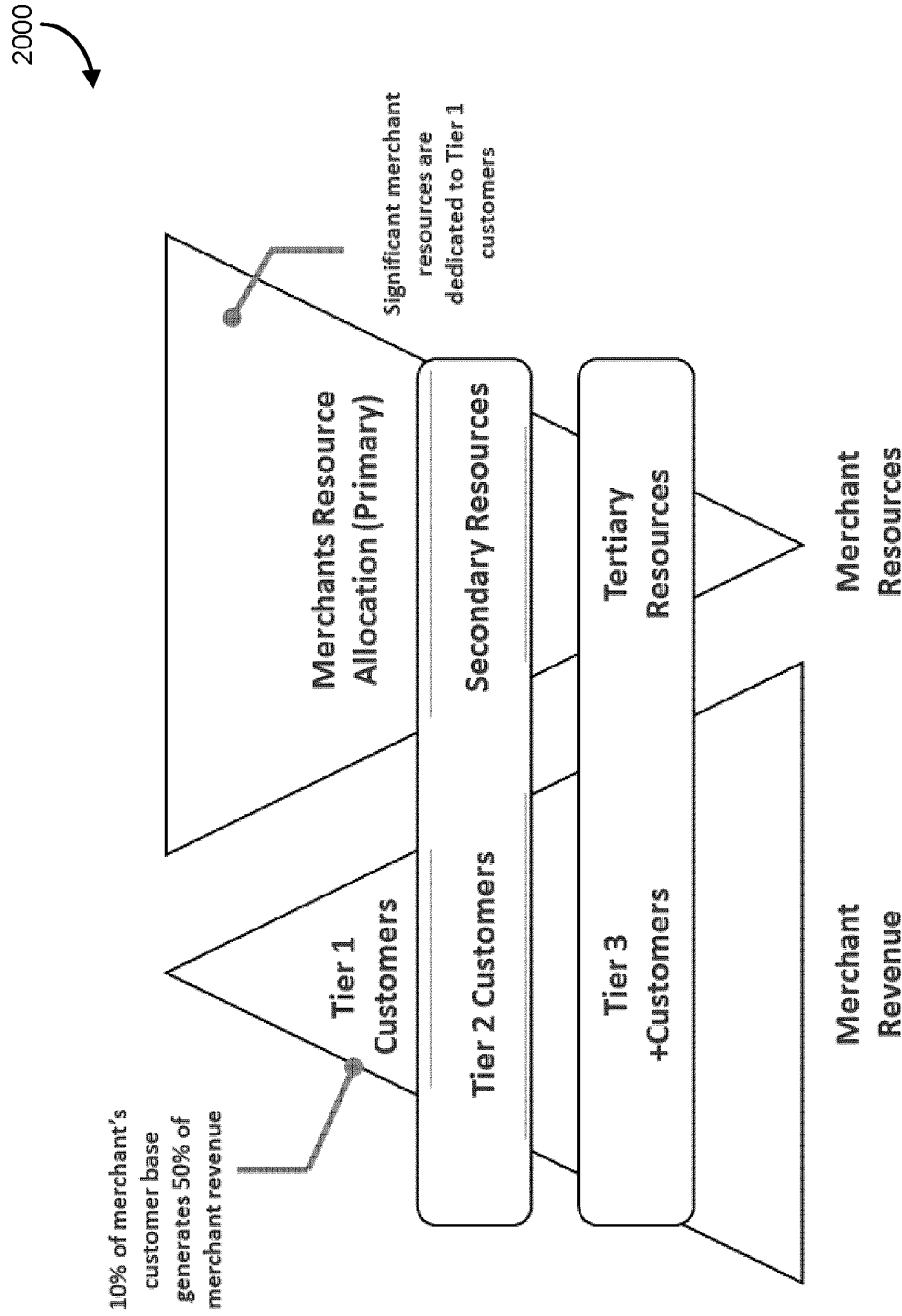


FIG. 20

2100

Base Customer Segment – Cross between Fland
Merchant 1

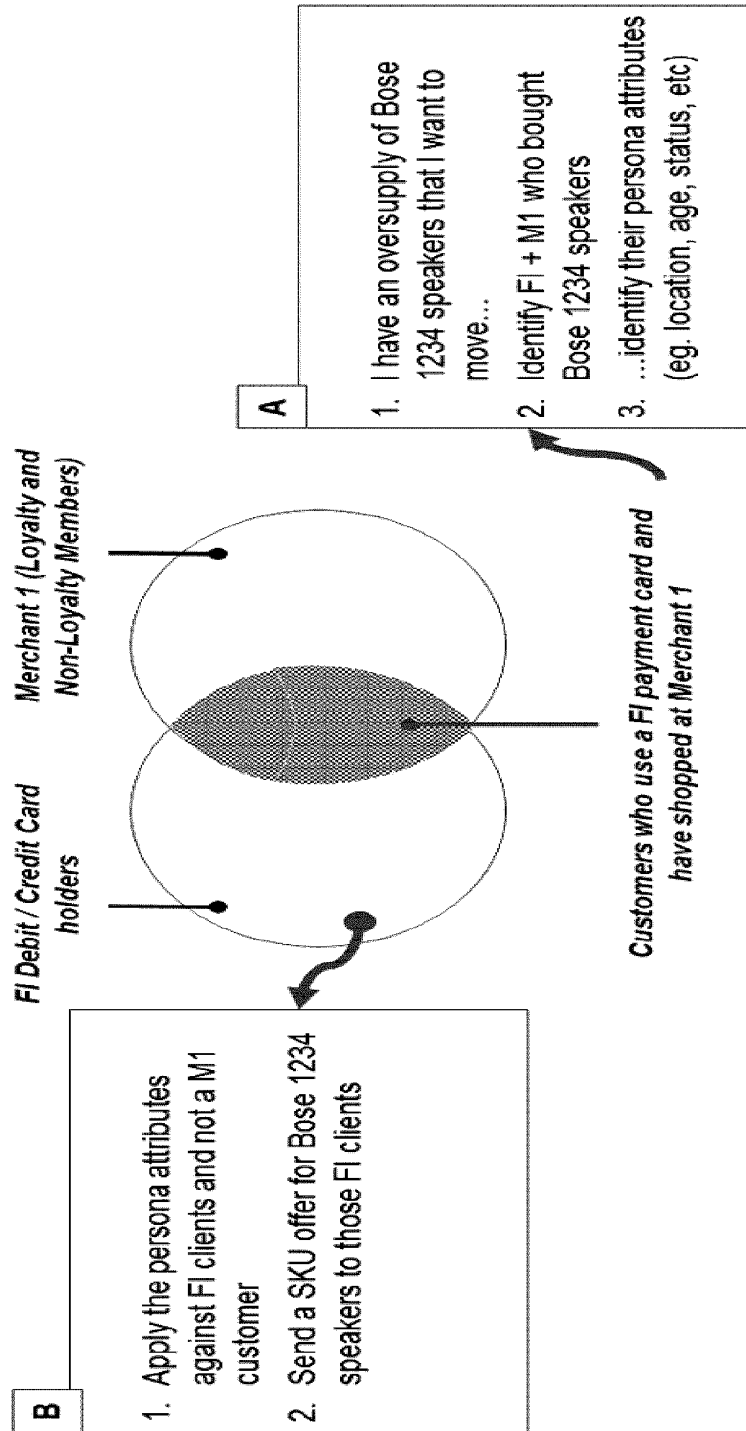


FIG. 21

Merchant Portal

Dashboard

Campaigns

Past Campaigns

Create Offer

Audiences

Create Audience

Profile

API Connection

Security

Sign Out

Create Offer

BASIC DETAILS

PRESENTMENT

Offer name

Televisions 50% off

Campaign

Electronics

Start Date

7/21/2018

End Date

8/22/2018

Audiences

Techy Millennials

Add an audience

Channels

Mobile Ads

Add a channel...

