



gratii

GAME ON_

Problem

Mobile marketing sucks.

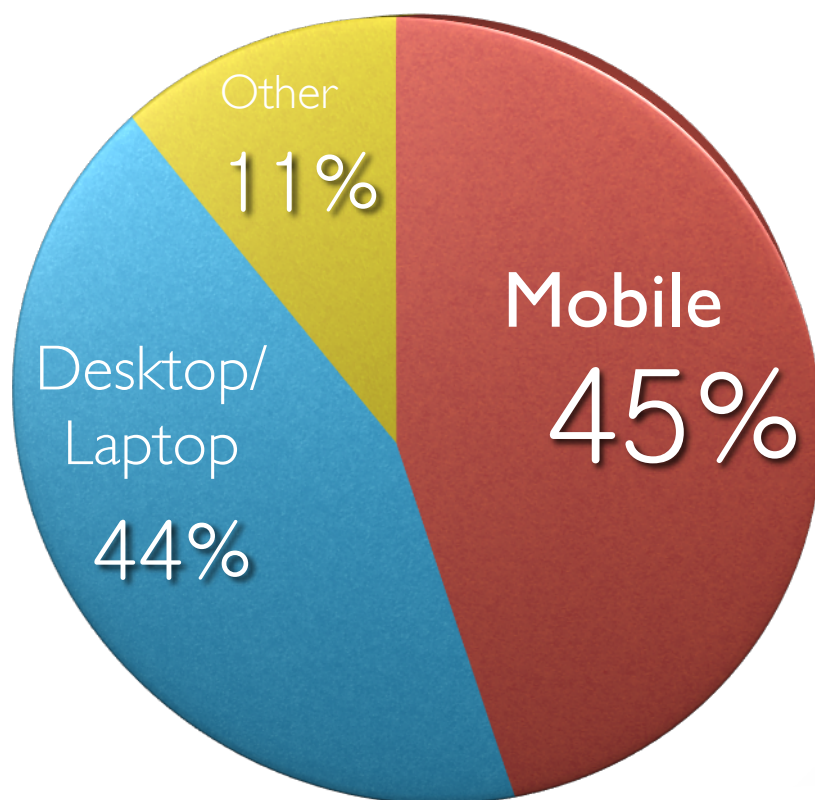
Average banner ad engagement rates: 0.1%

TYPE	PROS	CONS
<p>Click-through ads</p> <p>(i.e. banner ads)</p>	<ul style="list-style-type: none"> • Cheap • Wide distribution 	<ul style="list-style-type: none"> • Extremely low engagement • Tiny real estate • Overlooked, ignored • Irritates consumers
<p>Custom campaigns</p> <p>(i.e. branded apps, websites, competitions)</p>	<ul style="list-style-type: none"> • Generates excitement • Intrigues consumers • Results oriented • Higher engagement potential 	<ul style="list-style-type: none"> • Takes months to plan, design, develop, and deliver • PR required to drive awareness • Expensive to develop custom apps (\$20k-\$250k)

