

2018



“The Unique path to User acquisition”



iab.

App marketing expertise: Delivered!



A dedicated mobile marketing specialist, trading now for 18 years.

- Headquartered in Singapore – globally ranked as one of the most trusted places to conduct business.

Sales and support offices worldwide;

- In the Americas, across Europe and covering India & Southeast Asia.

Laser-guided focus on large scale mobile User Acquisition (UA)

- Market leader for ‘in app’ performance advertising since 2013.

Global footprint: locations & employees



minimob
has 110 staff
running 45,000+
user acquisition
campaigns
every single day!

Why do clients market through Mobile Apps?



Global App downloads will escalate to **258 billion** by 2022

App Annie reflects a **growth of 92%** in consumer spend on Apps



Average spend by 2022 is set to hit more than **\$25.00** per user

The average person opens **40 apps** per month

Performance advertising leadership



A company that consistently drives innovation and industry growth.

Highly skilled technical and operations teams; with expertise spanning all parts of the mobile ecosystem.



Performance advertising platform (with self service and managed options)



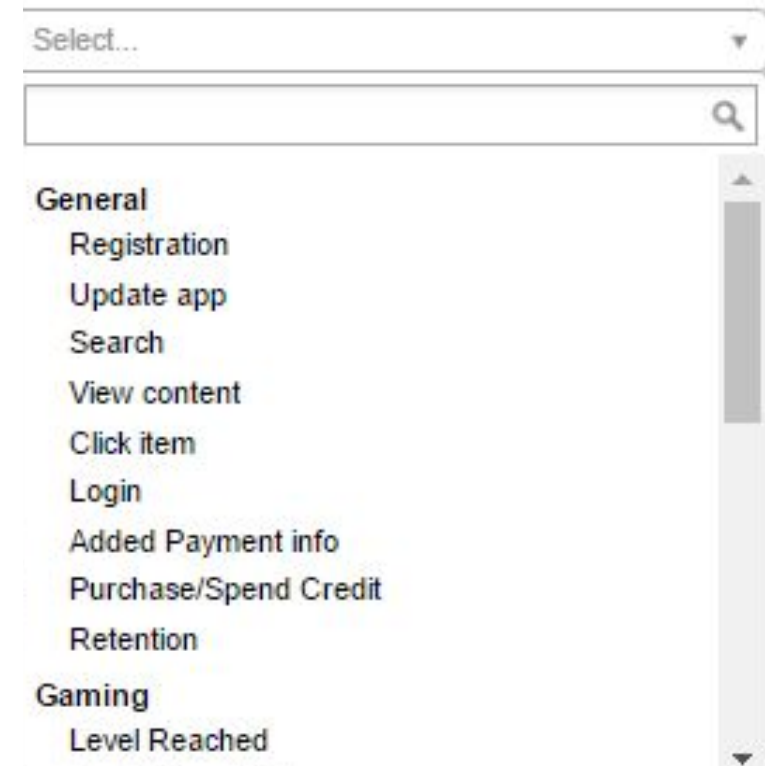
Real time optimization features enabling lightning fast response to data

Pioneering 'post install event' campaigns



Proprietary IP that changes the game for mobile user acquisition.

- Using PIE, app installs are effectively free.
- Advertisers can make a bid in real time for those in app events that really matter.
- Specify payouts will only be made for certain audited events; like making a purchase.



New platform features to enhance yield: RTB



- The Connector module realises all the benefits of **RTB** for clients running branding campaigns and much, much more.
- Campaigns controlled from a single advertiser dashboard, no need to have multiple publisher relationships or payments.
- The targeted, algorithmic management of budgets means spend can be moved efficiently between markets – based on reach and ROI. Avoiding wastage!



New platform features that work: Retargeting



- Given minimob's large-scale coverage of Android devices, it is possible to run carefully managed retargeting campaigns.
- Retargeting means the creative is designed specifically for known audience segments, and deep linked to the item on offer.
- "Lookalike" modelling allows advertisers to use compliant data as a template, thru which to expand the size of the audience cohort.



New platform features to try: minitag



- Brand campaigns carefully controlled across billions of categorized mobile and smart device advertising impressions.
- A reliable monetization option for publishers with quality traffic that work with ad tags.
- Top converting mobile offers made available.



