



REACH NEW HEIGHTS



A DIVISION OF



ABOUT US

With an experience of over 6 years in the mobile User Acquisition industry, assisting to over 100 app developers worldwide to achieve their mobile marketing strategy, we have brought our market expertise to the highest level.

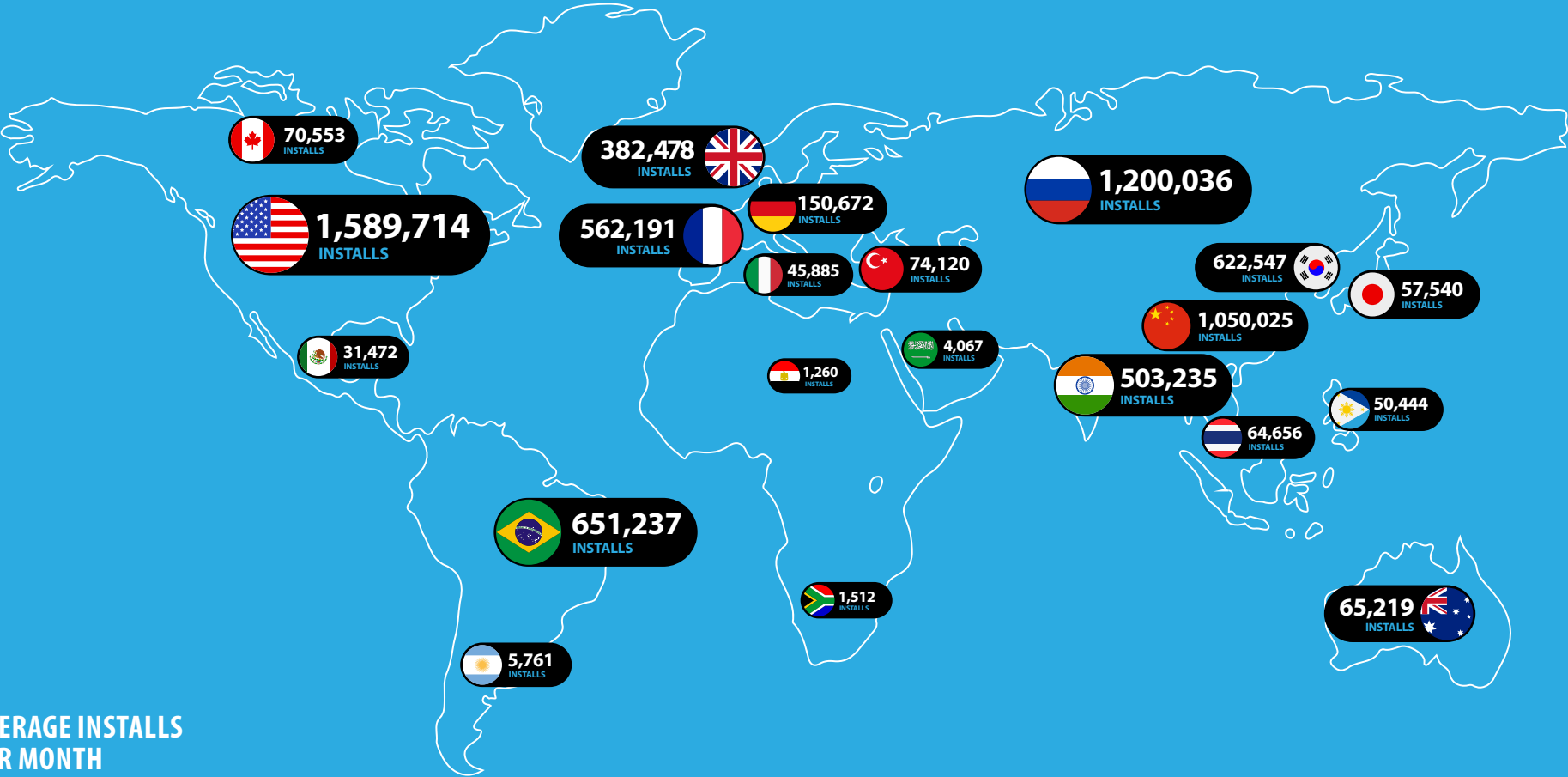
Mobilda provides highly targeted worldwide user coverage through direct media such as In-App monetization solution, Video inventory, proprietary RTB platform and Native ads. Our LTV analytics platform enables us to leverage our DMP to maximize the performance and reach KPI goals within short period of time. All of our technology solutions are developed in house, including our advanced ad-server, reporting dashboard, monetization solutions and Mobilda Studio for creative solutions. All of the above offer our partners a comprehensive solution for all of their needs.

