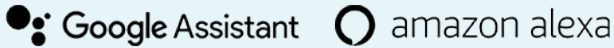


Meet YoursTruly™

Now you can talk to the ads you hear!

Interactive and actionable audio ads via smart speakers and voice assistants. We develop a solution for audio advertising, where the listener could get into interaction with the advertiser.



With our leading-edge technology based on AI and third-party data you can:

- serve interactive radio ads on smart speakers and via voice assistants
- target them to specific audience segments
- measure the conversion and campaign performance in real-time

SIMPLE VOICE INTERACTIONS. HOW IT WORKS?



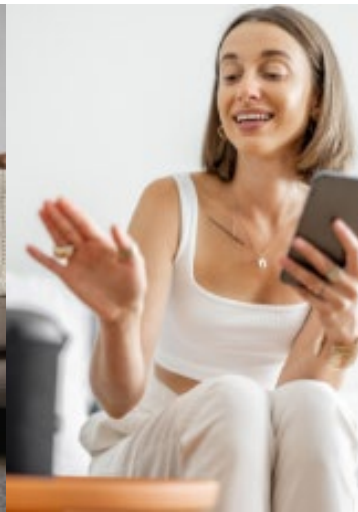
Step 1

The listener starts to listen to favourite radio on a smart speaker or mobile



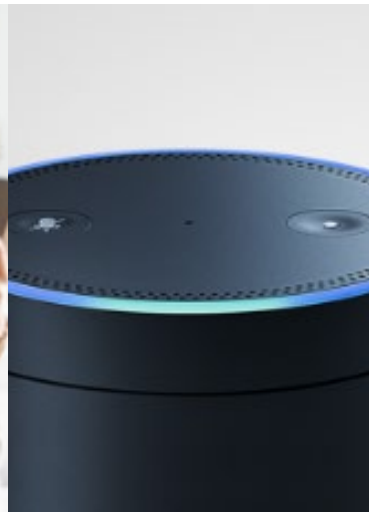
Step 2

The radio starts to broadcast ad break and the first ad in the row is interactive – has a special interaction trigger



Step 3

The listener reacts to the ad by saying one of two voice invocations



Step 4

The process of interaction between voice assistant and listener starts

TYPE OF LISTENER ACTIONS



Availability request

During the interaction, the voice assistant asks for the listener's mobile number to send a link to the calendar for convenient booking.



Information request

In this interaction, the voice assistant asks for the listener's mobile number to send some information to. It can be a voucher, website link or contact details.



Booking

The complete process of service/ appointment booking. The listener has the convenience to select the nearest location based on geodata.

USECASE EXAMPLE SCENARIO

... to book a test drive say "Alexa, book me a test drive"

"Alexa, book me a test drive!"

Would you like to book at workday or at the weekend?

"weekend"

Do you want to use your current location or select one?

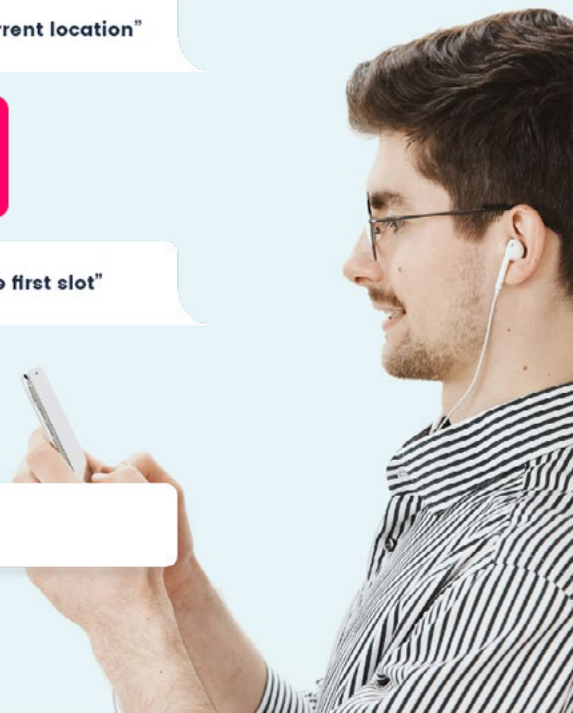
"current location"

There are 2 slots available, Slot 1: ..., Slot 2: ... Which slot do you want to choose or should I send a calendar link?

