



Mobile Growth Powered
by AI Technology



About Us

Edge226 is a global performance-driven mobile marketing agency, laser-focused on delivering high quality user acquisition & ROI across various channels.



Technology

Innovative data-driven ad tech solutions focused on providing its clients with smart tools for quality and transparent user acquisition.

Global

Global presence across 4 offices:
New York, Beijing, Seoul, Tel Aviv.

Creative

In-house creative studio producing state of the art ad formats including banners, videos, native, playable ads & more.

Expertise

Established in 2006, Edge226 has years of experience providing data-driven SaaS ad tech solutions to app developers and agencies across the leading mobile app finance & more.

Solutions

Multi-channel user acquisition services across the major advertising platforms: Facebook, Google, Programmatic, In-app and Mobile Web.

Our Portfolio of Solutions



1

The leading programmatic mobile user acquisition & retargeting platform



Prediction Algorithm

- ▲ An AI-driven algorithm that optimizes and predicts install and post-install events (i.e. registrations, subscriptions, purchases, or any other action)
- ▲ Ensures CPI, CPA and ROAS targets are hit with **100%** transparency.



Advanced Targeting

- ▲ **1 Billion +** mobile profiles & 3rd party data to engage the right users.
- ▲ Build lookalike audiences based on existing users.
- ▲ Re-engage users to increase retention & LTV.



Direct Integrations

- ▲ **80%** of the worlds in-app traffic
- ▲ O&O and Direct Applications
- ▲ Mobile Device Manufacturers & Carrier-Based Supply



Supported Ad Formats

- ▲ Native, Playable, Rewarded Video, Video ads, Banners, Interstitial, Rich Media and more.

1

Integrated Partners

Reach quality traffic by accessing the world's leading SSPs, exchanges and direct publishers

mopub

unity

RHYTHMONE

Fyber

verizon
media

BID
SWITCH

inmobi

smaato



PubNative

mobfox

ADCOLONY

BRAVE

sonobi

Baidu



click
Bizz

sortable

ads
Gotham

smartyads

epom
ad server

district m

PULSEPOINT

START/APP



ADVANGELISTS

loopMe

VERVE

AXONIX

acuity



2

Edge Social

Edge Social manages budgets of over **\$100M** for leading mobile apps using its know-how, proprietary technology, data science, and an in-house creative lab to create highly targeted campaigns and acquire paying users.

Promotes **app growth** across Facebook, Google, Instagram, Snapchat, Twitter, etc.



Campaign Analysis & Optimization



User Level Data
Segment high performing users per vertical



Full MMP integration for real-time cost optimization and detailed reporting



Ability to both analyze performance and take actions from the same dashboard



Powerful BI: Full funnel metric for each ad across multiple media sources with high granularity to meet partners KPIs

3

Edge Studio

Our in-house creative production team builds unique experiences in video, rich media, interstitials, banners and storyboards for hundreds of clients