Mobilda operates five separate teams to handle various challenges rising from unique needs of each market, such as EMEA, North America, Latin America, APAC, Russia and CIS countries.



WORLDWIDE TRAFFIC

OBTAIN ACCESS TO HIGHLY TARGETED AND OPTIMIZED TRAFFIC FROM ALL OVER THE WORLD



↓
AVERAGE INSTALLS
PER MONTH

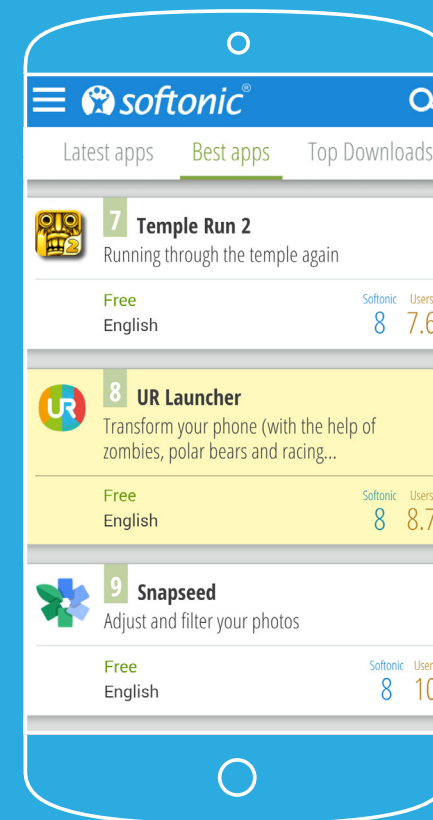
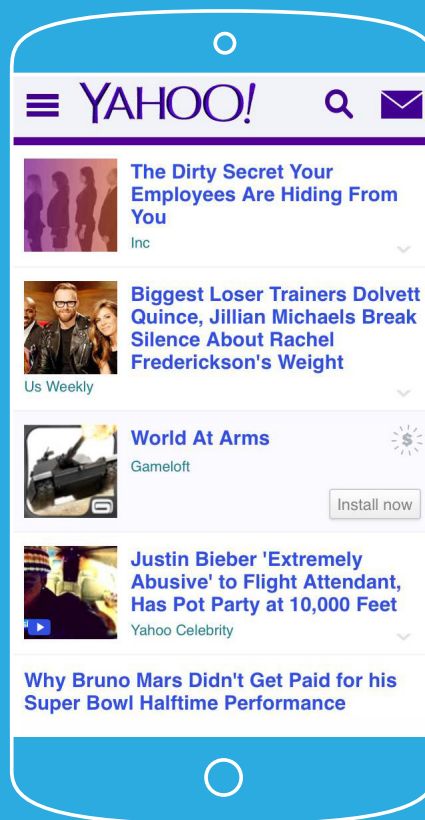
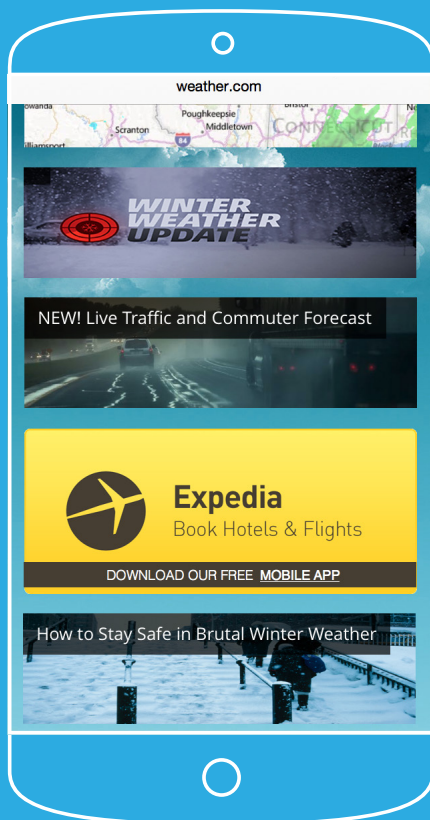
TRAFFIC SOURCES - IN APP MONETIZATION

