20 February 2020

AppsVillage Integrates AI to increase SMB customer retention

The algorithm will offer context-adapted graphic design, personalised promotional campaigns, smart ad placements and audience targeting suggestions

Max Bluvband, Founder and CEO comments:

"With our new AI platform update, small business owners are able to run their businesses at professional levels with much of the heavy-lifting done by artificial intelligence to replace the multitude of experts needed usually doing the same work in larger enterprises. We use AI to empower our customers with automated intelligent expertise otherwise requiring larger staff and enterprise level budgets."

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces it has integrated an artificial intelligence (AI) algorithm into its app development software to increase retention of its SMB customers by improving app development customisability and user experience.

The AI algorithm will offer users unlimited personalised graphic design, promotional campaigns and pre and post campaign analytics. The upgrade will also enable SMBs to build fully customisable advertising campaigns for use within APV's Facebook advertising feature which leverages AI to suggest the best placement, budget and target audience to meet the SMBs marketing objectives, within minutes.

The algorithm will also store campaign and usage data and offer more specific and targeted suggestions on future uses.

The enhancement of AppsVillage's offering is part of its continuous product enhancement strategy to ensure customer retention remains high and strengthen the Company's competitive advantage when executing its customer acquisition strategy for its app development platform.

Run your SMB like a Pro

Acquire new customers & Increase customer loyalty in a matter of minutes

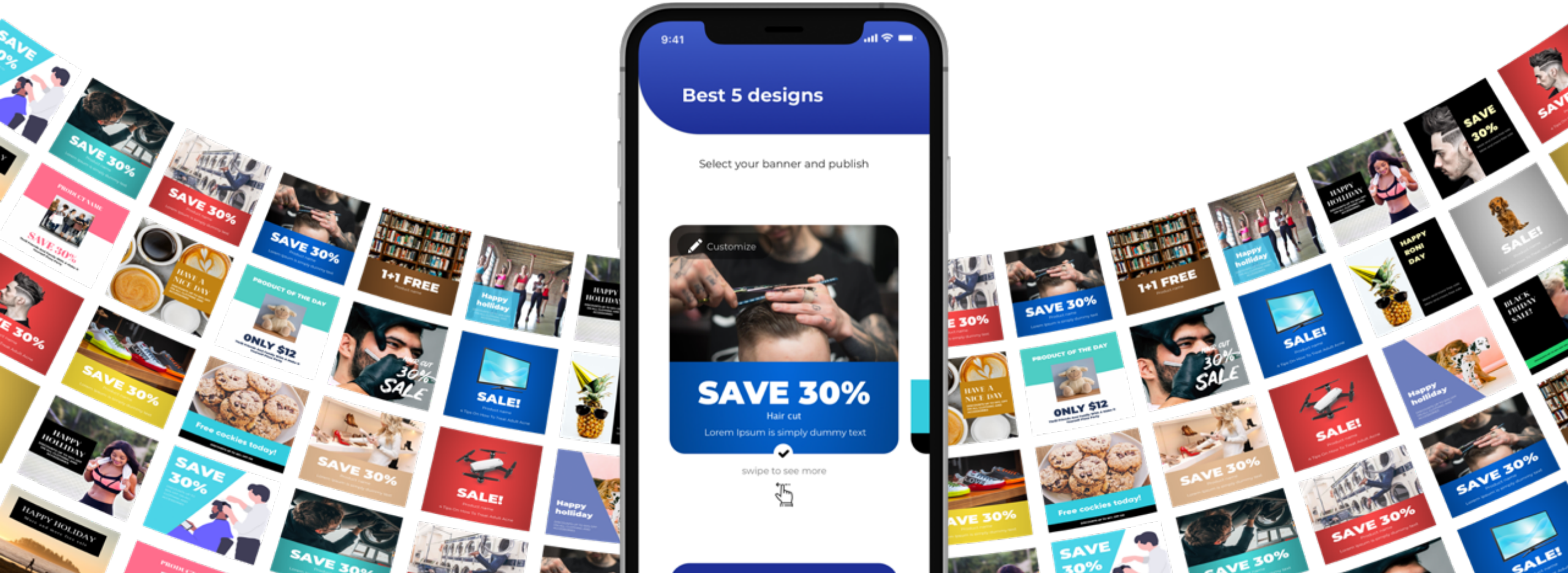
One stop shop Mobile App – crafted for SMB digital marketing

