Democratizing
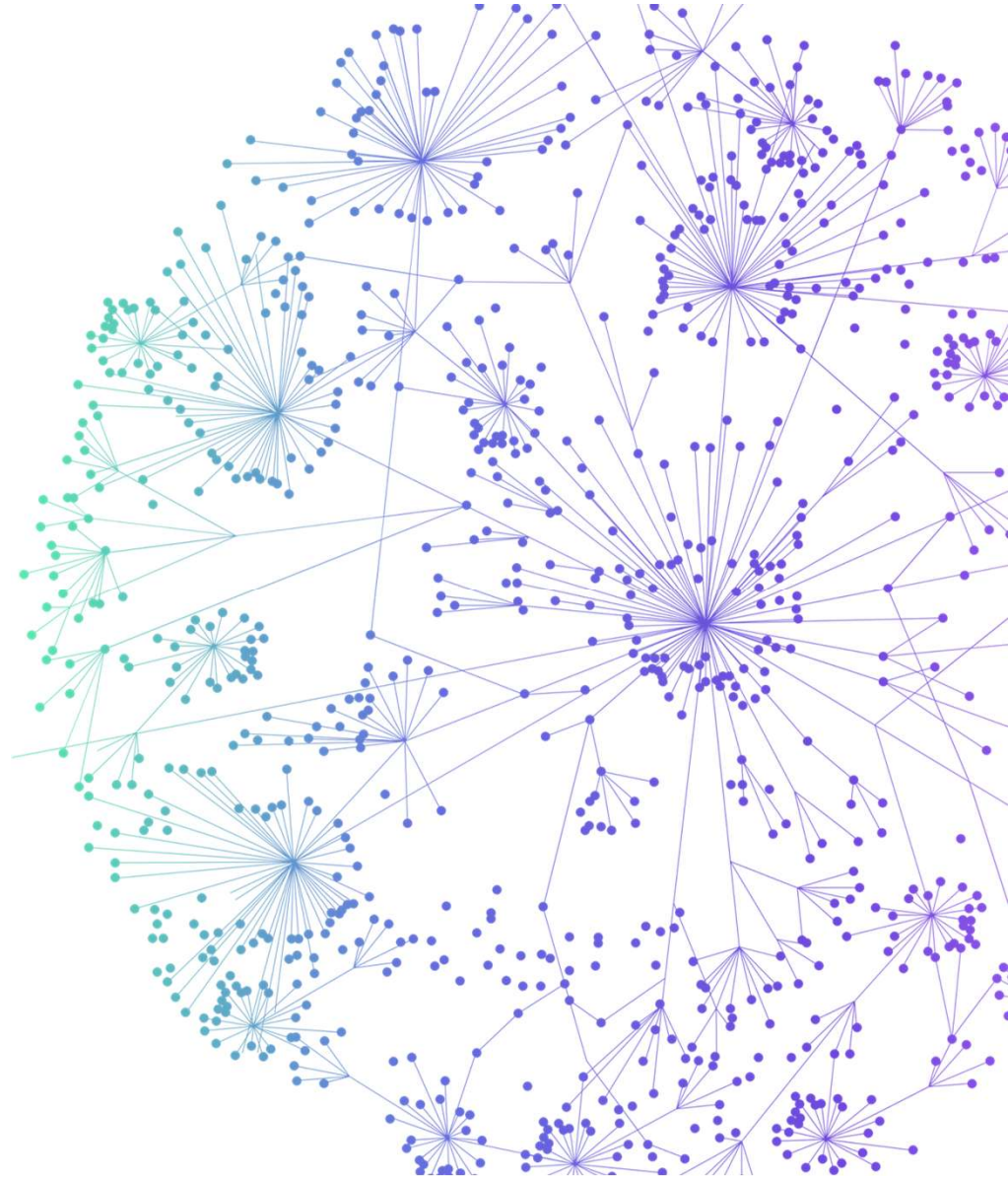# the AI Revolution

YOBI™

The AI revolution is really a data revolution

+220%
ROI lift from AI

Best-in-class companies who properly leverage data see a 220% increase in ROI on AI projects when compared to rivals.
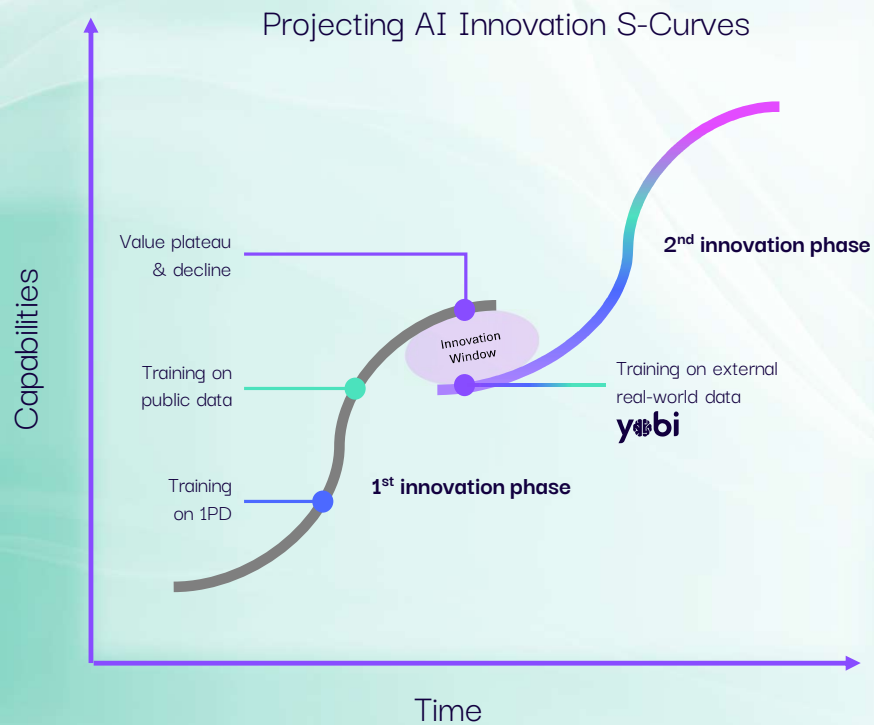
2026
Data for AI shortage

Studies find that AI companies could run out of publicly available data to continue training their models by as early as 2026.

29%
Accuracy of 3P data

Analysis finds that only 29% of 3P data segments are at least 50% accurate across traditional segmentation categories like demo, interests, and purchase.

1. Deloitte: https://www2.deloitte.com/content/dam/insights/us/articles/3924_Predictably-inaccurate/DUP_Predictably-inaccurate-reprint.pdf
2: IBM: https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/ai-capabilities
3. Epoch AI: https://learningenglish.voanews.com/a/will-ai-systems-run-out-of-publicly-available-data-on-the-internet-/7652759.html

Challenges to advancements in AI

Projecting AI Innovation S-Curves

Capabilities (y-axis)

Time (x-axis)

- Value plateau & decline
- Training on public data
- Training on 1PD
- Innovation Window
- Training on external real-world data
- **1st innovation phase**
- **2nd innovation phase**

1 Independent tech lacks the variance and scale of 1st party data to compete with the walled gardens

2 Private data is more predictive than public data, but risks and resources required to acquire quality private data has proven challenging to overcome

3 Alternative solutions are underpinned by antiquated methodologies and questionable privacy rigor (e.g. traditional 3rd party data, cookies, synthetic data, etc.)

Go beyond static labels and historical behavior.

