



# The First-Ever Phygital Ad Platform

Crafting engaging moments for customers, one package at a time

## The Challenge



In a market flooded with options, and customer loyalty on decline, capturing attention and engaging customers requires a **novel approach**, and **personalized communication**.

The impending demise of cookies makes the need for a new channel even more critical.

## The Opportunity. At our door...

By 2026, more than **250 Billion packages** are expected to be shipped globally, equaling to **10 Trillion+ sq. inches** of packaging real estate.

All available for 'high-touch' brand outreach!



## Who we are



The pioneers in **'Phygital' Ad Technology**, focused on enabling retailers and brands drive superior customer engagement and unlock new revenue.

Using the most precious customer touch-point – **The Package!**

## Our Approach

**Novel.** Creative, **'on-the-package'** outreach when customer is happy

**Current.** Pertinent, **digital ads** – not static, 'one-size fits all,' outdated information

**Relevant.** Unmatched **'in-the-context'** personalization. Without privacy infringement!



Admin-friendly platform offers **powerful capabilities** to both advertisers and publishers.

- ✔ Physical outreach **'powered by'** digital insights
- ✔ Precise targeting based on **'already available'** customer & order data
- ✔ **'ML-driven ad-matching'** for personalized, contextually-relevant offers
- ✔ Dynamic offers maintain **'beyond-campaign'** ad-relevancy
- ✔ **'Scan-logs'** based accurate conversion tracking

## And endless possibilities



Personalized, context-specific messaging



Discounts, coupons & loyalty card offers



Dynamic product instructions



Product feedback & customer surveys



Return guidelines & instructions



Gamification & sweepstakes



# Built for All



## Brands & Advertisers

Reach and engage customers with 'high-touch' brand interactions



## Retailers & Publishers

Unlock a "new avenue" for package monetization



## Marketplaces

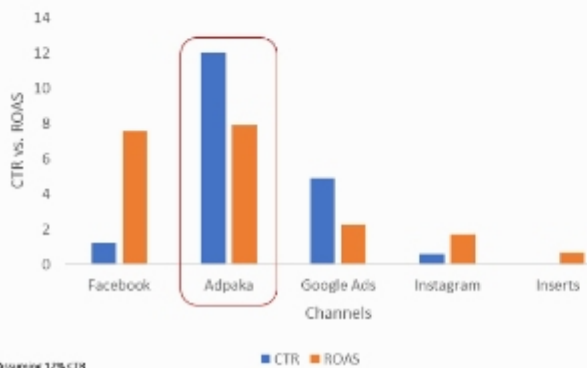
Create an "ecosystem" for brands to advertise on outbound packages

PERSONALIZE

CONTEXTUALIZE

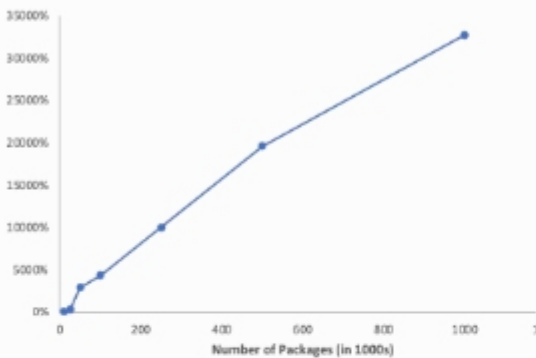
MONETIZE

## Benefits For Brands



- ✓ A new creative channel
- ✓ The most contextual ads!
- ✓ Endless engagement options
- ✓ No privacy infringement
- ✓ Higher cross-sell/upsell
- ✓ Customer trust & loyalty

## Benefits For Publishers



- ✓ Competitive edge through new, additional service
- ✓ Incremental revenue from existing operations
- ✓ Advertising ecosystem akin to Retail Media Networks
- ✓ Sustainable format – the shipping package!
- ✓ Endless engagement options – surveys, coupons, usage instructions and more

**Deepen Customer Engagement, Increase Retention, And Unlock New Revenue Streams, Using Customers' Most Precious Touch-Point – The Package!**

**Contact Us For A Demo Today!**



Born at the cross-section of sales and fulfillment, Adpaka is the first-ever Phygital Ad technology provider. Founded in 2022, by retail and supply chain professionals with experience in driving omni-channel and digital transformation journeys of customers like Michael's, Torrid, Dollar General and more, the company is focused on enabling brands and retailers engage customers with highly personalized, "on-the-package" interactions.

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