



With Social Ads Not Clicking and Banner Blindness, appssavvy Aims to Open the Eyes of Advertisers and Publishers to Social Activity Advertising

NEW YORK – Sept. 16, 2011 – In environments where activities are performed, banners displayed as the page loads often fail to engage consumers. However, ads delivered in the stream of these social activities reach and resonate with people. This shift in behavior has led appssavvy (www.appssavvy.com), a social activity company, to no longer sell traditional banner advertising and focus solely on new, activity-based media delivered through its platform, *adivity*TM, launching today.



The *adivity* technology enables publishers to unlock new, high-impact, center-of-the-page, display advertising opportunities that have real value based on people’s social activities. In turn, advertisers can now buy audiences across the *adivity* platform as they perform activities. Social activities include sharing content, checking-in and setting statuses, collecting, sending and earning virtual goods, polls and contests, and completing a level within a game, to name a few. The appssavvy technology platform is generating activity-based advertising opportunities for both publishers and advertisers at scale.

“Advertising around the experience doesn’t work, but still the web continues to be littered with banners and so called social ads,” said Chris Cunningham, co-founder and CEO of appssavvy. “We’re eliminating that practice from our business, while launching a new one that performs and is just as easy to execute. For more than a year now, we’ve been developing *adivity*, which is based on our vision that the future of advertising is focused on what people are doing, not where they’re doing it.”

The *adivity* platform’s technology is designed to integrate directly into activities performed on publishers’ properties, whether on the web, social or mobile. Unlike existing technologies that deliver ads based on a page loading, the *adivity* API (Application Programming Interface) is attached to the event of performing an activity. Publishers, using *adivity*, can ensure the best user experience thanks to a wide array of features, including managing business rules around ad delivery, dynamically styling and positioning ad responses to mirror the user experience, and design of their property. *adivity* also features state-of-the-art reporting and analytics counting, timing and calculating countless numbers of metrics or brand engagements.

“Our goal is to make advertising better,” said Michael Burke, co-founder and president of appssavvy. “The web has changed, but web advertising hasn’t. *adivity* transforms display advertising from an around the experience format to one that is part of it and, most importantly, one that people don’t ignore and actually increases the value of the overall experience.”



Through extensive research obtained from more than 700 social activity campaigns delivered to date and using Net Promoter Score, appssavvy has found 54 percent of respondents stated that social activity-based advertising increased the “Likeability” of an online experience.

Key benefits of *adivity* include:

- **Reach:** At launch today, *adivity* can reach 127 million people performing 1.4 billion activities monthly and growing.
- **Impact:** Unlike traditional display ads around content, *adivity* ads are integrated into the web, social or mobile experience, and delivered in the stream of a social activity, right in the middle of the page, reaching people when they’re most engaged.
- **Efficiency:** With *adivity*, advertisers can now buy social activity advertising exactly how they do traditional display advertising. Advertisers can apply the same display ad creative across the web even though the activities may be different.
- **Performance:** According to the appssavvy Social Activity Index (<http://socialactivityindex.appssavvy.com>) released earlier this year, activity-based advertising outperforms standard display ads by a multiple of 11 and more than doubles the performance of rich media.

“I’ve seen the success of social activity at the campaign level and it’s a space that we are following with great interest as we leverage social data and the opportunities that are developing to support authentic connections for our brands with their consumers,” said Colin Sutton, U.S. director of OMD World.

At launch, more than 30 publishers are partnered with appssavvy and integrated the *adivity* technology. Among the partners include, 6waves, 50 Cubes, Friend.ly, iWin, GameDuell, OMGPOP and Social Graph Studios’ Status Shuffle, to name a few.

About appssavvy

appssavvy rethinks the relationship between delivery and reception of advertising. Through the appssavvy *adivity*TM technology platform, we partner with leading web publishers and developers to uncover what people are doing across the Internet. Understanding people and their actions is what enables appssavvy, and the brands and agencies that we work with, to leverage and experience social activity-based advertising. Today, the appssavvy *adivity* technology platform connects more than 127 million people performing 1.4 billion activities each month with brands. For more information, visit www.appssavvy.com.

###

CONTACT:

Steve Stratz



Illuminate Public Relations for appssavvy
206.300.9134
steve@illuminatepr.com