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JARVIS delivers groundbreaking 300% increase in new leads for Small Businesses

The AI-based Facebook campaign management platform shows unparalleled advertising results driving significantly more leads for small businesses, at lower costs

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces the effectiveness of JARVIS's AI software capabilities in the automation and management of Facebook advertising campaigns for SMBs. Using JARVIS, SMBs can easily run advertising campaigns on Facebook that normally require an experienced and potentially expensive campaign manager. Moreover, the performance of JARVIS appears to be on par with the most experienced campaign managers and initial data indicates that certain market lead generated activities for SMBs has increased by a factor of three (3). JARVIS is akin to having a professional advertising campaign manager working for you.

JARVIS key performance highlights include:

- 2,550 advertising campaigns have been placed through the JARVIS intelligent advertising automation
- Campaigns produced a 300% increase in new leads as "Interested Customers" via Facebook messenger vs. leads generated through a standard approach
- Cost-per-lead reduced by nearly 50% from \$7.5 to \$3.8
- As a result, small businesses increased the total number of Facebook ads by 30% in the past month alone
- In particular, small businesses in Shopping, Retail and Beauty and Cosmetics in USA, UK, CANADA and AUSTRALIA, showed the highest JARVIS effectiveness and doubled the number of monthly ads

Max Bluvband, Founder and CEO comments:

"The introduction of JARVIS into our platform has had a significant impact on the number of Ads SMBs are creating, but more importantly, SMBs are seeing substantially higher levels of customer engagement"

These early results demonstrate JARVIS as an effective and high performing sales and marketing tool for SMBs globally and puts AppsVillage in a strong position to deliver improved levels of customer retention and profitable growth for the Company.

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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.