Foundation Model of Behavioral Intelligence

Past Online/Offline Behavior **Predicted Future Behavior**

— HEMs
— MAIDs
— IP
— Cookie
— UID2
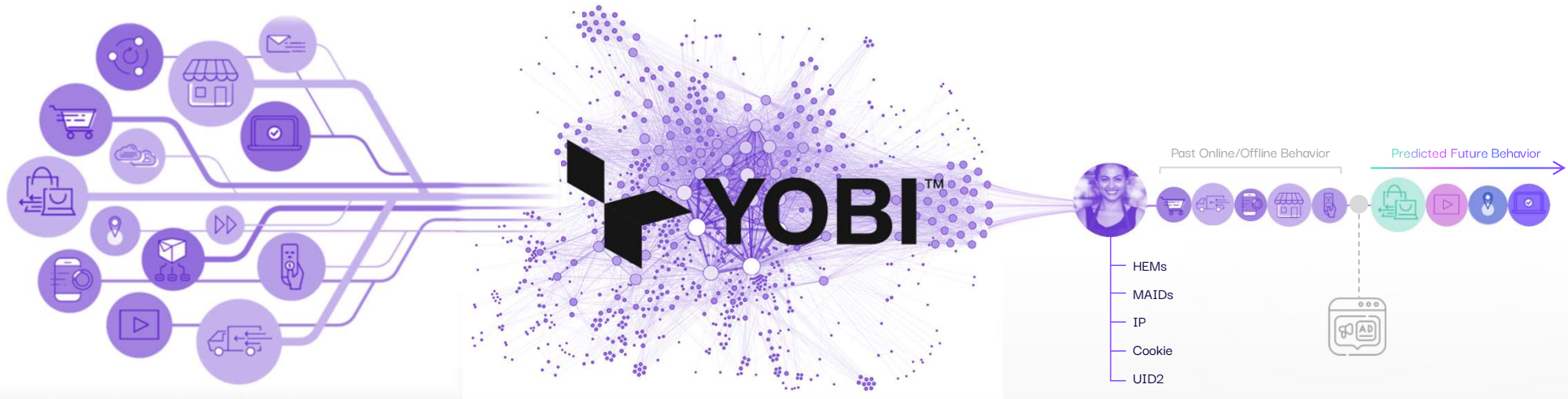
Holistic Consumer View

$5.5B+ Daily Spend **5B** Daily Searches
40B Daily GPS Pings **50M** Active TVs
**70B** Daily Ad Events **115M** US Households

Private-by-Design, Next-Gen AI

Rigid privacy framework removes PII and avoids sensitive features related to PI (e.g. race, gender) while maintaining stability amidst ID loss.

Highly Predictive of Future Behavior

Novel ML techniques blend AI with cognitive science to predict future behavior if a user is served an ad.

Solutions for Data Scientists and Marketers Alike
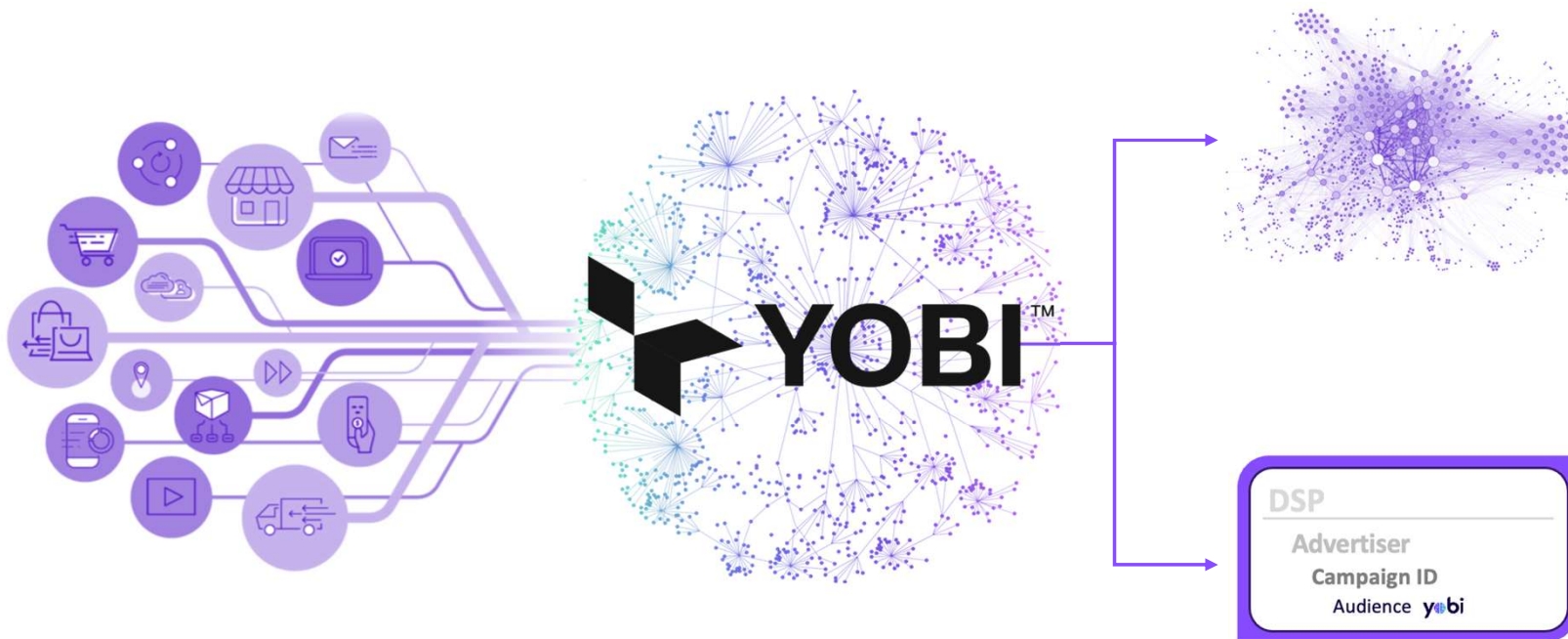
Yobi Signal as a Service