Market is Growing

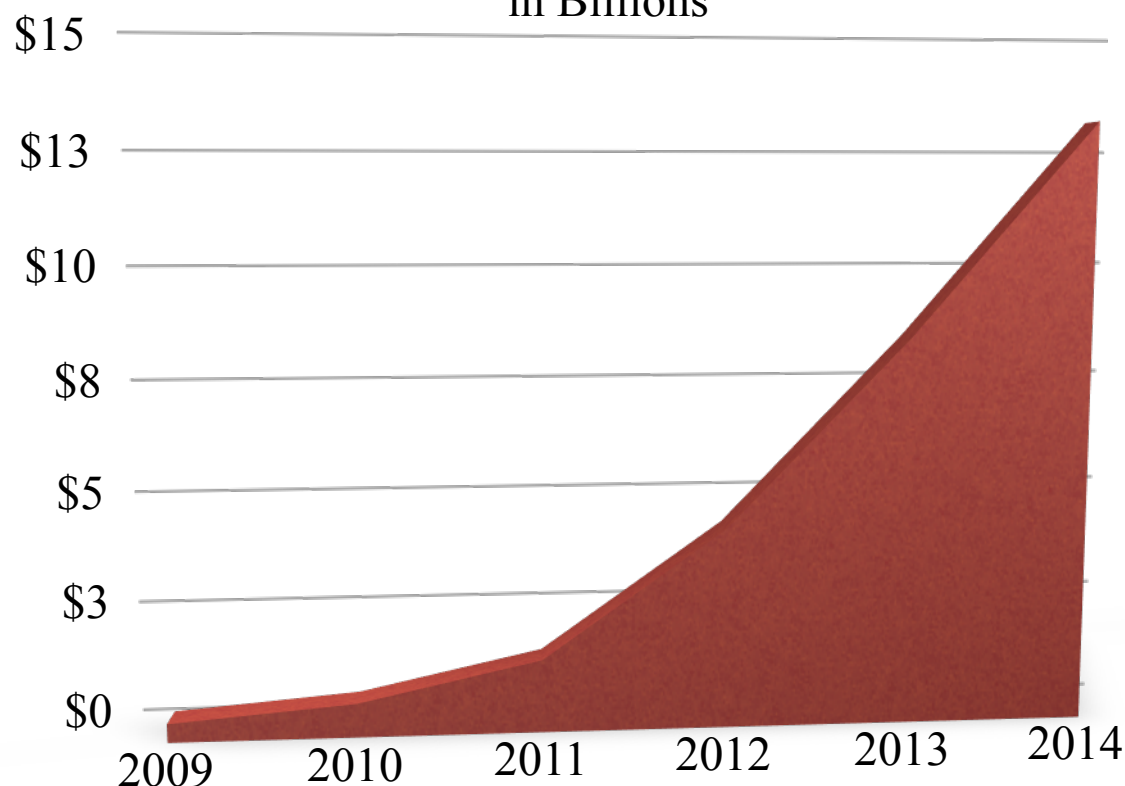
Consumers are
already there.

2013 Online Media Consumption



Brands know a mobile
strategy is a must.

US Mobile Ad Spend
in Billions



Solution

Gratii: Turnkey mobile marketing SaaS for B2C brands

✓ Generates excitement ✓ Intrigues consumers ✓ Results oriented

Drives:

✓ Click-throughs ✓ Facebook likes ✓ Twitter follows ✓ Survey responses
✓ Market data collection ✓ Promo code distribution ✓ Consumer engagement

INSTANT ✦ ZERO SETUP ✦ AFFORDABLE
RESULTS GUARANTEED

How's it work?

Nothing even close to this has ever been seen on mobile.

For brands:

- 1) Brands email us their promo codes. We handle the rest.
- 2) Each individual promo code is turned into a digital auction and has their Facebook and twitter buttons attached. Auctions act as interactive mobile ad campaigns, driving engagement, Facebook & twitter traffic, and market data.
- 3) Consumers bid on auctions with Gratii currency. Gratii distributes the codes via email to the highest bidder.
- 4) Brands can log into their analytics portal to view market data at any time.

Value Proposition: Instant, affordable, turnkey mobile engagement campaigns.

For consumers:

- 1) Consumers download Gratii's mobile app.
- 2) Throughout the app there are all sorts of ways to earn Gratii currency:
 - Play games
 - Like a brand's Facebook page
 - Follow a brand on twitter
 - Respond to a survey
- 3) Consumers use their Gratii currency to bid on promo codes from participating businesses.