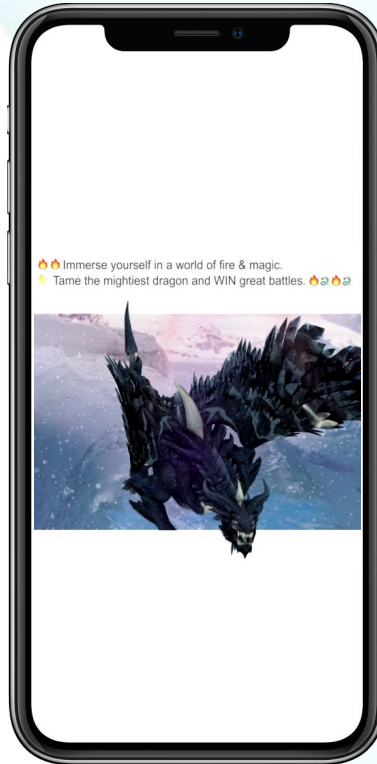
High-Impact Creative Ad Formats



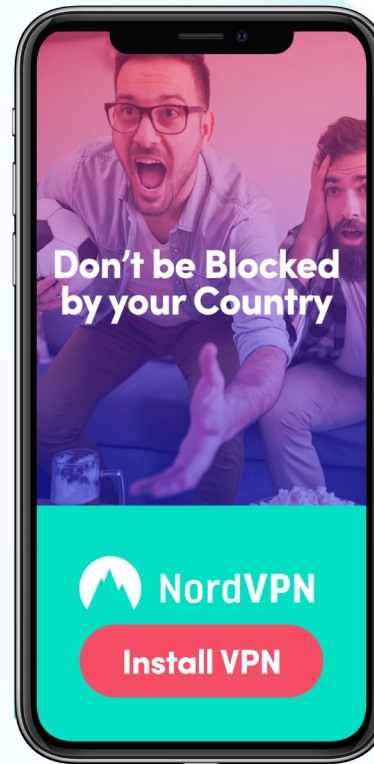
Interactive



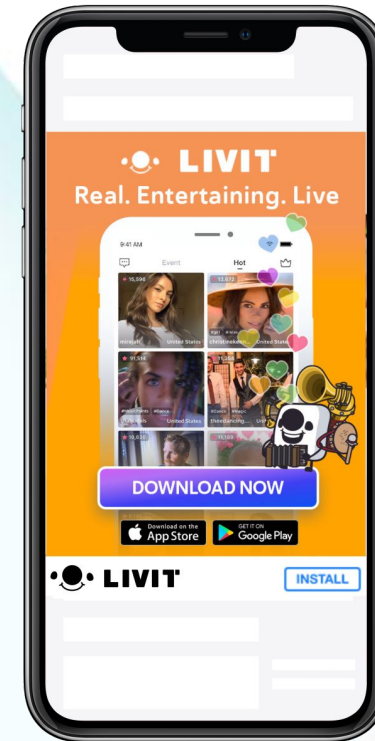
Video



Animated



Interstitial



Native



Banner

4

Edge Media

Experts in reaching strict KPIs
& ensuring high user
engagement

- Our **multiple media channels** include mobile publishers and integration with leading SDKs.
- **Post-install event tracking** to manage your full revenue funnel & improve ROI.
- Fully integrated with major **attribution partners**: Appsflyer, Adjust, Branch, Kochava & Singular.
- Proactive **fraud management & quality standards** with our anti fraud providers (24metrics, Fraudlogix, Protected Media) to ensure clean traffic.



Install



Added Info



Pin
Verification

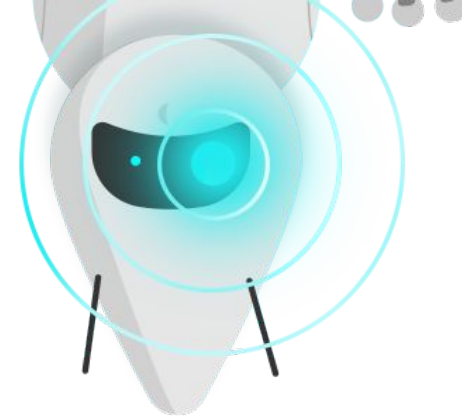


1st Ride

5

Edge Tracking

White label tracking solution for advertisers and agencies, designed to deliver maximum value at large volumes.



KPI Management

Optimize according to your goals with a focus on post-install actions.



