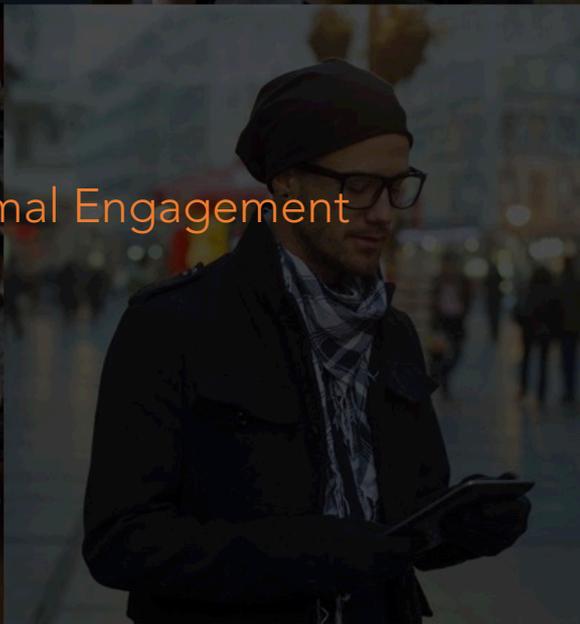
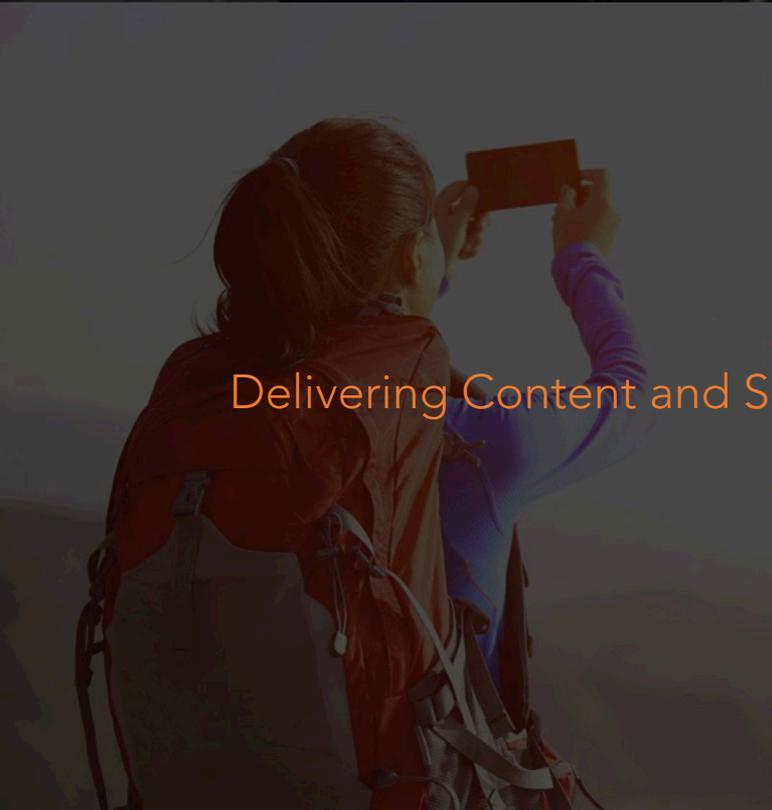


