



# gratii

GAME ON\_

# Problem

## Promo codes

Marketing departments are giving away *billions* in discounts without expecting anything in return from consumers.



# Solution

## Instant turnkey mobile engagement campaigns

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



### Precision targeting

Get straight to the  
consumers that count



### Market data & analysis

Real time demographics  
and conversions

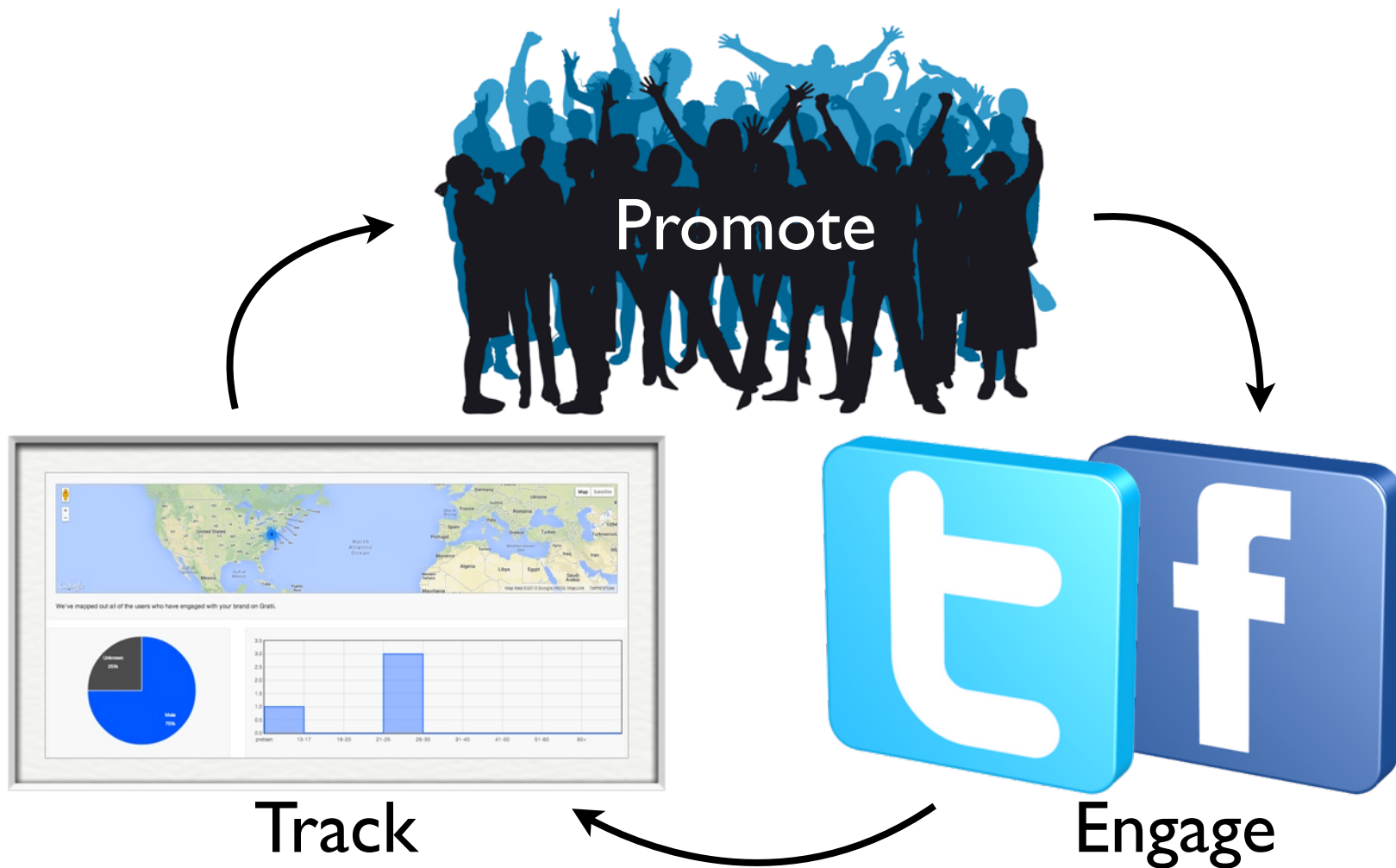


### Social acquisition

Continuous social  
growth

# What is Gratii?

Promotional Code Distributor

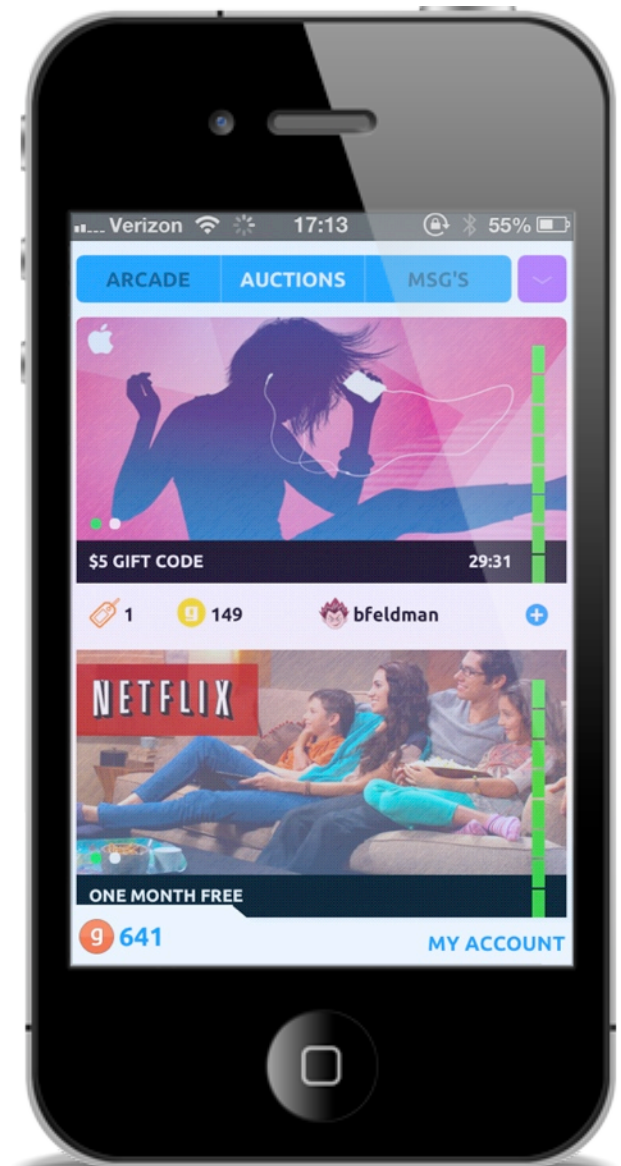
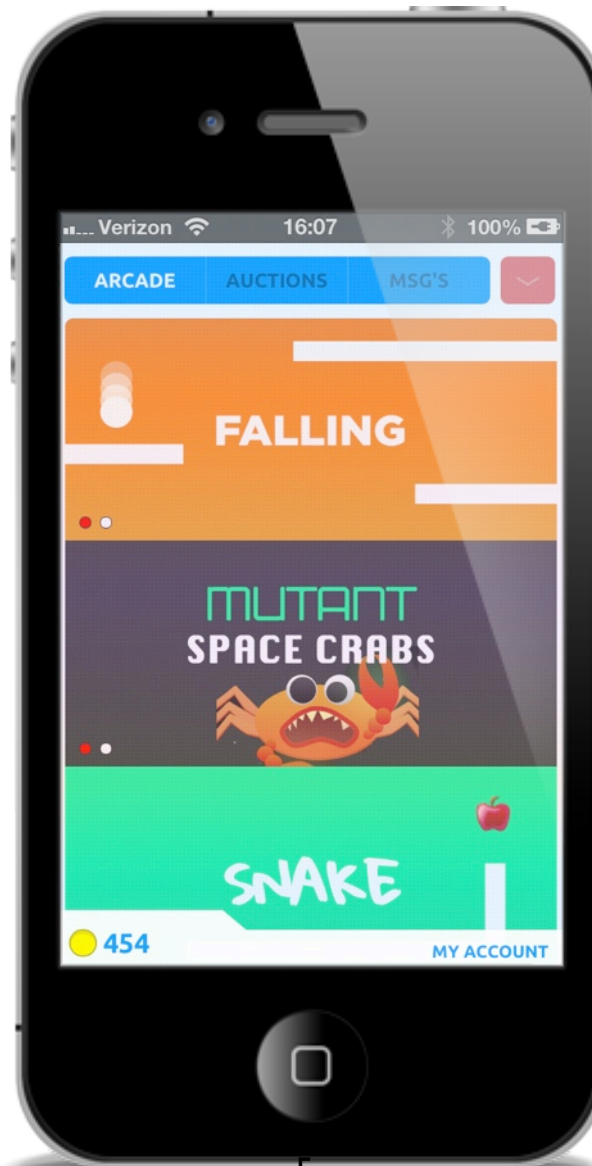