AI-Driven Automated Processes

AI for automatic matching between advertiser campaigns and traffic sources



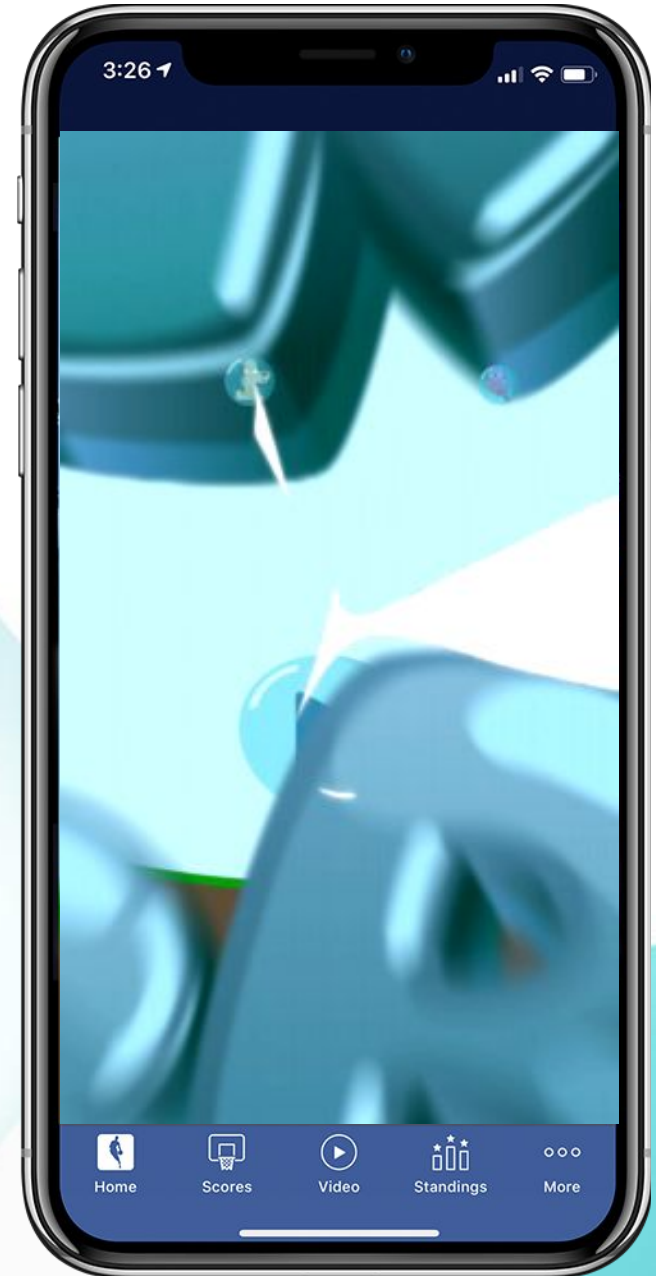
Embedded Security Module

Benefit from anti-fraud detection tools, transforming insights into action

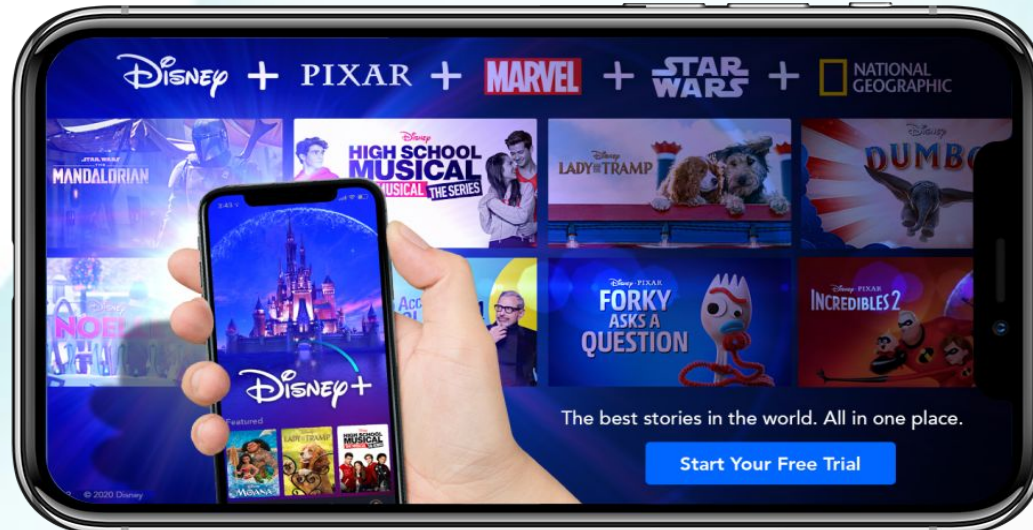