APPS village

Create beautiful content in seconds

AI graphic design ready to publish, customized in real-time for your business

Sale offers, coupons, promotions and announcements



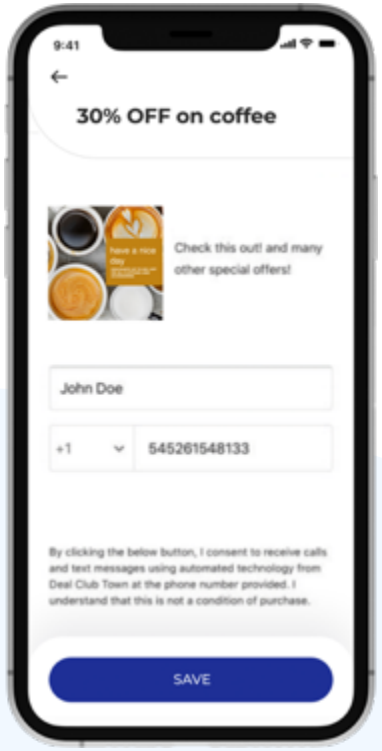
Acquire new customers

Acquire new customers and

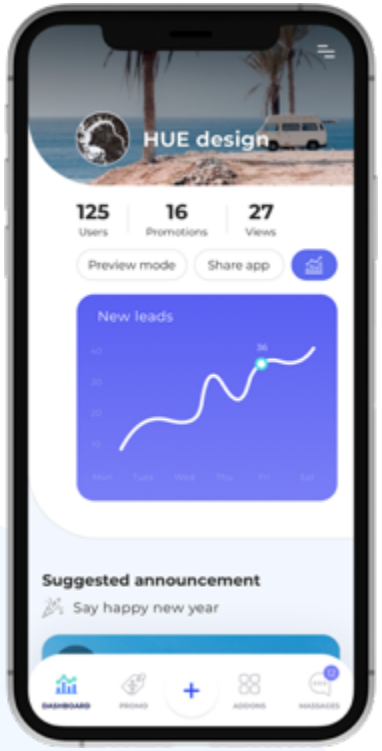
get relevant leads with full contact info

