

15 December 2020

## **AppsVillage to launch AdRabbit in January – an online AI-based advertisement agency for SMBs**

### **Max Bluvband, Founder and CEO comments:**

“AdRabbit provides a virtual Chief Marketing Officer, for those who cannot afford a human CMO but need the expertise to grow their business. SMBs can now design, build and launch advertising campaigns professionally within a few clicks”

**AppsVillage Australia Ltd (ASX: APV)** (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces that it is set to launch AdRabbit, its newest online advertising platform for SMBs.

AdRabbit is an affordable digital advertising and marketing platform that allows SMBs to design, build and launch advertising campaigns instantly on social media platforms and top tier networks such as Facebook, Google and TikTok, directly from their mobile.

The platform will leverage AppsVillage's AI-based advertising engine, JARVIS, to ensure that each campaign yields maximum customer reach, call to action and user conversion results.

In the US during 2020, digital advertising spend increased 6% compared with social media advertising spending which increased 25%<sup>1</sup>, this growth trajectory is expected to continue as more businesses shift to online sales. AdRabbit has been specifically created to support SMBs so they can capitalise on this growing trend and ensure they stay ahead of the curve by removing the need for highly experienced marketing managers, expensive digital marketing agencies and the upfront costs associated with potentially expensive traditional digital marketing campaigns.

AdRabbit will be available first to a limited group of SMBs only and then to SMBs worldwide and also to existing AppsVillage customers via Google Play and AppStore by the end of December, 2020.

The download of the AdRabbit App will be free, however the Company will charge a fee on top of the advertisement budget of the SMB's.

**-Ends-**

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

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<sup>1</sup> [https://www.iab.com/wp-content/uploads/2020/09/200831.SpendResearchStudyNo6.FINAL\\_.pdf](https://www.iab.com/wp-content/uploads/2020/09/200831.SpendResearchStudyNo6.FINAL_.pdf)



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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.