# How's it work?

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



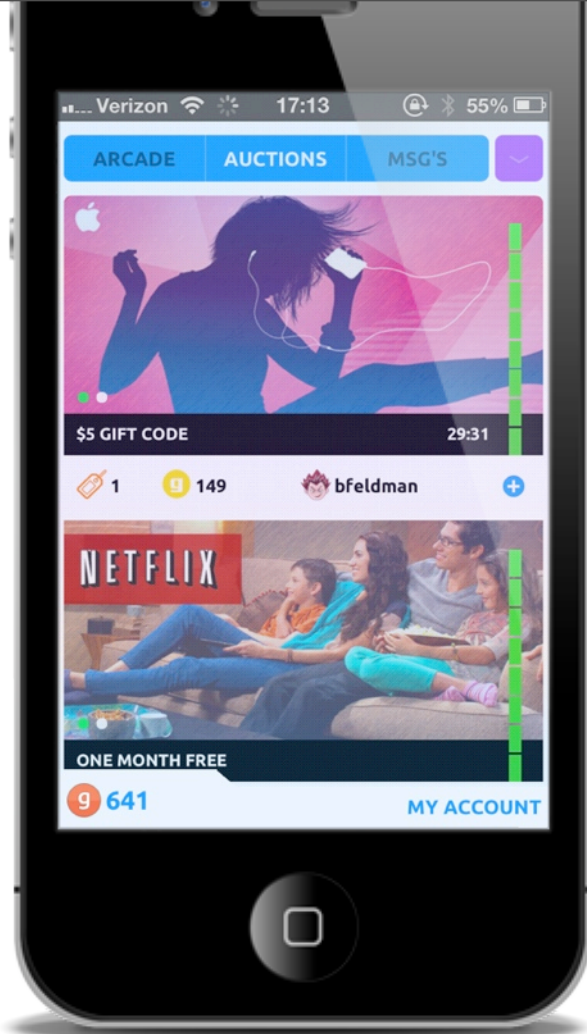
- ✓ click throughs
- ✓ facebook likes
- ✓ twitter follows
- ✓ survey responses



