



**FOR IMMEDIATE RELEASE**

**LifeWise Digital, Inc. Launches Innovative Artificial Intelligence Platform, davie.ai, Revolutionizing Small and Medium Business Advertising**

New York, N.Y. May 15, 2023 - LifeWise Digital, Inc., a leading provider of cutting-edge digital solutions, is proud to announce the launch of davie.ai, an advanced artificial intelligence platform designed specifically for small and medium businesses (SMBs). **davie.ai** is set to transform the landscape of digital advertising by empowering advertisers and consumers to connect with their ideal customers and preferred merchants, while eradicating the nuisance of spam and digital waste commonly associated with traditional digital advertising methods.

Digital advertising has long been a challenge for SMBs, with limited budgets and resources often making it difficult to effectively target their desired audience and drive tangible results. davie.ai is set to change the game, leveraging the power of artificial intelligence and user-generated training data to optimize advertising campaigns and deliver exceptional outcomes for businesses of all sizes.

By harnessing the collective intelligence of advertisers and consumers, davie.ai allows users to train the platform to make precise connections between merchants and their most valuable customers. Through a user-friendly interface, advertisers can input their business preferences and desired customer profiles, while consumers can provide feedback on their preferred merchants. **davie.ai**'s AI algorithms analyze this data, continuously learning and refining its recommendations to ensure the most accurate matches between businesses and customers.

"We are thrilled to introduce davie.ai, a groundbreaking AI platform that empowers small and medium businesses to take control of their digital advertising campaigns," said Richard DeSimone, CEO of LifeWise Digital, Inc. "Our goal is to eliminate the frustrations and inefficiencies associated with traditional digital advertising methods and provide a seamless, personalized experience for both advertisers and consumers. With **davie.ai**, businesses can finally connect with their best customers, while consumers can discover and engage with the merchants they genuinely love."

**davie.ai** not only benefits businesses but also enhances the experience for consumers. By reducing spam and irrelevant advertisements, consumers can enjoy a clutter-free digital environment and discover merchants that align with their preferences and interests.

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Key features of davie.ai include:

1. **Precise Targeting:** Advertisers can define their ideal customer profiles and preferences, enabling davie.ai to generate highly targeted recommendations for reaching the right audience.
2. **User-Generated Training:** Through continuous feedback and engagement, both advertisers and consumers help train davie.ai's AI algorithms, ensuring the platform evolves to deliver increasingly accurate matches.
3. **Elimination of SPAM and Waste:** davie.ai's intelligent algorithms filter out irrelevant advertisements, reducing digital waste and providing a streamlined advertising experience.
4. **Enhanced Consumer Experience:** Consumers can discover and engage with businesses that genuinely resonate with their interests, leading to more meaningful interactions and transactions.

LifeWise Digital, Inc. invites small and medium businesses to experience the power of davie.ai and unlock the potential of digital advertising. To learn more about davie.ai or to sign up for a free trial, please visit [www.davie.ai](http://www.davie.ai).

About LifeWise Digital, Inc.: LifeWise Digital, Inc. is a leading provider of innovative digital solutions aimed at revolutionizing the way businesses engage with customers. With a strong focus on artificial intelligence and machine learning, LifeWise Digital, Inc. aims to empower small and medium businesses by delivering intelligent and personalized digital advertising solutions.

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