Mobilda operates a proprietary monetization solution, called Mobilda Logic, which is based entirely on our advanced ad-server and is used by app developers and mobile websites from various categories. Such solution allows us to offer unique and hyper targeted outreach and a precise audience segmentation to our partners. The entire process of campaigns set-up is fully automated and is designed to be linked only with the most relevant sources based on the machine learning mechanism implemented in our platform, and leverages our prior experience with similar apps.



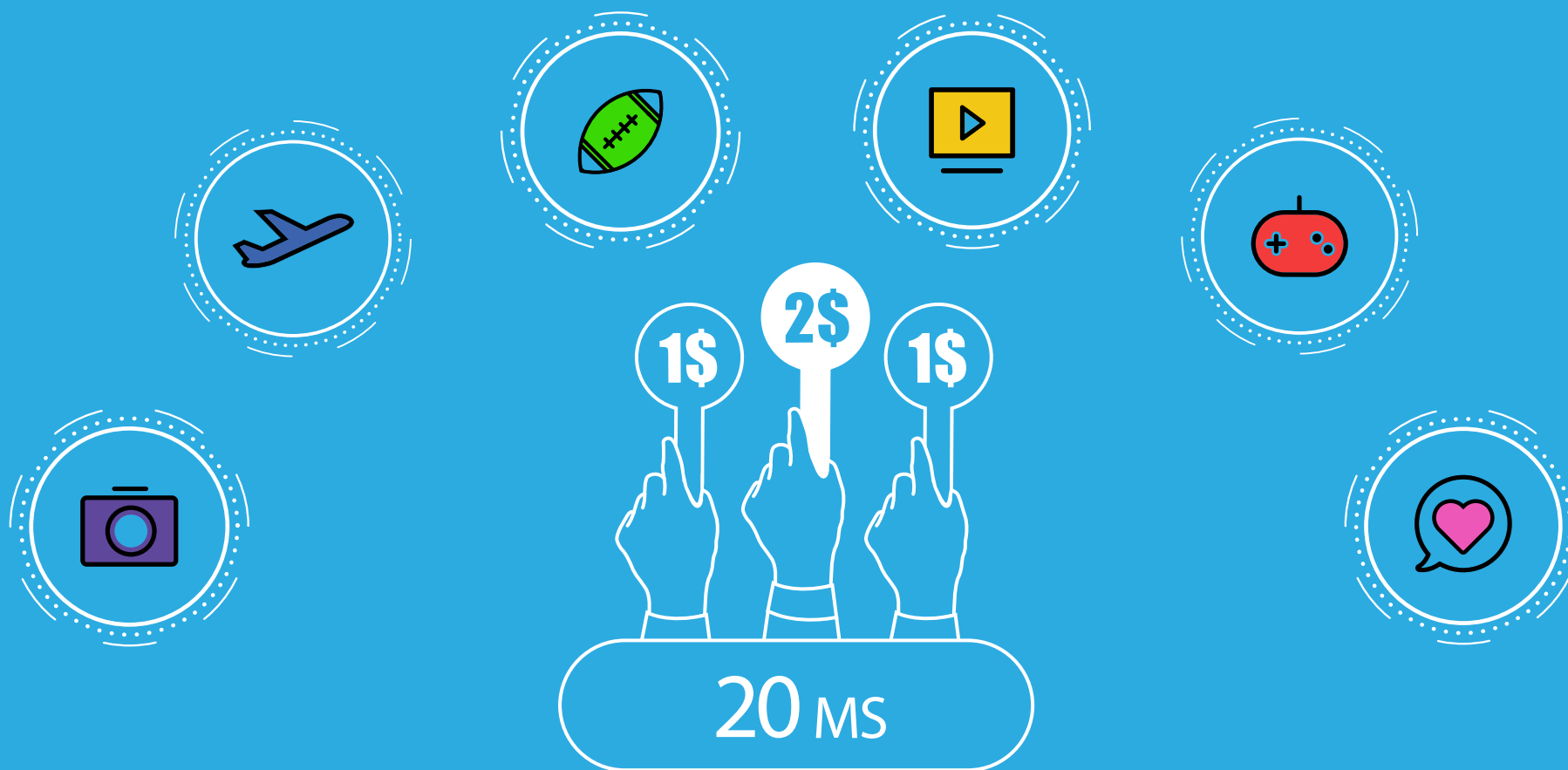
TRAFFIC SOURCES - NATIVE ADS

Social studies show that the majority of individuals embrace soft content ads rather than traditional advertising. Mobilda offers you to