Data Scientists can fine-tune and embed Yobi Signal, known as behavioral embeddings, in Machine Learning models to improve model training and performance.

Performance Optimization

Behavioral Audience Recommender System

No-code, customizable AI that adapts to real-world behavioral trends in real-time to dynamically surface users for targeting in your DSP that are predicted to lead to increased performance.

Yobi Overview

While most models focus on use cases for images, text, or bid optimization specifically within AdTech, Yobi is pioneering behavioral artificial intelligence to unlock the next phase of AI

- On a multi-year strategic journey with Microsoft's backing to acquire access to diverse and exclusive 1st party online and offline data.

- This includes monetization deals with some of the world's largest consumer products and services enterprises.

- Developed 200B parameter foundation model of behavioral intelligence.

- Novel ML techniques fine-tune our model to client outcomes to predict which consumers make the most sense for their business.

- Customization to support a variety of client-specific objective.

- Supports native integrations with open-web activation and personalization platforms to give enterprises an alternative to the walled gardens (e.g. Google, Amazon).

- Customizable model unlocks new levels of performance and removes manual optimization dependencies.

- Rigid consent framework.

- Immediate response to opt-out or delete requests.

- Removes PII and proxies for PII prior to modeling.

- Embedded privacy that is immune to cookie deprecation.

SCALED & EXCLUSIVE DATA

PIONEERING BEHAVIORAL AI

NEXT-GEN AUDIENCE OPTIMIZATION

PRIVATE-BY-DESIGN

# AI Performance Optimization

Behavioral Audience Recommender System

Solution Overview

No-code behavioral user recommender system for programmatic targeting

Yobi has developed a behavioral audience recommender system for programmatic buyers on open-web DSPs that unlocks **dynamic AI-powered user-level targeting and in-flight optimization**.

Gone are the days of "AND"/"OR" logic that cripples working media and scale. Yobi's AI adapts to real-world behavioral trends in real-time and continuously cycles users in your DSP for targeting that are predicted to lead to increased performance.

Fine-tune the model to campaign KPIs using historical log-level data or 1st party data for **out-of-the-box outcome-driven performance**.