Customer get promotions

Boost your offers



Leads form

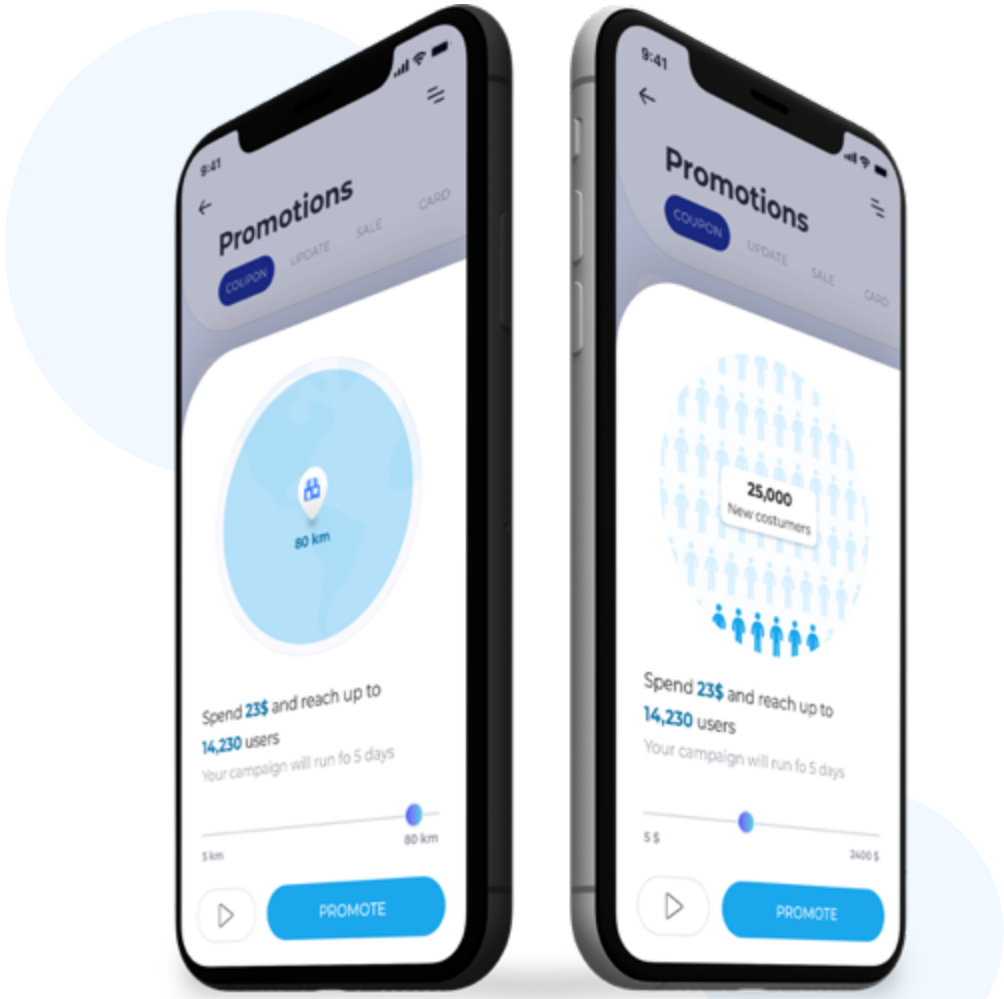


Get new leads

Reach more potential customers

