4 TIPS TO SHORTEN THE PATH TO PURCHASE NOW.

1. **Use ad tech to be smarter about personalization.**
   - Dynamic Product Ads
   - Lift in unaided brand awareness of 80% for Purple
   - Quality awareness of 30% and rich native experiences powered by fully consented first-party data

2. **Integrate into brand-safe experiences.**
   - Native ads
   - Increased revenue
   - Higher conversion for personalized ads

3. **Provide utility and be helpful.**
   - Shoppable Ads
   - Shoppers through interactive, immersive, and captivating along the entire path to purchase

4. **Surprise and delight.**
   - AR
   - Increased sales when AR is present in an ad
   - Break through the overwhelming volume of content for shoppers through interactive, immersive, and captivating along the entire path to purchase