Surf

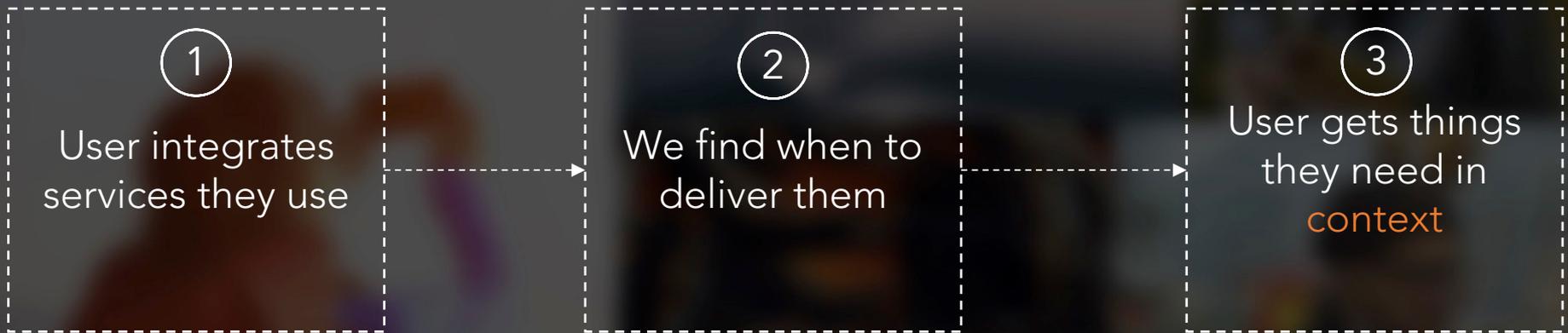
Delivering Content and Services in Context for Optimal Engagement