Easily advertise on facebook and Google

Reach bigger potential audiences with a few clicks

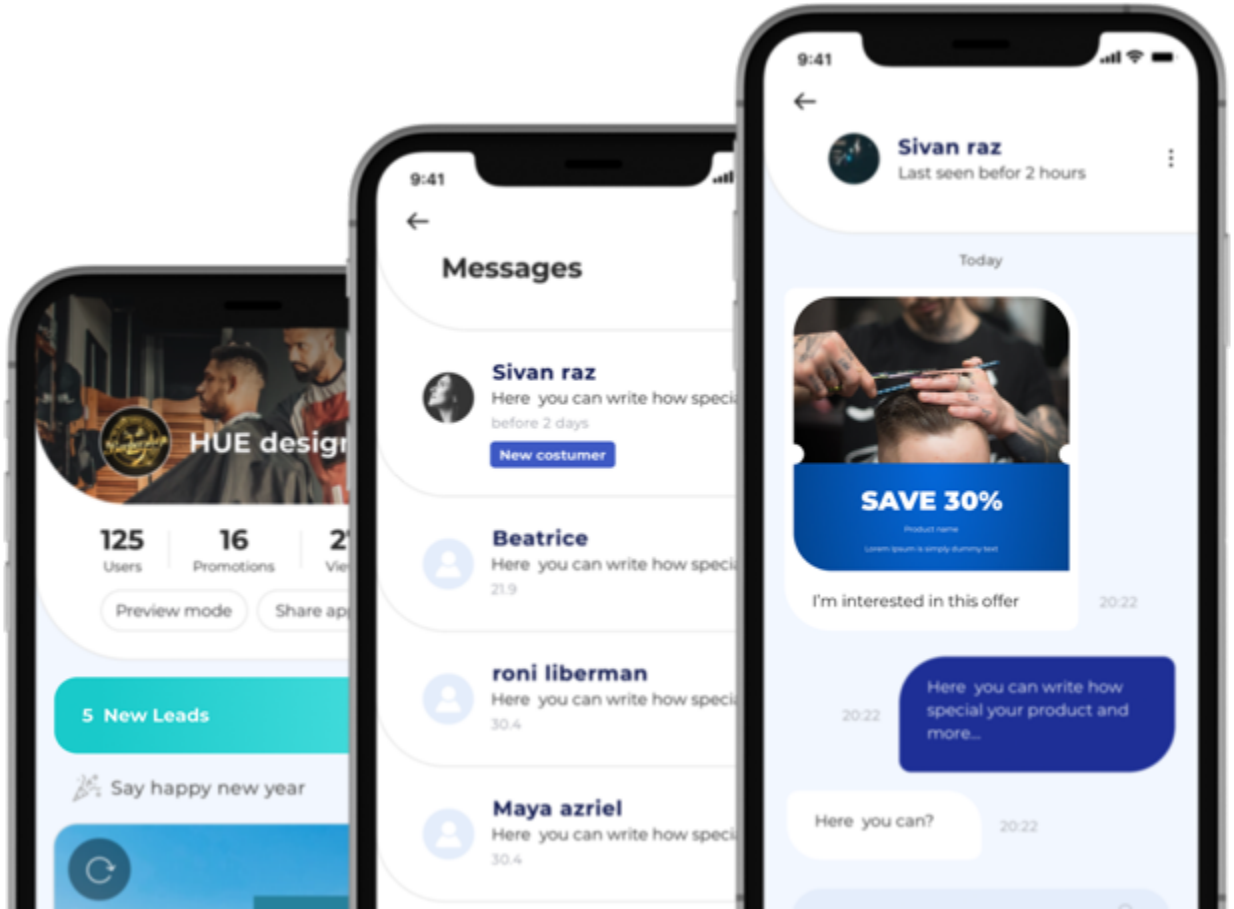


Better retention

Manage your leads.

