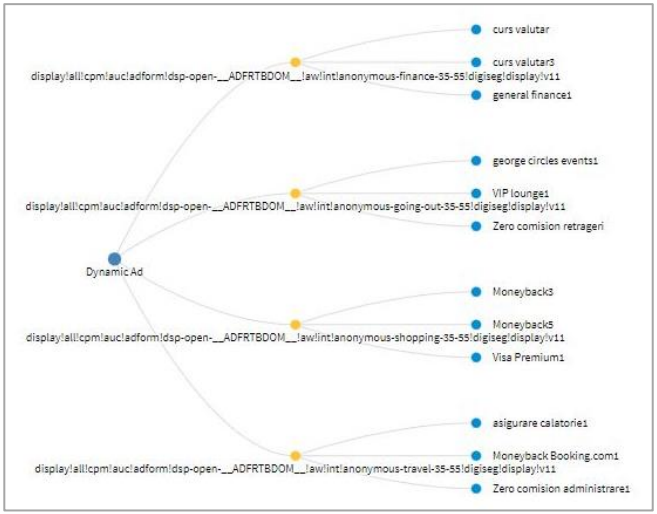
BCR'S DATA-DRIVEN PERSONALIZATION WITH ADFORM DCO

DECISION TREE

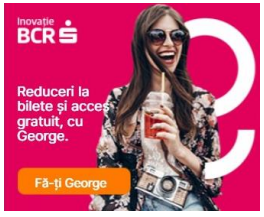


DYNAMIC CREATIVE VARIATIONS (sample)

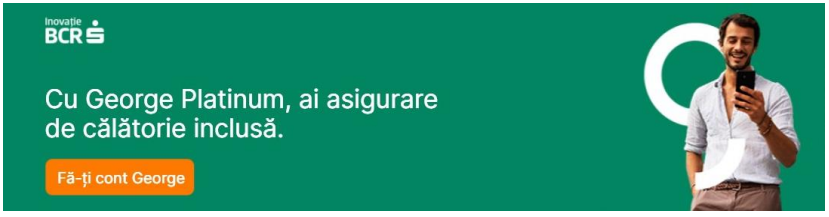
18-22 Going Out

18-22 Shopping

23-34 Going Out

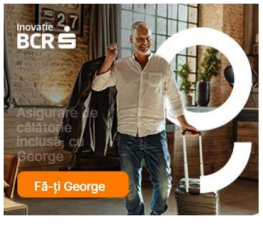


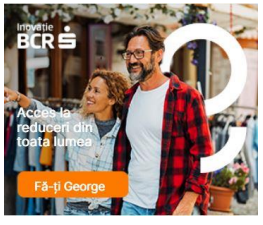
23-34 Travel



35-33 Going Out

35-55 Travel



35-55 Finance

35-55 Shopping