DSP
Advertiser
Campaign ID
Audience yobi

Log-level data feed
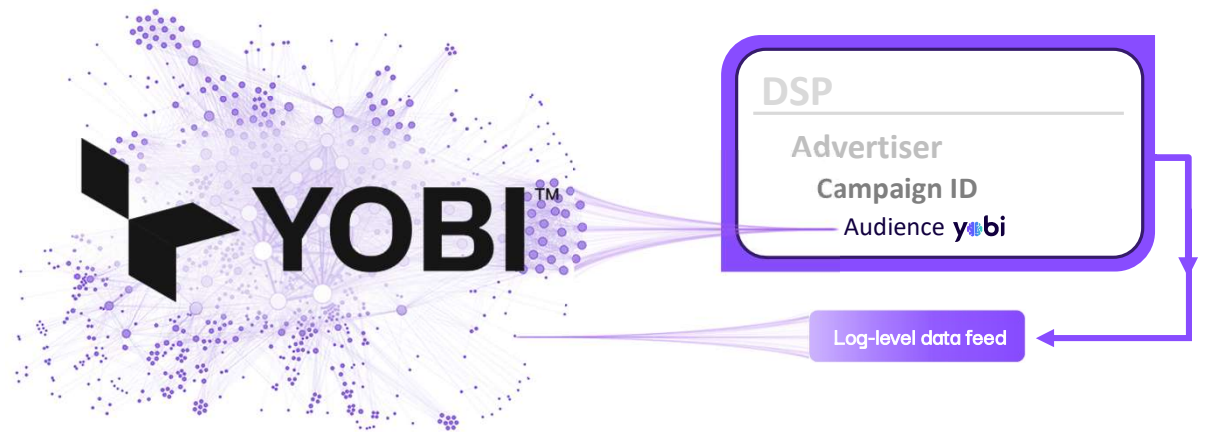
AVAILABLE IN:

theTradeDesk   VIANT.   xandr   nexxen

Accelerate the Consumer Path to Conversion

Outcome-driven performance across the customer lifecycle

Discovery

Uncover net-new audiences otherwise missed by traditional 3P modeling methods.

Acquisition

Enhance reach and precision to fuel customer growth with purpose-built acquisition models.

Retention

Mitigate churn by predicting lapse behavior otherwise missing in your 1st party data.

Loyalty

Uncover key buying signals of your next best customer to maximize LTV.

Super-Charge DSP Performance

Continuously move the needle on audience performance with AI-powered Behavioral Intelligence

Optimize operations
and remove manual dependencies by automating the audience analysis and selection process.

Improve targeting
by mitigating wasted spend against broad segments littered with users that won't perform.

Uncover new audiences
otherwise missed by traditional lookalike or static audience segmentation.

Maximize marketing spend
by aligning your audience strategy with outcomes instead historical behavior or inaccurate labels.

Control reach
and investment across user groups based on likelihood to convert to maximize sustained performance.

Improve KPIs
Brand lift · Return on ad spend (ROAS) Campaign ROI · Offline sales · Digital conversions, downloads · Engagements

Fine-tuning your custom model

White glove service, no coding required

Data

Leverage historical log-level or 1st party data to fine tune your model to your business outcomes.

1 Notify your DSP

Email your DSP Account Team to request that they enable log-level data for Yobi. For optimal performance out of the gate, request seat-level logs for the past 30-60 days.

2 Identify available 1PD

Have 1st party data that represents the ideal customer you're looking for? Want to prioritize actions on your website? Seed model training with HEMs or deploy a Yobi pixel.

3 Model Training & Activation

Yobi will fine-tune a model for the outcomes you care about and deploy it as a "Custom Audience" for activation in your DSP seat.

Activate

Seamlessly activate and optimize with ease

Yobi deploys your custom model directly in your DSP using traditional custom audience pipes. Once activated, Yobi continuously refines the target audience by continuously re-predicting likelihood of performance.

A few best practices to keep in mind:

- Set Yobi on its own Ad Group or Campaign
- If adding Yobi to an existing campaign, simply "clone" an Ad Group and add Yobi as the audience.
- Avoid layering on other audiences.
- Leverage cross-device targeting for optimal reach.

Activate

Activate your custom model on new or existing campaigns through traditional audience pipes.