Surf Makes Sense of Signals to Produce Moments and Clarity for Users

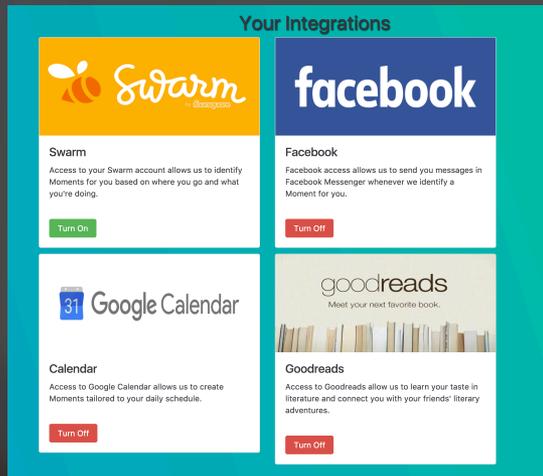


Moments combine User Preferences, Real-Time Context, and Purchase Intent

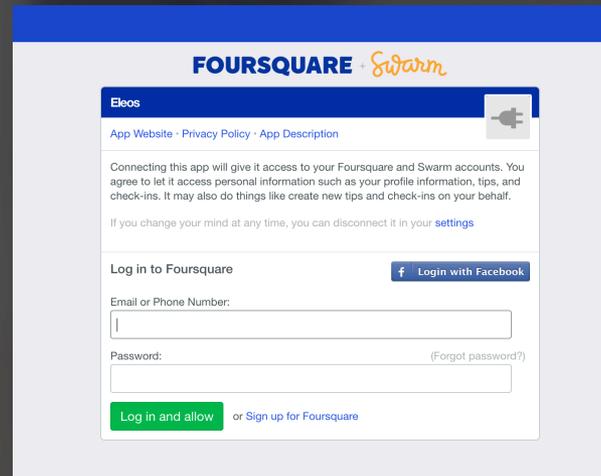


We make it simple for a User to integrate with the services they already use

1



2



3

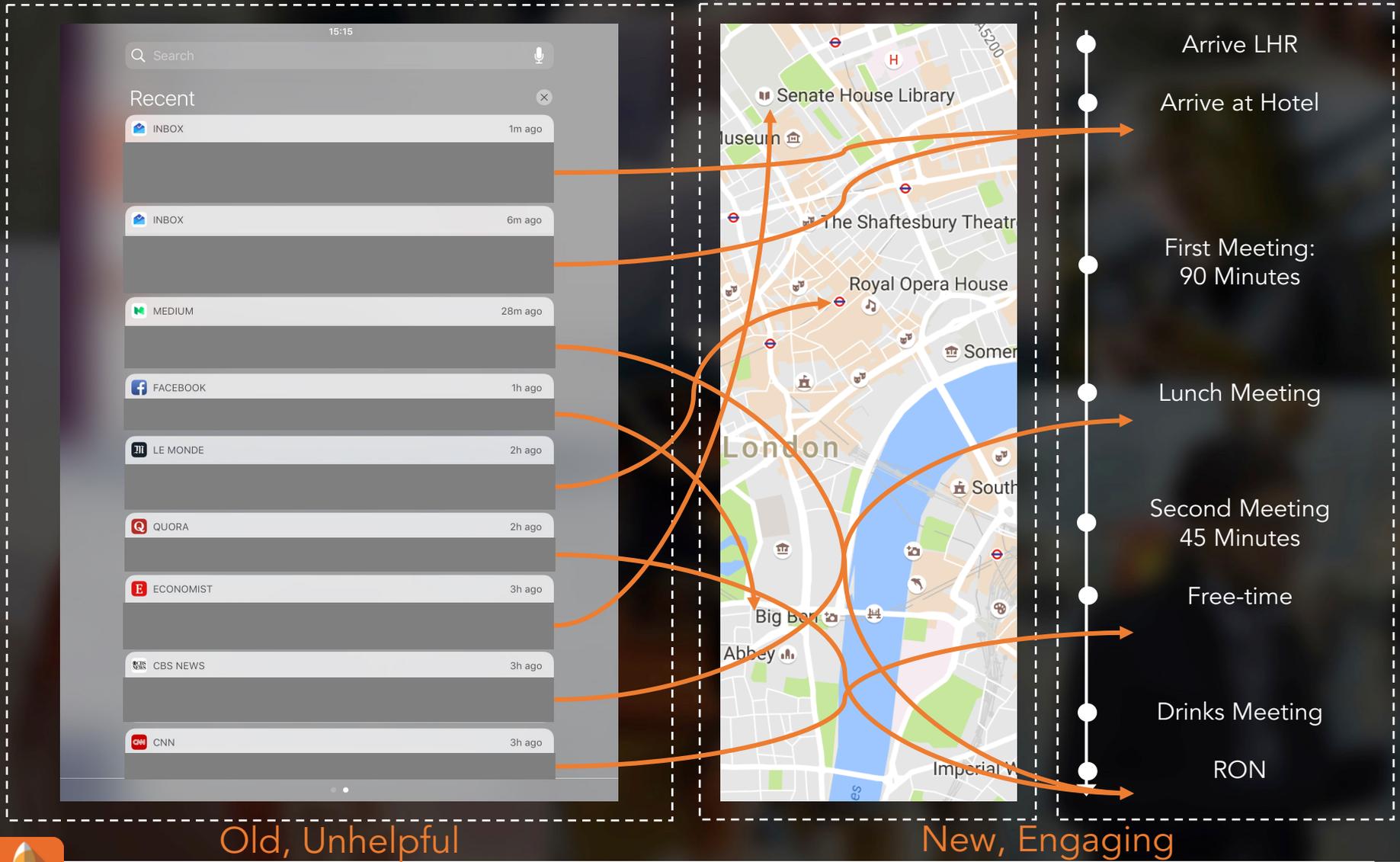
Manage Preferences:

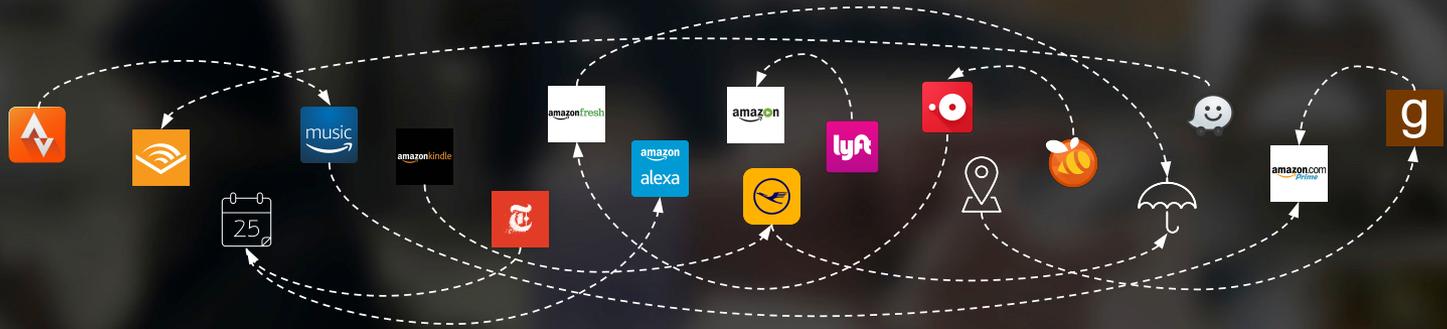
- Quiet Times
- Never on Commutes
- Never off WiFi
- etc