Interact with your new customers - Transform all leads to paying customer

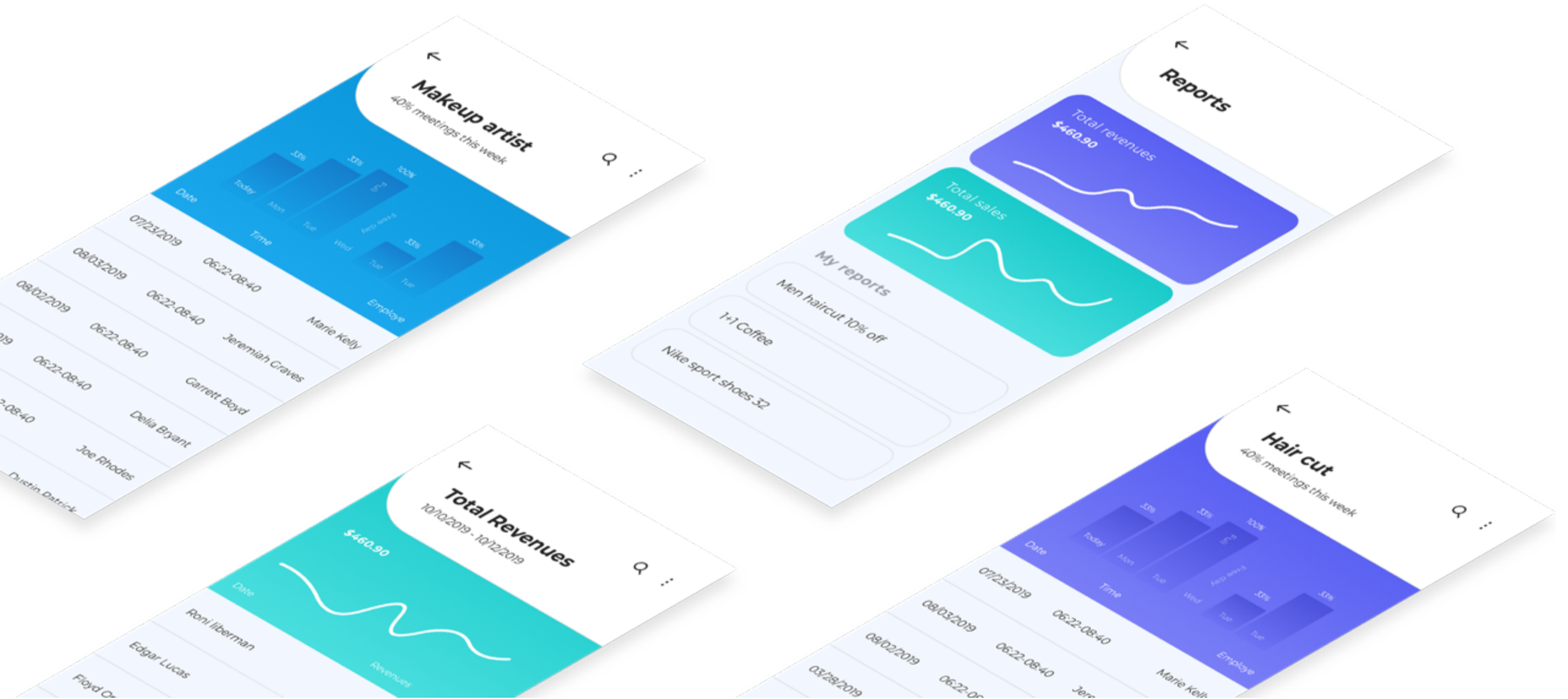
user activity tracking



Chat with your customers

Analysis and insights

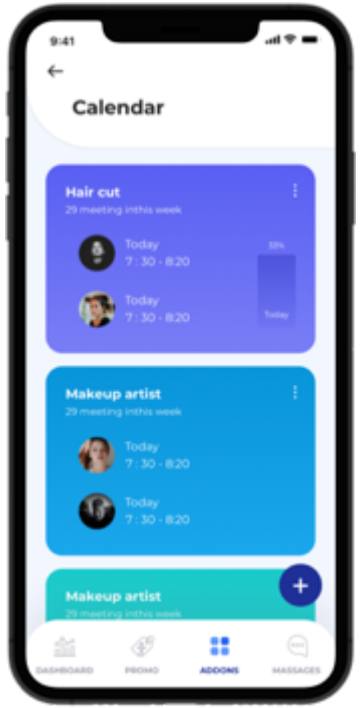
Real-time reporting modules - Track your sales & customers