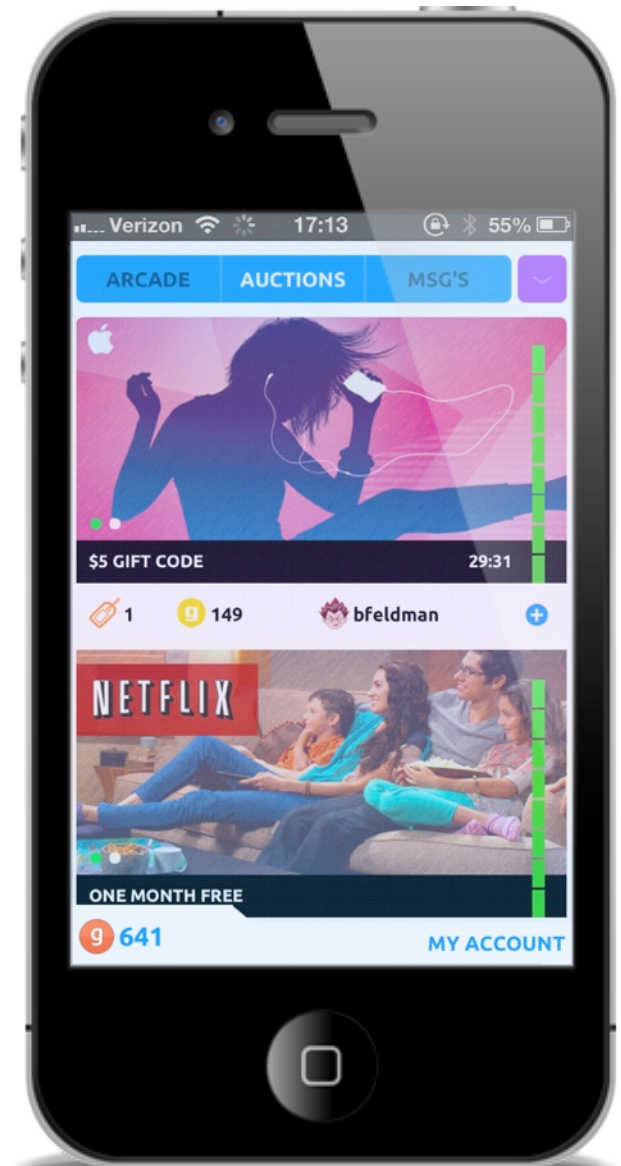
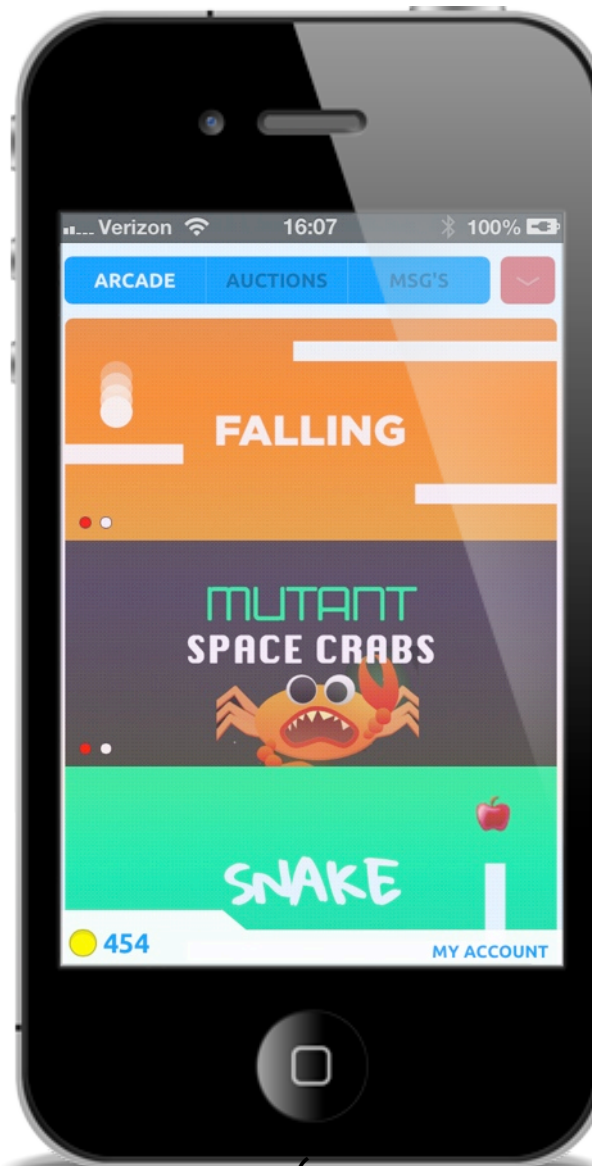
Value Proposition: Use free virtual currency to buy real world goods.