Predictive Personalization

GAP
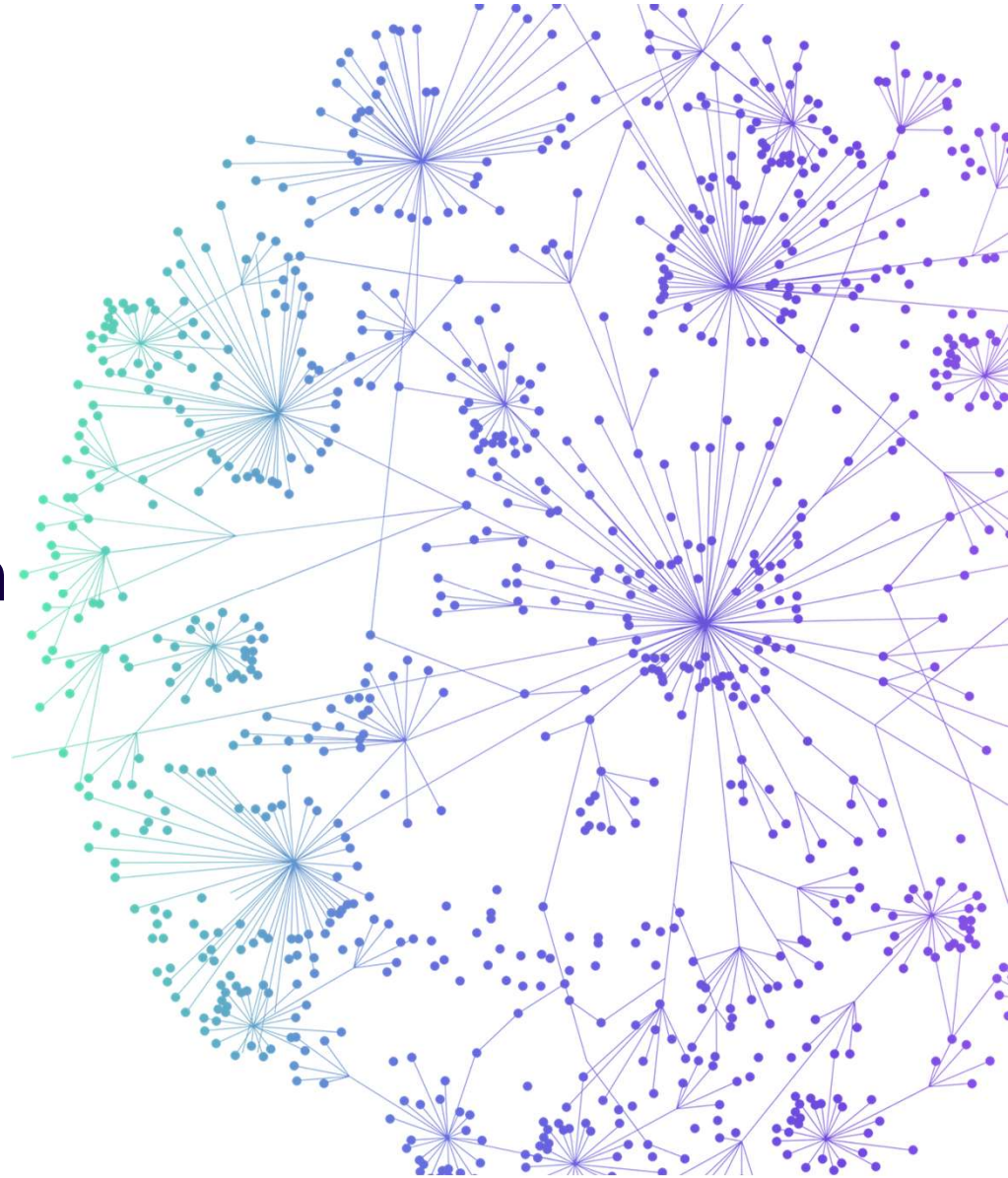
Personalization Challenges

Every moment with a customer matters. What are the blockers to driving the optimal customer experience every time?

- 80%+ of all website traffic is anonymous – severely limiting the ability to personalize digital experiences for prospective customers beyond geo-location.

- For many eCommerce businesses, users don't log in until multiple steps into the shopping experience.