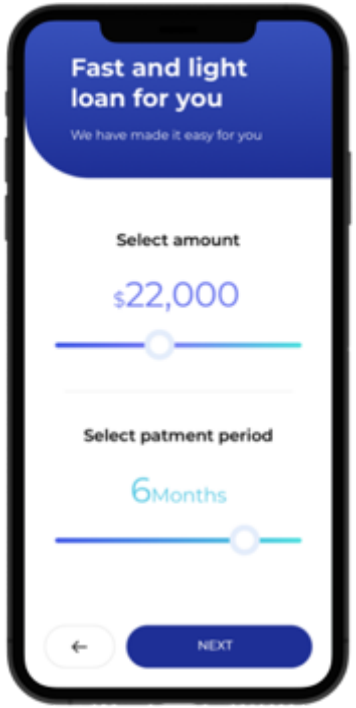
Dynamic add-on’s

All the additional tools a business might need to scale up

Calendar

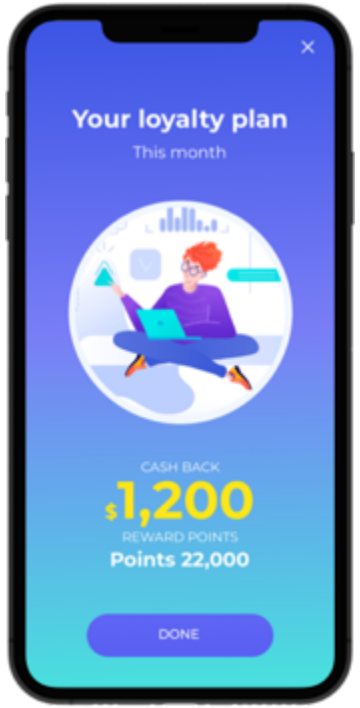


Funding

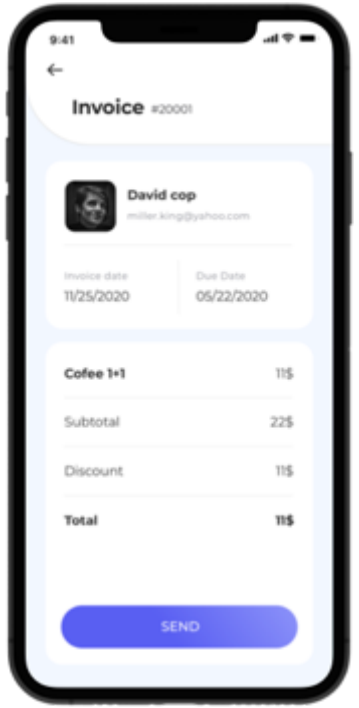


Payment & accounting add ons

Loyalty programs

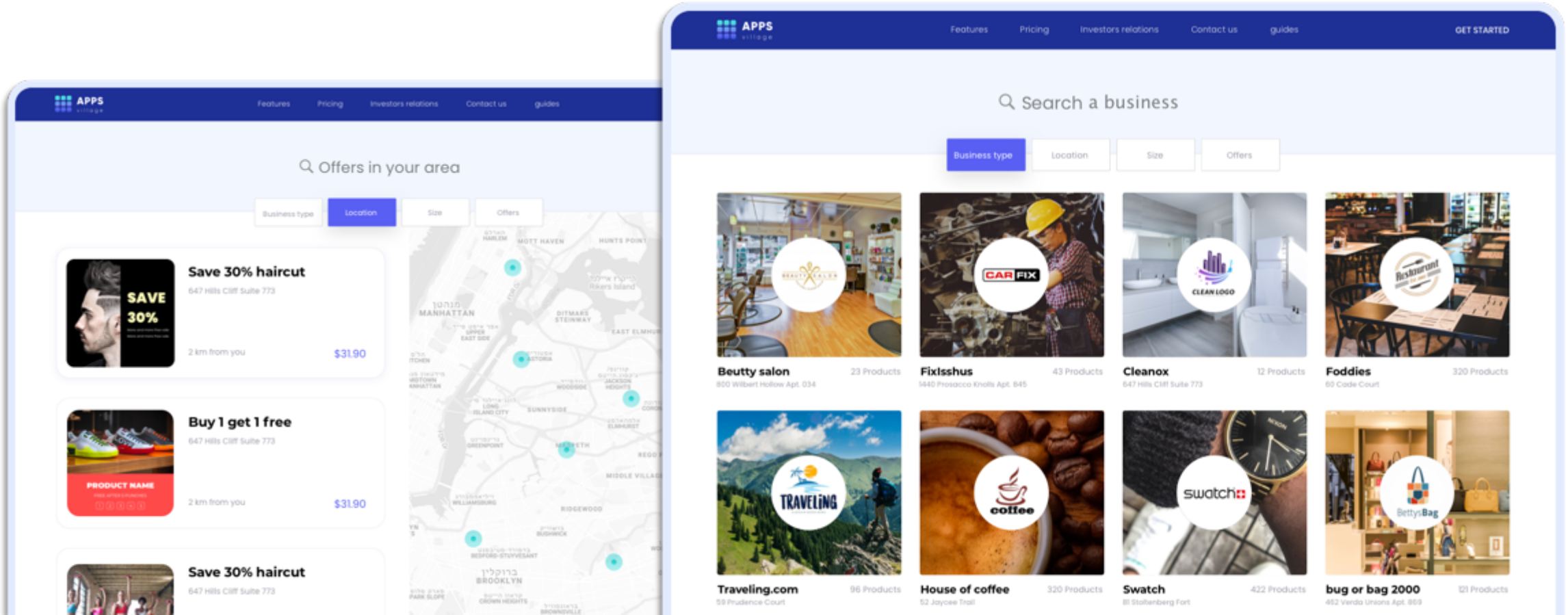


Invoices



AppsVillage Store

the biggest global SMB app store and marketplace . specifically designed to promote, boost and grow SMBs by geo



APPS
village

Empowering SMBs growth

-Ends-

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

For further information, please contact:

Corporate Enquiries
Justin Klintberg
Merchant Corporate Advisory
P: +61 408 889 730
E: jklintberg@merchantcorporate.com.au

Media Enquiries
Melissa Hamilton
Media and Capital Partners
P: 04 1775 0374
E: Melissa.hamilton@mcpartners.com.au

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.