RECOMMENDATIONS

Suburban families

Edit Details

Family

103,300

High seasonal tech purchase volume

High seasonal summer budget

Next

FIG. 22

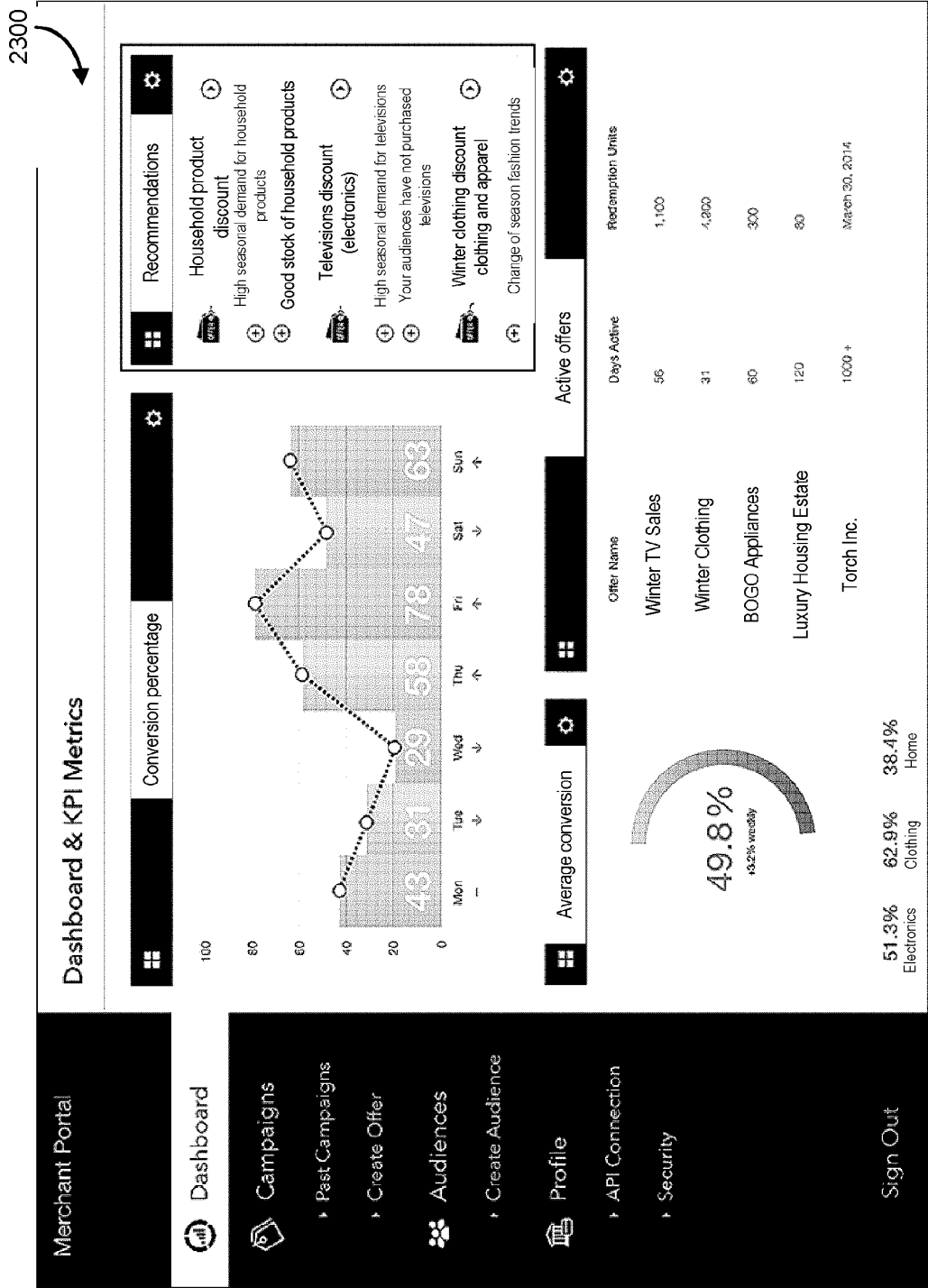


FIG. 23

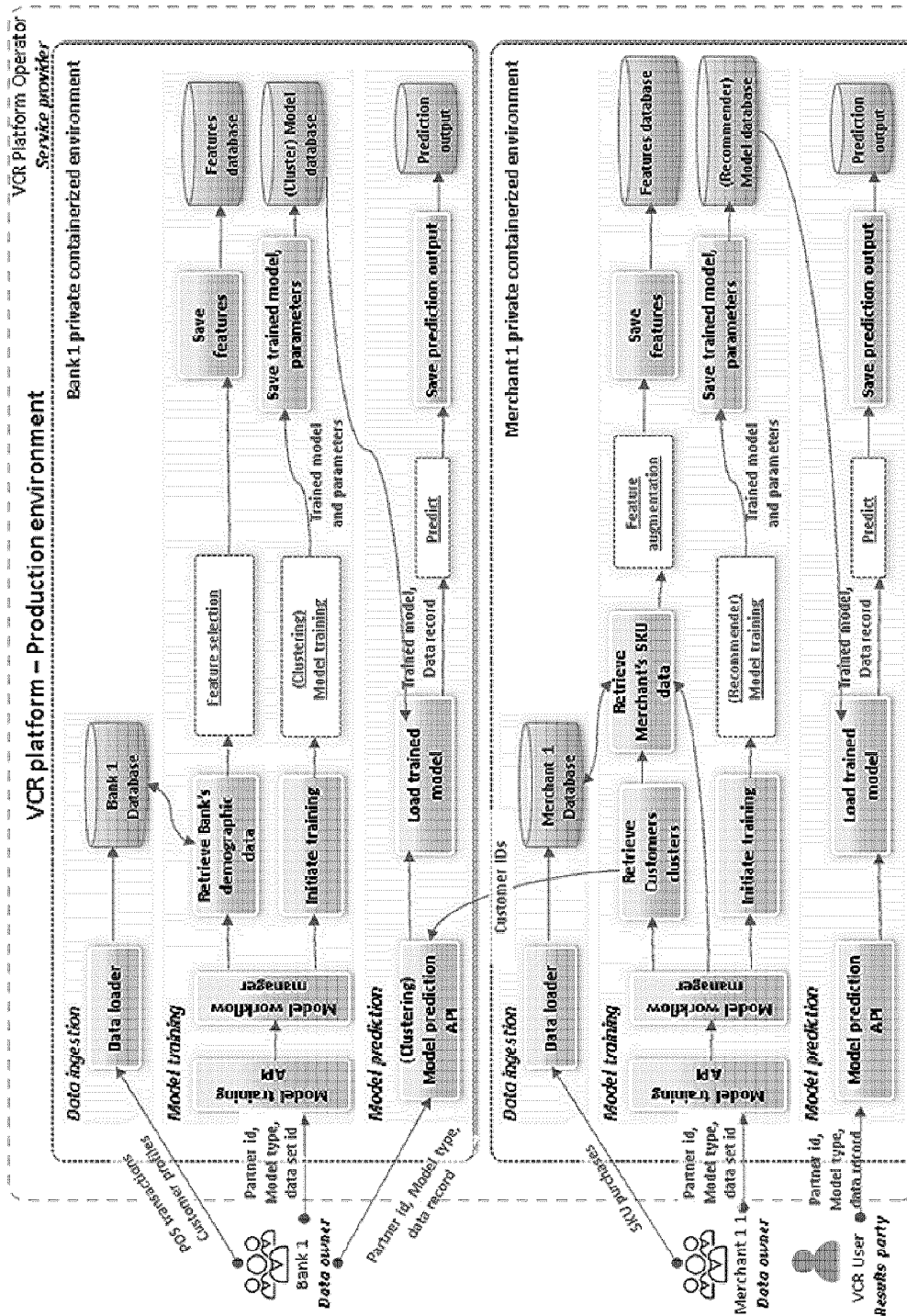


FIG. 24