

Tumri Self Serve Platform

Advanced dynamic creative platform for online campaigns

Tumri provides the only data-driven, highly engineered digital marketing platform that allows you to dynamically personalize, manage and optimize messaging with real-time analytics that can be applied across all advertising media with enterprise speed and scale.

Addresses the Entire Creative Workflow

With three products that work seamlessly together, you can now instantly develop a limitless palette of dynamic creative, generate 3rd party ad tags and pixels, manage performance, and optimize against KPI on the fly. At massive scale. With virtually one production cycle.

Tumri Dynamic Design

- Adobe flash plug-in for developers to use within local workflow
- Pre-authored template wireframes

Tumri Campaigner

- Setup new dynamic creative in minutes
- Manage dynamic creative “recipes”
- Auto-Optimize for performance

Tumri Dynamic Insights

- Online reporting portal showing results on creative attributes, variations, offers and media performance

Point solutions tailored to your marketing objectives

Tumri’s Dynamic Creative Solution addresses marketing objectives throughout the sales funnel, empowering your team to launch, manage, and optimize dynamic campaigns quickly and easily.

Creative Research & Optimization:

Test & auto-optimize create variations across media placements

Audience Optimization:

Auto-optimize creative attributes by 1st and 3rd party data

Audience Retargeting:

Align creative messaging based on limitless data inputs

Site Retargeting:

Advertiser site retargeting specific to vertical (Travel & Retail)

Local Targeting:

Local market targeting at scale