6

Owned & Operated Apps

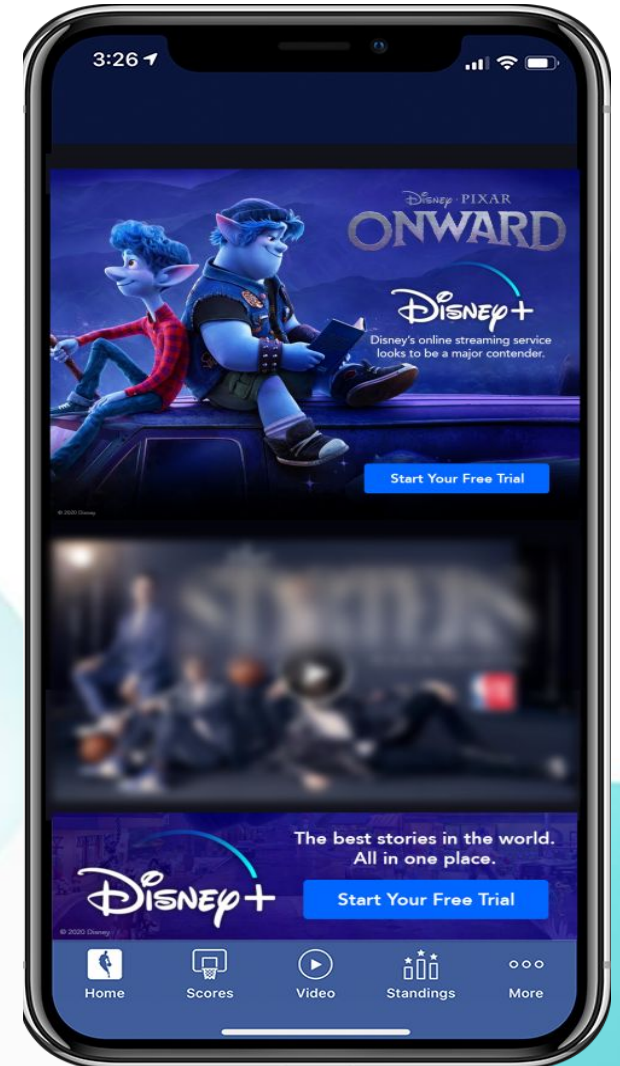
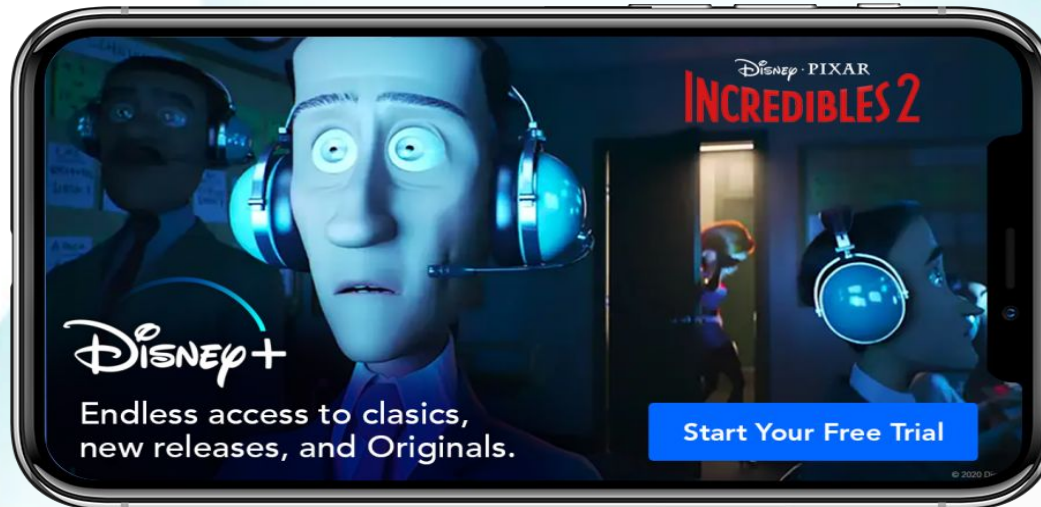
We have developed & continue to develop our own apps in-house, as we use them to stay ahead of the curve both in user acquisition and monetization.