# 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

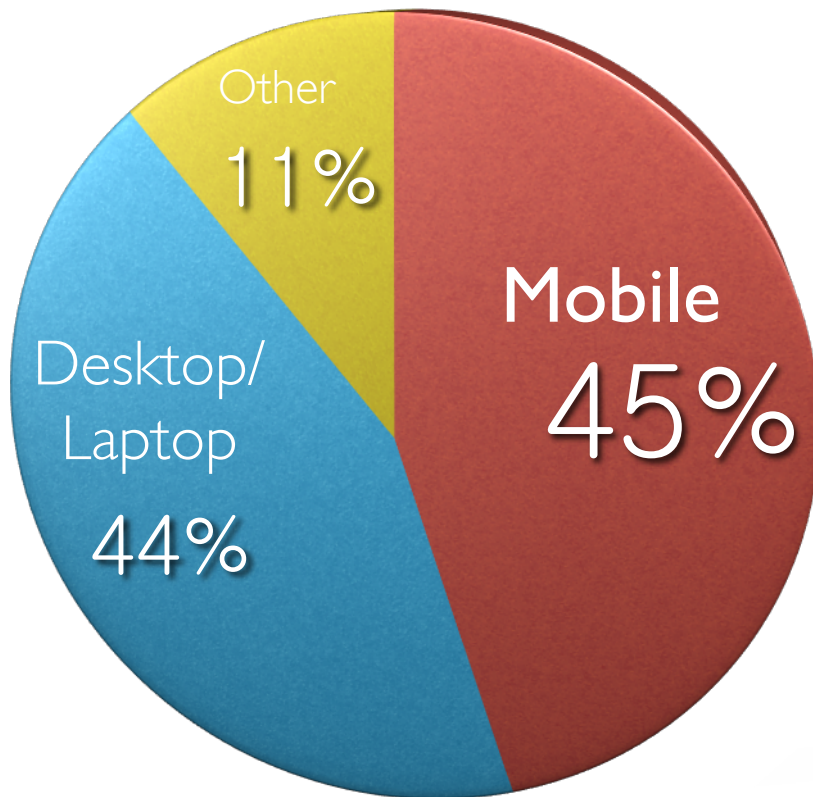


# Mobile

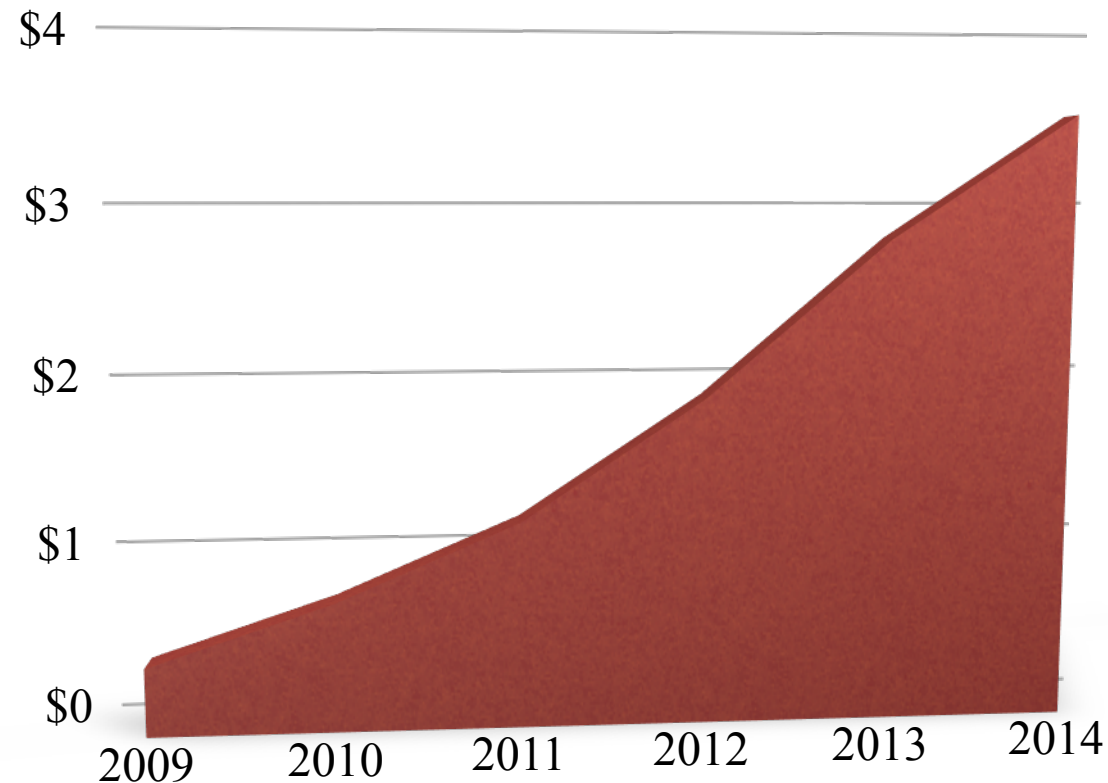
## Consumers are already there

A mobile strategy is a must for today's marketers.