Technical options: Easy & secure integration



JS Tag Integration

Featherweight technology

Extended functionality to all platforms

Fast & secure integration

Dynamic Content



RTB Integration

OpenRTB Version 2.3

IAB guidelines compliance

Auction-based pricing

Multiple data shared through bid response



S2S / API

Easier configuration

Fully Customizable

Fast & Responsive integration

Regularly rated in the 'top ten' Direct Publishers



TYPE: DIRECT PUBLISHER

Name	Client Adoption	Install Volume	RPI (30 Day)	Action
Google AdWords	1	1	17	Partner is enabled
Apple Search Ads	2	3	13	Partner is enabled
Twitter	3	4	6	Partner is enabled
Snapchat	4	11	11	Partner is enabled
YAHOO! GEMINI	5	20	39	Enable
affle	6	2	7	Enable
bing ads	7	45	10	Enable
minimob	8	5	5	Enable
Pinterest	9	44	27	Enable
Dynalyst	10	35	22	Enable

TUNE regularly places minimob alongside major brands in the top ten!

Case study: global trading app



Optimized campaign for one of the World's leading trading Apps

Targeting cohorts that have shown a predisposition towards currency, trading, money transfers and of course, bitcoin & crypto apps.

Successful completion of (3) events including;

- Registration of account (verified email)
- Deposit of funds (specific current amount)
- First audited transfer/trade (completed).

From 100,000 installs, 10,000 trades in 10 weeks average \$20!

- (\$200,000) revenue at (\$20,000) per week.



Case study: food delivery app



Optimized campaign for one of the World's leading food Apps

Targeting cohorts that have shown a predisposition towards pizza delivery, home food delivery and recipe boxes.

Successful completion of (3) events including;

- Registration of account (verified email)
- First food order (specific amount, EG: above \$10)
- First completed delivery (within 30 days).

From 100,000 installs, 10,000 trades in 10 weeks average \$20!

- (\$200,000) revenue at (\$20,000) per week.



Case study: social gaming app



Optimized campaign for one of the World's leading social game Apps

Targeting cohorts that have shown a predisposition towards mobile casinos, slots, bingo, fantasy games and even margin trading apps.

Successful completion of (3) events including;

- Registration of account (verified email)
- First deposit (specific amount, EG: above \$10)
- First completed player challenge (within 30 days).

From 100,000 installs, 10,000 orders in 10 weeks average \$20!

- (\$200,000) revenue at (\$20,000) per week.



Aligned with the good guys, to beat out fraud



Ultimate protection strategies for minimob advertisers.

Integrated with AppsFlyer to process all rejected events in real time.

Dedicated five person anti fraud team constantly assessing and monitoring publisher data.

All forms of passing off, through click spam and injection through to automated installs, will be reviewed and rejected.

- Advertisers only ever pay for audited events.

Brand safety measures in place to avoid dubious placement of sensitive ads, especially mobile video.



Exclusive deals for advertisers

Installs are always FREE, events are what drive your business!

Should an advertiser exclusively select minimob to run any of its UA campaigns, then special deals are available.

The key to performance campaigns are attribution partners such as; AppsFlyer, Kochava, and TUNE providing effective audit of results.

But the cost can be substantial... minimob provides an offset model to defray the cost of attributing events by up to 50% for campaigns.

- EG: run an exclusive UA campaign for three months on minimob and we will pay for the confirmation attribution partner costs (up to 50%).
- Run the campaigns for a year, and that figure can go up to 100%!



Why minimob?



We understand that advertisers are spoiled for choice!

- So, we provide an absolutely UNIQUE path to successful User Acquisition.

We know brands have many mobile advertising options available.

- So, we are the ONLY platform accepting real time bids for unlimited in app events.

We offer a comprehensive self service platform for savvy partners.

- We allow both granular and instant management of campaigns, halting publishers that don't work out & increasing options for those that do!

We also have expert management for those who prefer managed campaigns.

- Our staff are practitioners that have long track records and deep experience in both media buying and campaign optimisation.

We tailor packages for every advertiser to maximise user acquisition.

Finding the path is never easy

But minimob makes it a walk in the park.