promote your products in popular mobile applications and mobile sites, using a combination of advanced algorithms and creatives with seamless integration. With Native Ads you can increase your revenues by supplying users with non intrusive advertising.



REAL TIME BIDDING

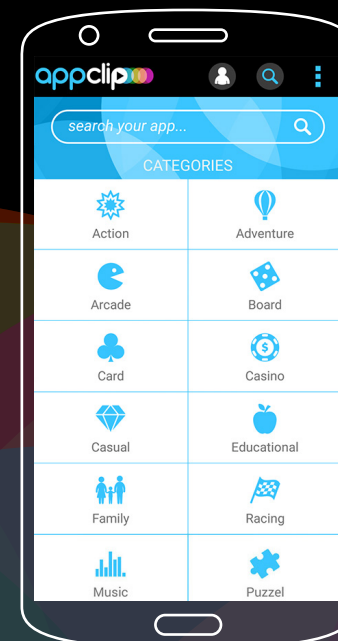
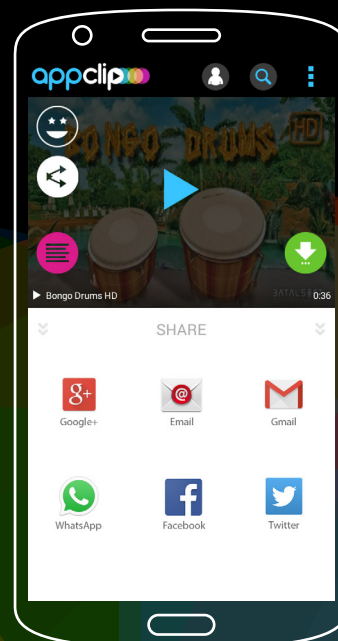
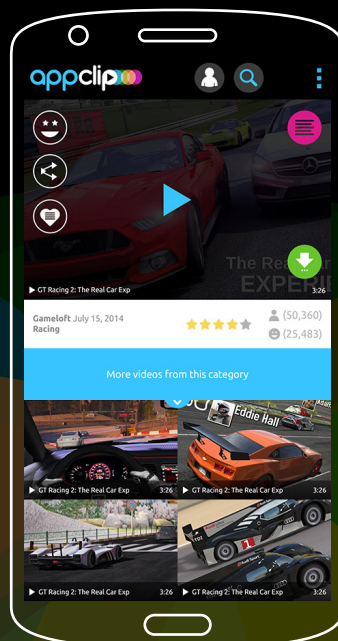
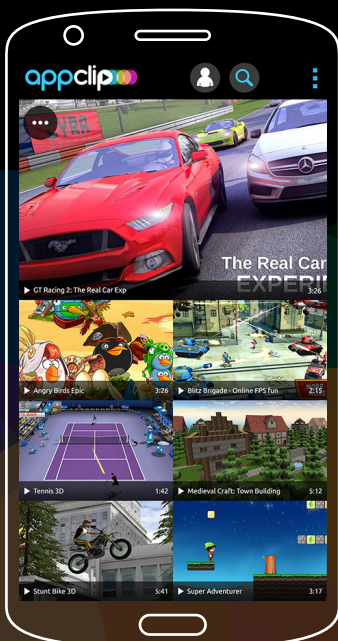
We have developed unique methods and solutions for media buying and performance advertising. We utilize our proprietary prediction algorithms to allow optimal pairing between users and channels. This sophisticated BI mechanism assists the dynamic Real Time Bidding auction, allowing us to reach our partners' quality and quantity KPIs.