A peak inside

Consumers download the social gaming app.

Play games and interact with brands to earn Gratii.

Use Gratii to bid on promo codes.



Incentivize

Gratii virtual currency

incentivizes deep engagement with your brand

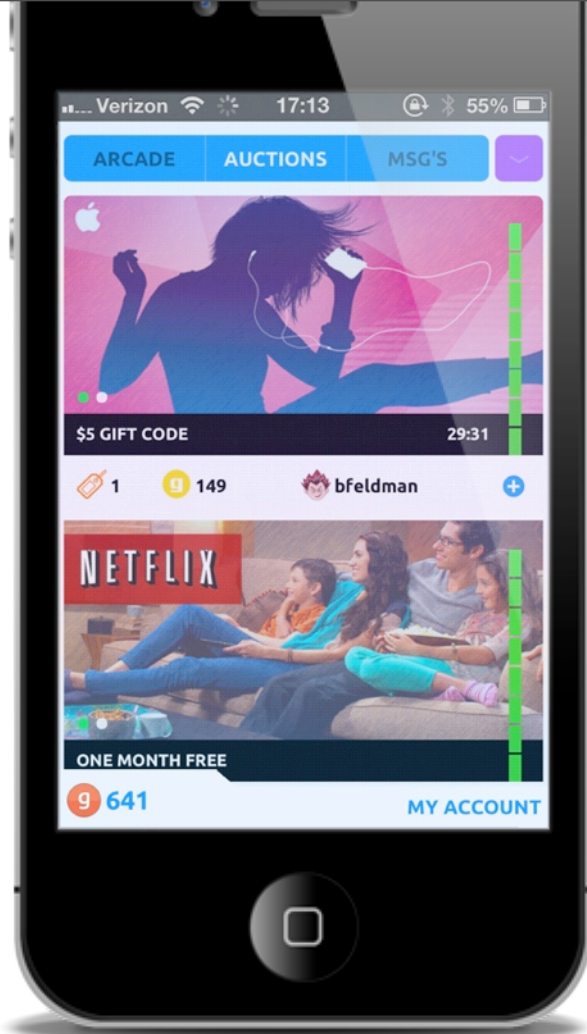


- ✓ click-throughs
- ✓ Facebook likes
- ✓ twitter follows
- ✓ survey responses

Gamify

When consumers compete, you win.

Gratii converts your promo codes into auctions.
Bidding wars allow multiple consumers
to engage with each code...



...magnifying the reach of
each
individual
unit



Fans love Gratii!

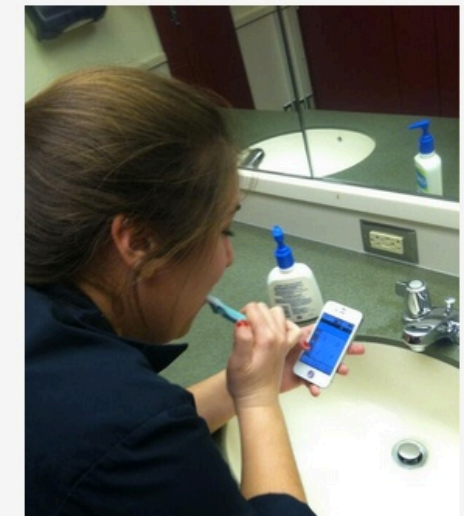


Mike Rodia @nah_its_cool
Here we go again #Gratii #Express pic.twitter.com/ya
Hide photo Reply Retweeted Favorited More