- Even once a customer is identified, 1st party data is a limited view of the past. (ie. enterprise data is limited to knowing customer previously bought dress socks)

- How a customer has engaged within your app or site in the past is not necessarily the best signal for predicting what they will do next. (ie. It is better to know a customer just bought dress socks elsewhere and has recently been looking at men's slacks)

Unknown/Anonymous

Existing Customers

Personalize Every Experience, Better

Privacy centric access to diverse consumer intent at scale
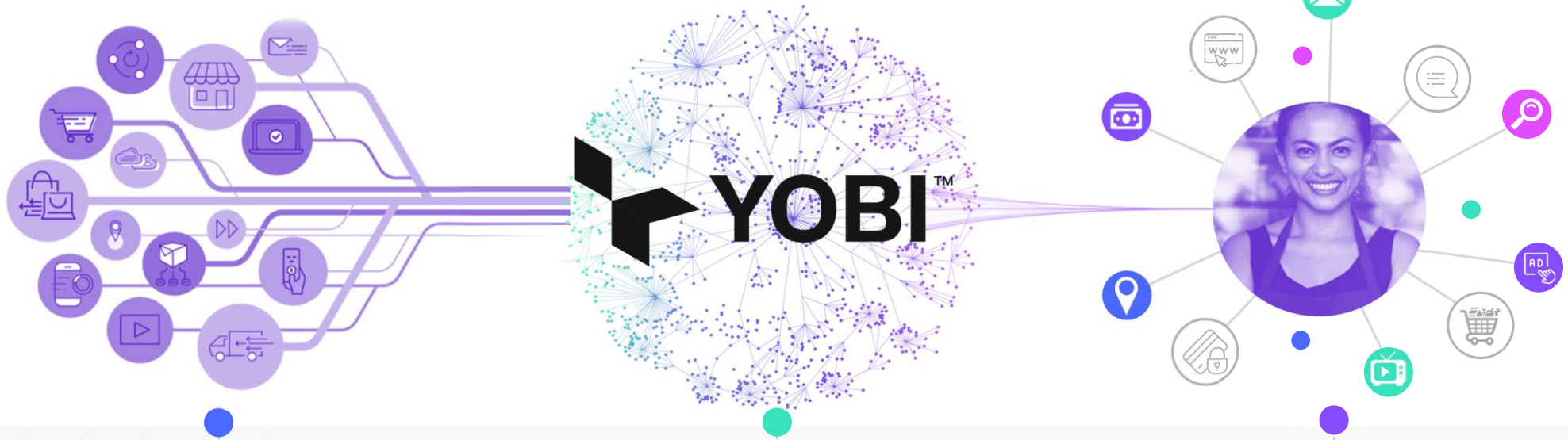
Petabytes of Consented Behavior

$5.5B+ Daily Spend   **5B** Daily Searches
40B Daily GPS Pings   **50M** Active TVs
70B Daily Ad Events   **115M** US Households

Modeled at 200B Parameters

Rigid privacy framework removes PII and avoids features related to sensitive information while maintaining interoperability and stability amidst ID loss.

Trained to be highly predictive

Novel ML techniques blend AI with cognitive science that contextualizes human behavior to predict future outcomes at near US scale.

