



are you a human

**WE USE GAMES
TO TRANSFORM
ONLINE ANNOYANCES
INTO
UNFORGETTABLE
ADVERTISING**

START

Micro-games that consumers love and remember



Our games, called PlayThrus, give guaranteed engagement for every dollar spent. It's the most engaging form of advertising on the internet.

Incredible results for brands using PlayThru

KEY RESULTS



PlayThru **boosted**
brand recall¹ by over
300%
as compared to traditional
banner advertising.



PlayThru **boosted** brand
message recall¹ by over
150%
as compared to traditional
banner advertising.



94%
Of branded games
completed



PlayThru + General RV

45x
CLICK-THROUGH
RATE



9% click-through rate
on PlayThru campaign
0.2% click-through rate
on banner ads



PlayThru + Salvation Army

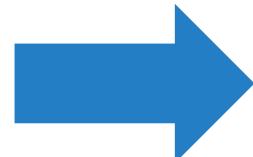


DAILY TWEETS THANKING
& SHARING THE BRAND

¹Qualtrics surveyed 200 randomly-selected U.S. consumers between the ages of 18 and 65.

PlayThru replaces a hated experience with games

CAPTCHA



PlayThru

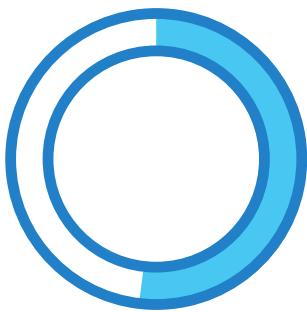


Turn something awful...

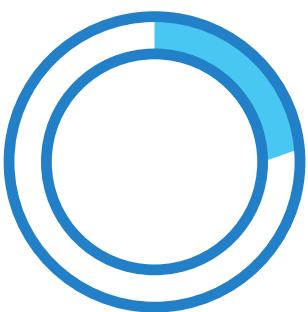
... into 10s of engagement
for your brand

We partner with top publishers

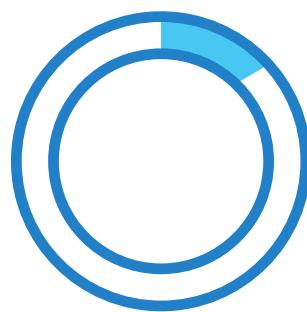
Top Three
Categories
Using
PlayThru:



Games
52.13% | 52,766



Business & Finance
24.34% | 24,637

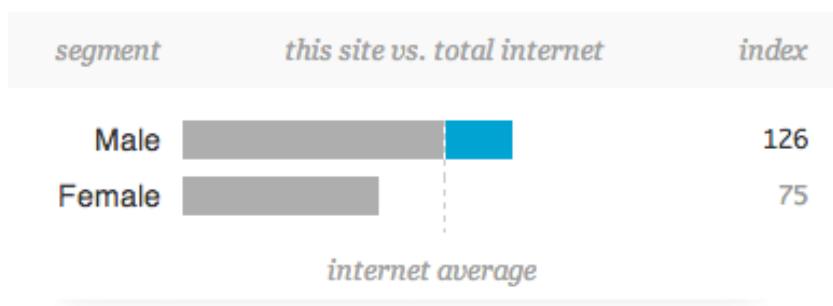
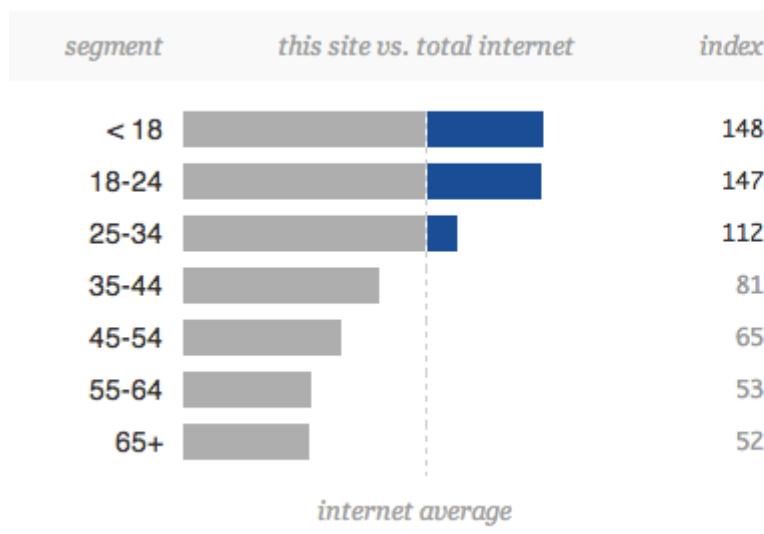


Internet
11.57% | 11,708



4/10
top gaming sites

Our audience skews young and male



2014 Audi A9 in PlayThru form:

Drag the headlights to the Audi A9.

are you a human

?

The 2014 Audi A9

With full LED headlight technology.

Learn More »

are you a human

?

People Love Us

Bloomberg
BusinessWeek

FORTUNE

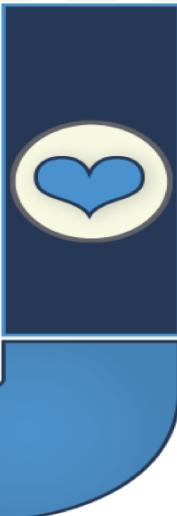
Forbes

VentureBeat

CNNMoney

msnbc

engadget



“ If you run a website, you can do yourself and your users a favor by switching to PlayThru.”

—PC World

“ Simple games that could revolutionize authentication.”

—MSNBC

“ One of the most important breakthroughs in recent internet history.”

—Gearburn

“ Are You a Human makes what sucks suck less (and maybe not suck at all.)”

—VentureBeat

“ Sometimes I play your minigames just for fun!”

—Davide Tampellini,
satisfied customer



are you a human



Happy people = Happy brands.

Build unforgettable advertising.