Surf Brings Notifications to You at the Perfect Moment

Example: a busy work trip to London, England





Billion of Untouched Moments Everyday

12.46

Average Moments per User per Day

Places Visited, Calendar Events, Times of Day, Holidays, Changes of Schedule or Behavior

Ripe for engagement with surfaced content and services that are relevant to the Users' context and plans ahead.

More Engagement → Higher Connection to Users → More Purchases



Producing Strong Results in UK – eBay/Yelp Pilot

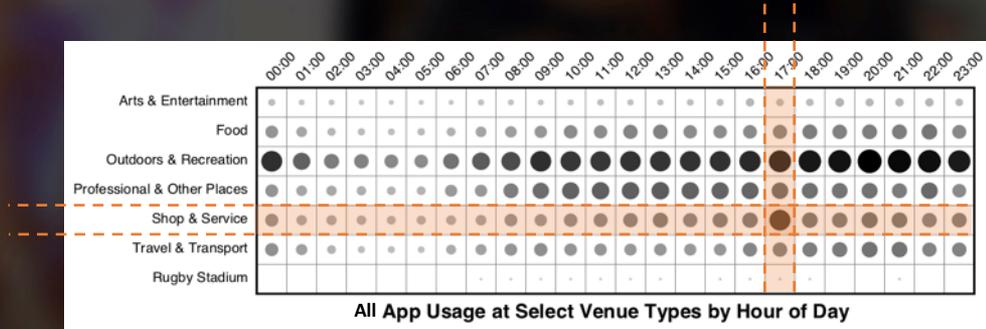
236%

Increase in Product Engagement

60%

Open Rate on Surfaced Moments

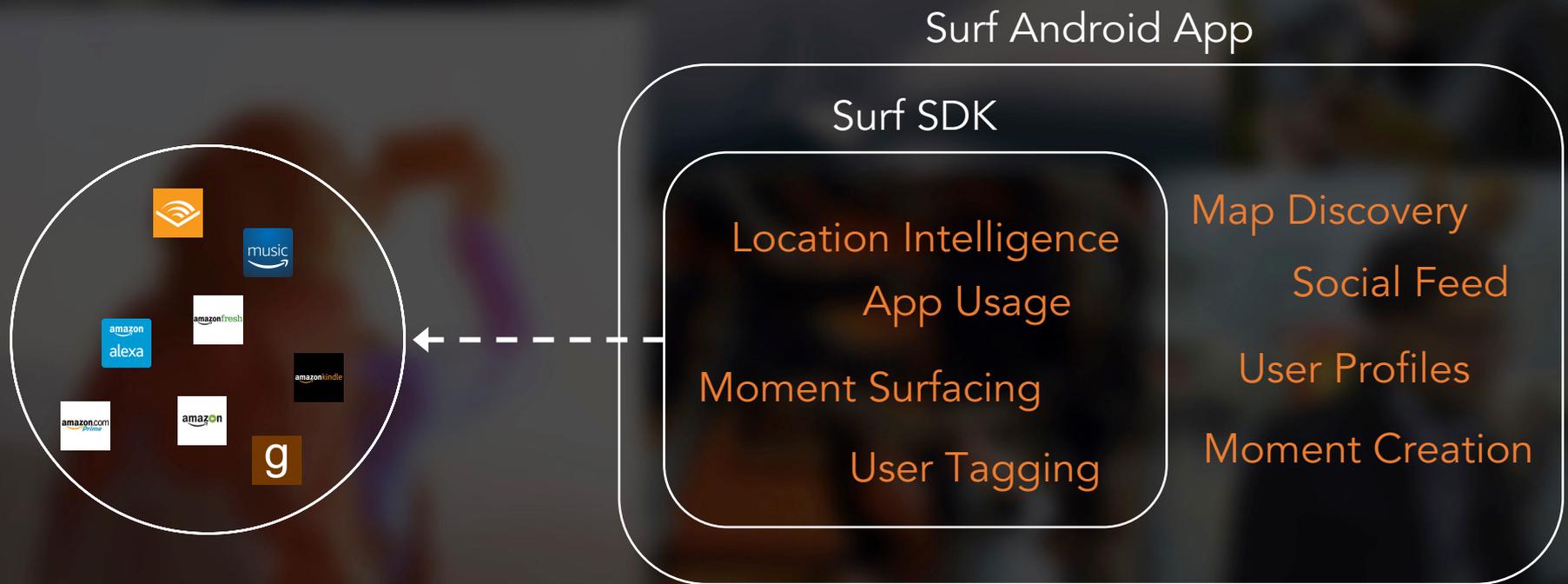
Detailed Analytics Continually Improve Results

