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AppsVillage integrates JARVIS with Google Ads

Following Facebook and TikTok, AppsVillage integrates with Google Ads and enable SMBs to launch Google online advertisement campaigns at the fraction of the cost and time

Max Bluvband, Founder and CEO comments:

"With Google Ads , Facebook and Tiktok, AppsVillage will become the first platform to optimize SMB's budgets and performance across top tier advertising networks."

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces it will integrate its JARVIS advertising solution with Google Ads.

JARVIS was launched in June (refer ASX release 18 June 2020) and leverages AI to enable SMBs to rapidly build and manage their online advertising and promotion campaigns. Campaign management normally requires an experienced and potentially expensive management process and ongoing costs. Integrating JARVIS with Google Ads will enable SMBs to launch advertising campaigns in less than three minutes and at affordable costs.

The JARVIS system will optimize allocation between the Facebook, Google and TikTok Platforms to achieve greater efficiency and higher return on their marketing Ad spend for each SMB that advertises on the AppsVillage platform.

AppsVillage keeps SMBs at the top of social media advertisement trends, saving costs and time for SMBs. The platform does the rethinking and auto-evaluates which social media platform and advertising platform is most suitable for their brand.

The time saved by having one platform, such as JARVIS, for all advertising channels will save SMBs a lot of costs and will enable them to focus more on serving their customers better with new offerings, allowing them to expand their business in the shadow of the covid-19 era.

The Google Ads integration will start rolling out globally towards the beginning of 2021.

-Ends-

This announcement has been approved and authorised for release by Max Bluvband, AppsVillage CEO



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About AppsVillage Australia Limited

AppsVillage provides an easy and inexpensive SAAS solution that allows small-to-medium businesses to create and manage their own mobile application as a means of connecting with their customers and growing their business.

AppsVillage's technology has automated the design, development, maintenance and marketing of mobile apps, allowing any business to build, preview and launch their own application without have any code writing or digital marketing knowledge.