"The first slot"

We have sent you a confirmation text message.

The radio starts to play again.



The innovative technology designed to empower brands and enhance their offering

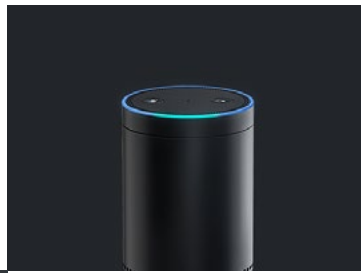
- highly personalised audio campaigns based on real-time data (e.g. weather, location, time)
- advanced targeting options
- remarketing
- full measurability of the purchase funnel and campaign performance
- listening statistics online
- reports in real-time, available 24/7 on the advertiser dashboard



IT WORKS ON

Echo

all Echo devices or any smart speaker that has Alexa enabled



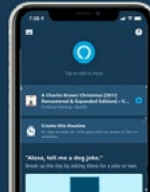
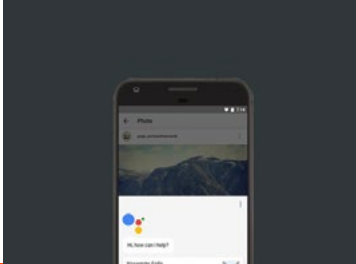
Google Home

all Google Home devices or any smart speaker that has Google Assistant-enabled.



Android and Google Assistant

100% of mobile phones with Android and Google Assistant turned on.



iPhones with Alexa App

iPhones or android phones with an active Alexa App.

Smart speakers and voice assistants

Source: Statista, April 16, 2021 The Infinite Dial, Edison Research (2020) Business Insider, January 7, 2020

320 million

smart speakers installed globally in 2020. This number is forecast to grow to 640 million by 2024

45%

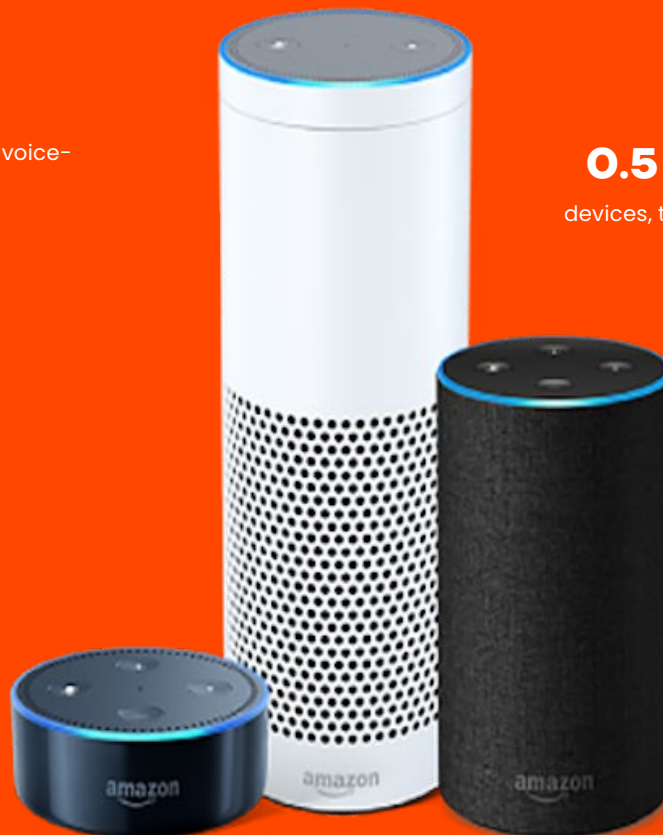
of US households claim to own at least one a voice-activated speaker

32%

of the UK population claim to own voice-activated speaker

0.5 to 1 billion

devices, that Google Assistant can be installed on



Our Customer Success team will work with you to set the best interactive scenario for your business.

www.adtonos.com

sales@adtonos.com