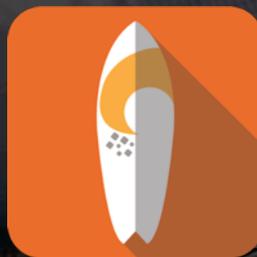
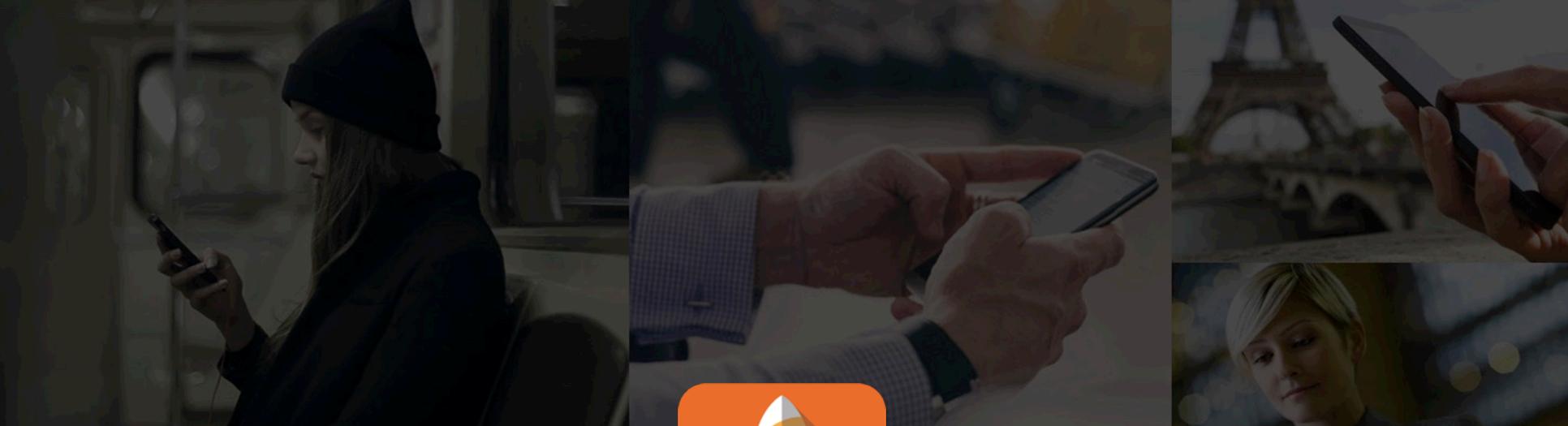


App Usage at Shops & Services Surges After Workday



The Surf SDK brings Contextual Intelligence to any Android App





Surf

Delivering Content and Services in Context for Optimal Engagement