Powerful In-App Banners+Native



Powerful In-App Banners+Native



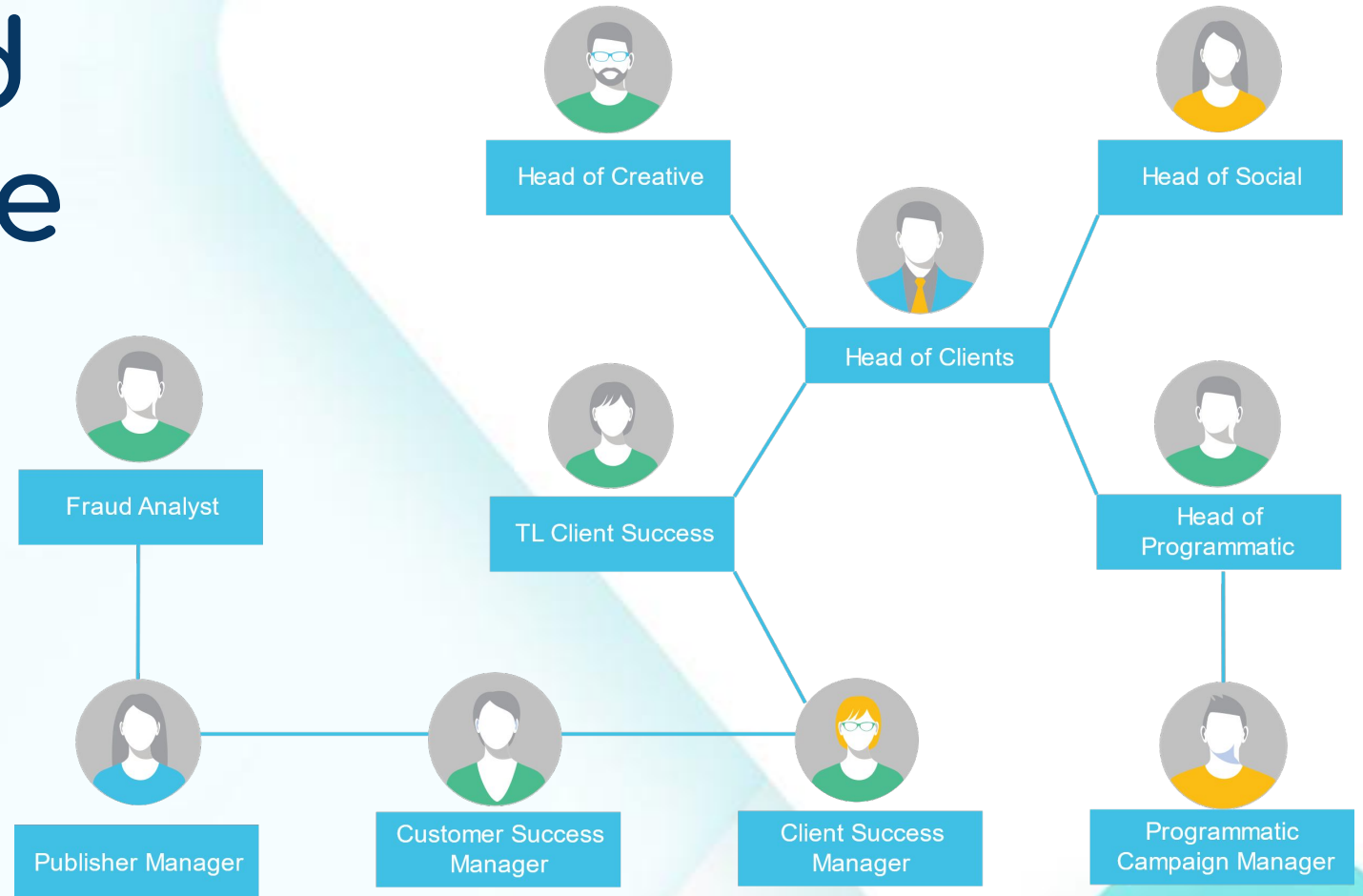
Powerful In-App Video



Our Dedicated Team Structure

We act as an extension of your user acquisition team.

Digitally savvy professionals possessing a strong analytical mindset that allows us to effectively measure performance and implement data-driven optimizations to exceed client KPIs.



Our Trusted Partners

Driving in-app revenue, user engagements and valuable transactions for partners in all regions

La Redoute





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