KOREA

Fairytech

Fairy

Year Established	2021	Type of Business	Other
Website	http://fairytech.ai	Main Export Countries	Japan, US, Southeast asia
Domestic Customers	Hana, Lotte, Shinhan, iBK bank card, Cashwalk	International Customers	

The Person In Charge			
Name	Amy Jang	Position	CEO
Phone	+82-10-3336-2078	E-mail	amy@fairytech.ai

Company Description

Fairy boosts app monetization for Telcos and Card issuers with Ondevice AI. Our lightweight SDK captures real-time user intent outside your app, delivering 78% conversion rates. We turn fragmented behavioral data into instant revenue while ensuring 100% privacy compliance.

Product

Fairy Cashback SDK

Function and Usage

Fairy is an On-device AI engine that activates instant cashback when users browse global retailers. Our SDK detects shopping intent outside your app, triggering real-time rewards at the moment of purchase. We transform your platform into a high-margin commerce hub, turning cross-app behavioral data into immediate transaction revenue.

Marketing and Selling points

Maximize ARPU with a "Privacy-First" monetization layer. Fairy enables Banks and Telcos to intercept the shopping journey at the point of decision. With 27% CTR and 78% CVR, we deliver precision-targeted cashback that traditional push notifications simply cannot match.

The World's First Solution

We provide a **user data expansion technology** and **automated push marketing solution**, works with the new policy standard

Users enter app/website on their mobile phones

Recognizes and collects user's real-time usage of any app and website

Targeted push notifications based on recognized user activity