- Like Mike** @MikeDonahoe
Obsessed with gratii
Expand
- Aaron Scott** @_AScott6
Gratii is so addicting
Expand Reply Retweet Favorited More
- Bradley Case** @MrBradleyCase
#gratii is GOD
Retweeted by Gratii
Expand Reply Retweeted
- Daniel Healy** @dhealz16
I love gratii
Expand Reply Retweeted Favorited
- Emily Chen** @EmilyChenxo
Gratii tweeted me back my day is made
Expand Reply Retweet Favorite More
- Alyssa Deleonibus** @alyssaaadel
Gratii is life, not a game. @gratiiapp Literally win every week
Expand Reply Retweet Favorite More
- ernesto** @erinnnpaigee
@gratiiapp gratii 😊
3:24 PM Jan 17th
- Cory Camp** @darealswimshady
I'm addicted to gratii now
Expand Reply Retweet Favorite More
- Dean Bellafiore** @deann1231
I won the lotterii 3 times on gratii....! #addicted
Expand
- Ali Mortazavi** @ALIdoIswinnn
Gratii cards came! Fuck yes
Expand Reply Retweet Favorite More
- Holly Greenberg** @holly_greenberg
Gratii has officially taken over my life
Expand Reply Retweet Favorite
- Chase Barros** @ChaseMasta
@GratiiApp best app lemme donate to ya ;)
Expand
- Anisha Weimer** @anishaweimer
Two ppl outbid me on a Gratii gift card twice at the very last second! All I wanna say is KARMA!
Expand
- theneillestkid** @thenellestkid
Waiting for the day i get a prize from gratii
Expand
- Michelangelo** @SensitiveBaughns
@GratiiApp the average college students equivalent to food stamps, aka heaven
Hide conversation Reply Retweeted Favorite More
- Elissa Malik** @UANwithZayn
@GratiiApp I love this apppp
Expand
- Gabby Galanti** @gabbygalanti
i dont understand why I'm addicted to gratii, or why it distracts me from everything
Collapse Reply Retweet Favorited More
- Nick Rodriguez** @RowdyRowdy
Waiting room gratii time
Expand Reply Retweet

Colleen McD @colleenmcd
She's at it again!! @GratiiApp @oliviarosee3 #freegratii? pic.twitter.com/TQSOq3iJLb
Hide photo Reply Retweet Favorite More



Colleen McD @colleenmcd
So @oliviarosee3 was just playing gratii while brushing her teeth #notaddicted
Collapse Reply Retweet Favorite More

Traction

In a beta over 4 months with 4,100 users:

19+ minutes/visit

24+ pages/visit

51% of users engaged with promotional products on Gratii

27% of users Followed/Liked brands they saw on Gratii


Stats from the Beta

Best mobile marketing platform ever created

52,000% higher engagement than banner ads

Beta results from Q1 '13





Gratii Population Stats:

Total Users	Male	Female	Uncertain
4132	27%	19%	52%
Engaged with Promo	Liked Brands Facebook	Followed Brands Twitter	
51%	27%	23%	

Social Stats - Single Brand:

Platform	New Fans	Population Engaged
Facebook	887	21%
Twitter	629	15%

Promo Code Stats - Single Brand:

Total Bids	Unique Bids	Population Engaged
19471	952	22%

"Just wanted to say that ever since promoting on Gratii, I have seen a substantial increase in SMO on Facebook and Twitter. Also knowing the demographic I am attracting through Gratii's client portal has proven invaluable to my overall business strategy." - Michael Zumaran, CEO, Vaperfy

Acclamations

Gratii is on the map!



At the 2013 Hot Ticket Awards hosted by NVTC Gratii was nominated as “Hottest Startup”



Gratii was selected as one of the top 14 startups in the Mid-Atlantic region for Cooley’s 2013 Capital Call

Join the Beta

Gratii is currently accepting new brands*

Send us your promo codes. We'll take it from there.



4 month Free Trial
0 commitment
0 setup
\$0

Let's Chat

To learn more, view a demo online, or
start a free trial

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