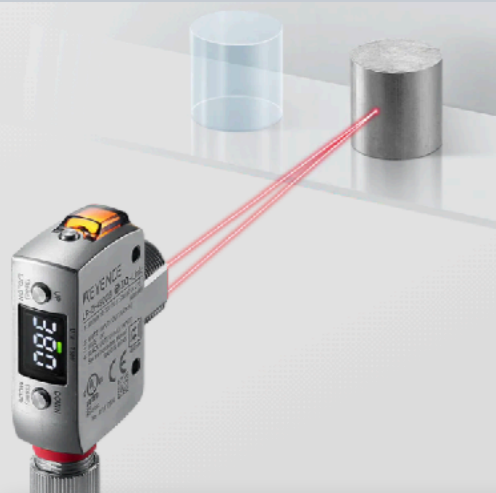


Leveraging AI for a Solid Increase in Conversions

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STRATEGY

- ▶ Facilitate growth through a combination of advanced AI technology, and increased partner transparency
- ▶ Skai forecasting to facilitate projectable growth
- ▶ Weekly data with context/communication

▶ **139% increase** in conversions with continued upward trend year-over-year

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