Experiences powered by a foundational model of consumer intent

Optimize paths to conversions, upsell products, match offers, decrease churn

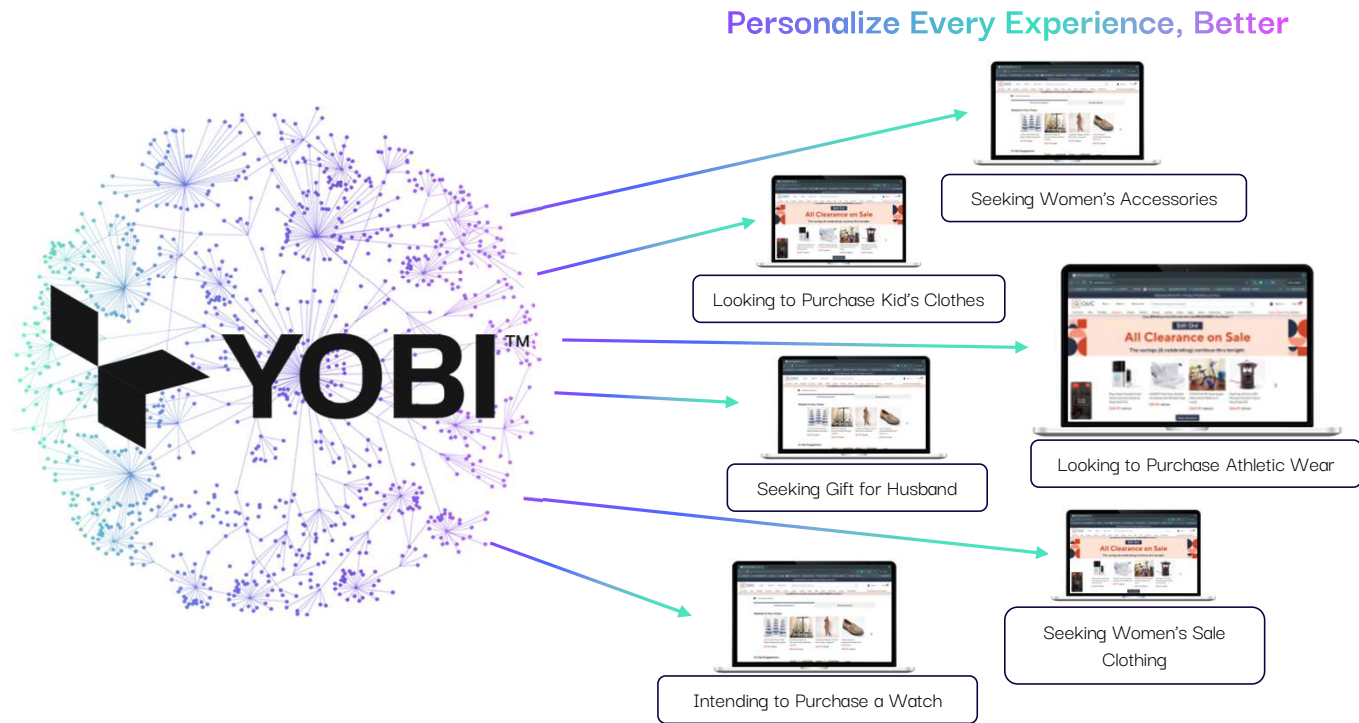### Current State of Personalization

Logged-in Session

Only receives personalization after logging in. Personalization limited to only previous purchases on GAP.

Customer ID
17894934

Anonymous Session

Previously receives no personalization OR only personalization based on geographic location.

Anonymous IP
187492.382

Personalize Every Experience, Better

Seeking Women's Accessories

Looking to Purchase Kid's Clothes

Looking to Purchase Athletic Wear

Seeking Gift for Husband

Seeking Women's Sale Clothing

Intending to Purchase a Watch

Drive better outcomes with enhanced customer signal

Improved Customer Experience = Increased Profit & Sales

Product Matching

Provide real-time product recommendations to anonymous or logged out visitors from the very first touchpoint

Offer Matching

Leverage external behavioral signal to hyper-personalize the right offer to the right person, at the right time

Customer Experience

Expand existing personas to improve the customer journey, keeping them engaged longer and driving deeper brand loyalty

Increase Sales

Increase average order by suggesting additional relevant products for shoppers, using external behavioral insights
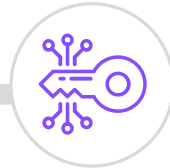
Yobi's Strategic Partnership with Microsoft

On a mission together to democratize ethical access to customer data.

Shared Vision

Successful AI Transformation requires more data than enterprises have access to today. Microsoft has both funded Yobi's operational growth as well as co-invested in data acquisition strategy.

A Snynergistic Alliance

We have aligned strategic stances on privacy, data protection, and the need to ethically democratize the AI revolution.
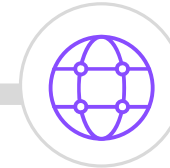
Tuned to Microsoft Ecosystem

Proven integrations and tight collaboration accelerate Azure-powered AI initiatives and overall cloud value for joint customers.

Read the press release

See Yobi in Azure Marketplace

Private by Design

Sanitized Inputs

Yobi removes PI and proxies for PI prior to creating embeddings.

Responsible Objectives

We are intentional with what we don't optimize for in our objective functions and avoid sensitive data categories covered by HIPAA, GDPR, CCPA, and others.

GDPR
General Data Protection Regulation

HIPAA COMPLIANT

CCPA
CALIFORNIA CONSUMER PRIVACY ACT

Safe Deployments

We deliver unique, watermarked versions of our embeddings and Yobi IDs to every client we work with to eliminate risk of carrying identifiers.