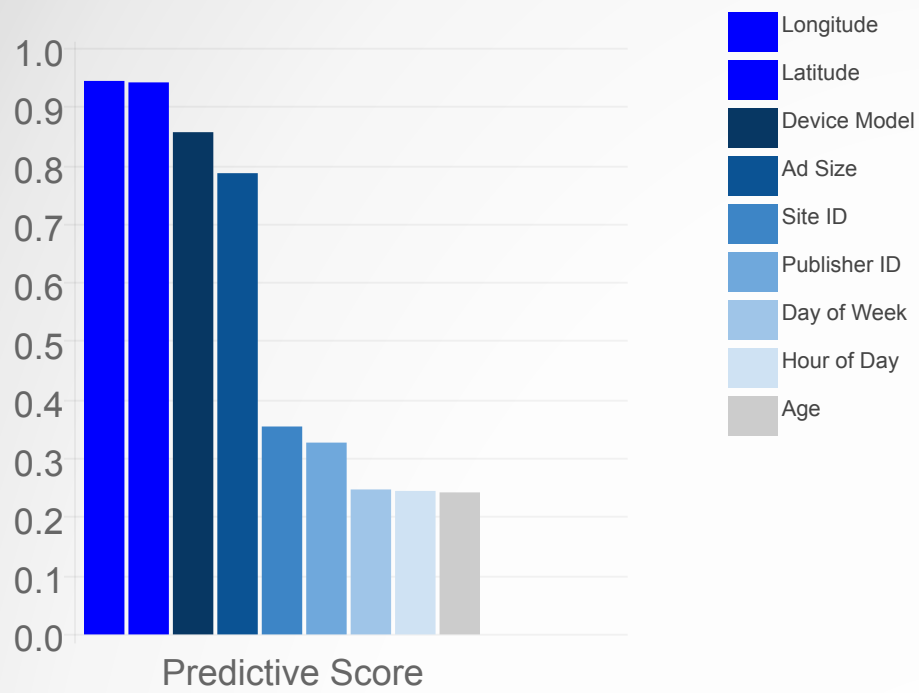


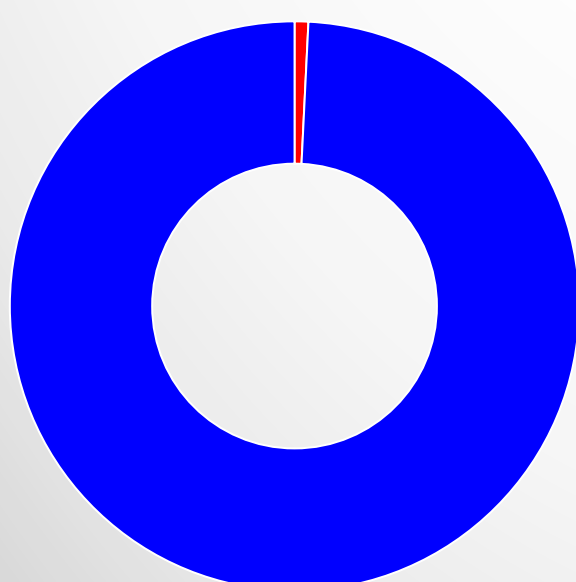
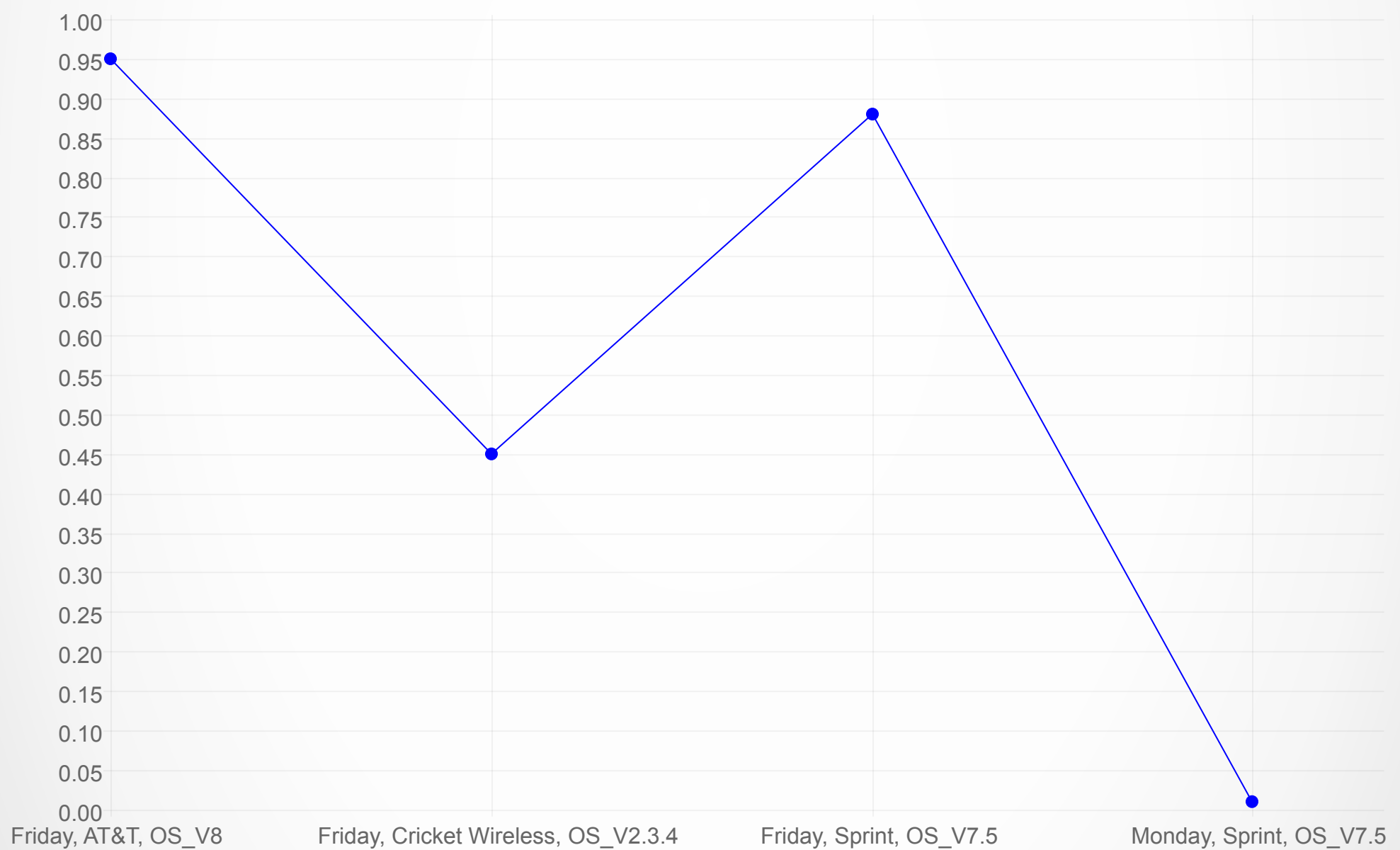
A Simple Smart Phone can be Used to Generate Precise Marketing Micro Segments from Log Data with the Right Technology



Simultaneously optimize:

- 1) geo-location
- 2) device
- 3) creative
- 4) media
- 5) campaign timing
- 6) audience demographics

Precise micro segments by scoring data combinations



Traditional Audience Segments
First Party Data Micro Segments

Traditional audience segments address only a tiny portion of the data opportunity. Micro segments give marketers maximum strategic control...

... Visit www.phercules.com for more information and to schedule a demo.