2013 Online Media  
Consumption



Mobile Ad Spend  
in Billions



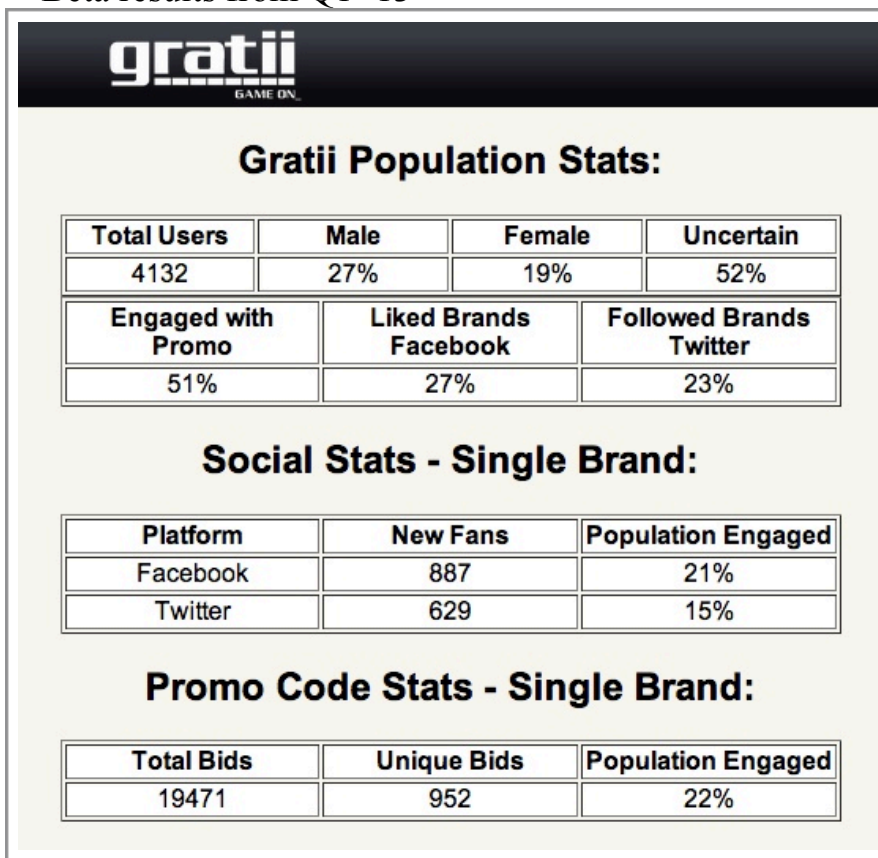


# Does it work?

Best mobile marketing platform ever created

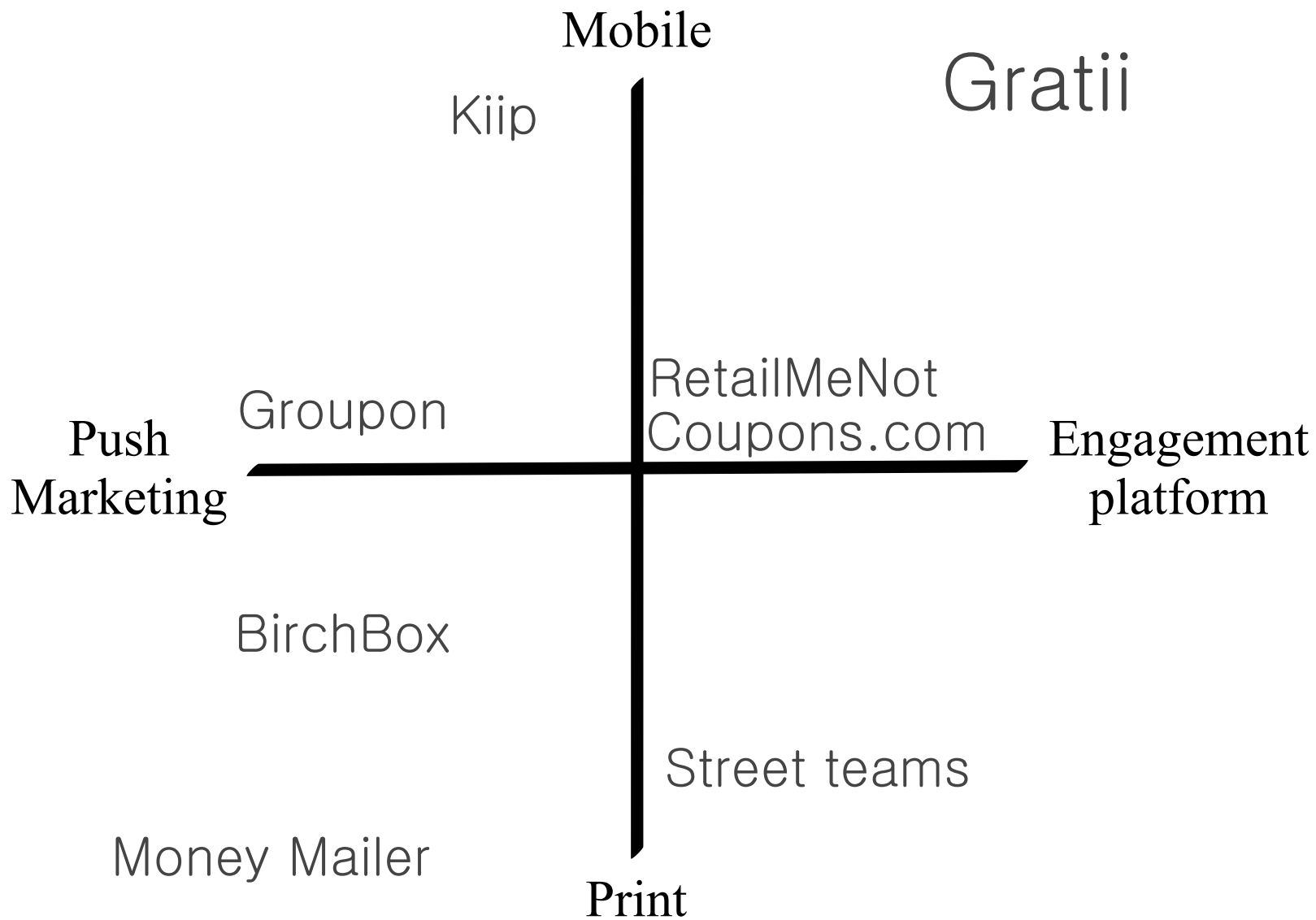
52,000% higher engagement than banner ads

Beta results from Q1 '13



"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

# Competition



# Fans



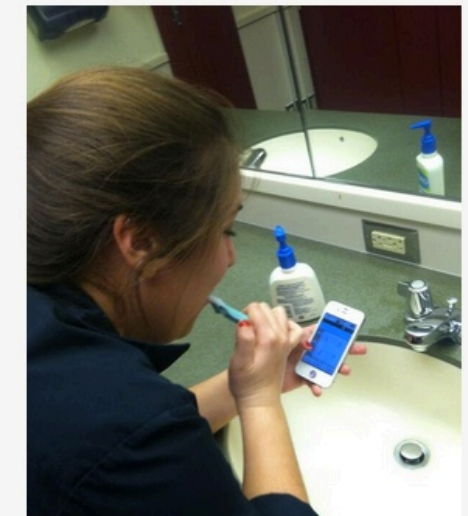
Mike Rodia @nah\_its\_cool  
Here we go again #Gratii #Express pic.twitter.com/ya  
Hide photo Reply Retweeted Favorited More



- 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** @theneillestkid  
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

# 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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