

Media Dojo Tear Sheet

TUMRI

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Summary: Founded in 2004, Tumri has developed an advertising platform that optimizes advertising creative messages. The Tumri solution – the AdPod – enables advertisers to craft highly targeted marketing messages to online consumers on-the-fly.

The Problem Being Attacked: Advertisers spend a mint to profile and target their customers only to fall back on a couple of creative executions to reach them. As customers move through the funnel closer to a transaction, what you optimize at the margin such as background color might be that last few ticks that tip to a conversion or allow them to slip away.

The Approach to the Problem: Tumri's platform deconstructs ad creatives into core sub-components (i.e. brand logo, background image, product image, offer/price, call to action, attention grabber, etc.), then enables advertisers to adjust each sub-component by targeting parameters or optimize by performance metrics. TRANSLATED: Tumri explodes ad creative into building blocks and then re-assembles them unique to a consumer according to various inputs (geography, income, daypart, etc). You can change specific products, prices, promotional messaging, or localized images, making it fast and easy to generate hundreds of targeted creatives from one ad execution. Think Yahoo! SmartAds that uses everyone else's data.

Customer Base: Tumri tries to work with the whole chain (advertisers, publishers, agencies). Typically, they're working with enterprise level marketers who've got a lot of creative permutations to work through. Big campaigns have been run with Intel, Lenovo, Toys R' Us, and The Gap.

Ownership: private with investment from Accel Partners, Lehman Brothers VC, Shasta Ventures

Unique Point: Tumri believes that there's no perfect ad that can reach your entire addressable market. They're aiming to bring efficiency to customizing an ad at the margin where it counts the most. We might all be in the market for a car but what makes one person pull out their wallet isn't probably the same as what works for another.

Cloud Angle: Not a specific cloud player per se, but as Tumri bites off bigger and more numerous campaigns, it'll be hard to imagine that Accel et al will want the company to keep adding servers.