MOBILDA LABS - APPCLIP

OUR NEW APP TRAILER DISCOVERY ENGINE

AppClip is a revolutionary solution for anyone who has always wished to find apps and games quickly and easily. With AppClip, users can browse through thousands of apps and games trailers and catch previews of them, before purchasing or downloading them. AppClip offers cross platform support, amazing user experience and easy, intuitive navigation.



CASE STUDY



socialpoint



BACKGROUND



Social Point is a leading mobile games developer of simulation and casual gaming verticals. As a major player in the gaming industry, Social Point were looking for instant buying of engaged users on western markets and push for success with their main title Dragon City.

CHALLENGE



Generate 1000 installs a day at US, UK, CA and AU for both OS's. In addition, standing on high levels of users engagement and optimize towards Totutorial Completion > 70% and a minimum of 10% seven days ROI.

SOLUTION



Build an app promotion plan based on a big data analysis and past campaigns results from MMG's LTV system. Users profiling was made according to clients ideal users characteristics Males (15-34 Years Old) and Simulation Gamers using high end devices.

RESULTS



While maintaining high levels of users engagement and a average 7 days ROI of 12.2%, Dragon City campaigns installs are rising gradually on a monthly basis for both Android and IOS promotions.

CASE STUDY

UBER



BACKGROUND



Uber is a transportation app that makes ordering a taxi more efficient. Users can order rides from everywhere, at anytime for competitive prices. Uber managed to transform the taxi services market and today is one of the industry's dominant players.

CHALLENGE



Promote the Uber mobile app for iOS and Android. The main purpose is to acquire highly active users. The campaign's KPIs are two folds:

1. At least 25% post-install first-order.
2. Optimal first-order rate as close as possible to 40%.

As a primary condition for launching the campaign, the client required we pass the source name for each click. This is an unorthodox level of transparency to which we obliged.

SOLUTION



Identify the most relevant audiences within major cities and population clusters during rush hours and major events (sports events, concerts, etc.) through audience profiling and programmatic buying. The main target audience focuses on males and females, aged 17-45.

RESULTS



Sophisticated smartphone users who aren't afraid of making online purchases and are looking to save time and money by leveraging modern utilities. A unique technological solution was implemented to meet our partner's transparency request.

TARGETING

Our internal user data recognition mechanism allows our Logic ad-server to implement hyper targeting capabilities such as audience segmentation, location based targeting, app presence recognition, interests and any device agent parameter. Being a technology leader in the mobile performance industry, all of our capabilities are based on Mobildas' own technological innovations.

AMONG OUR TARGETING CAPABILITIES ARE THE FOLLOWING PARAMETERS



APP PRESENCE



OS VERSION



CITY



AD POSITION



IN-APP VS WEB



**HYPER LOCATION
GPS BASED**



CARRIER



TIME OF THE DAY



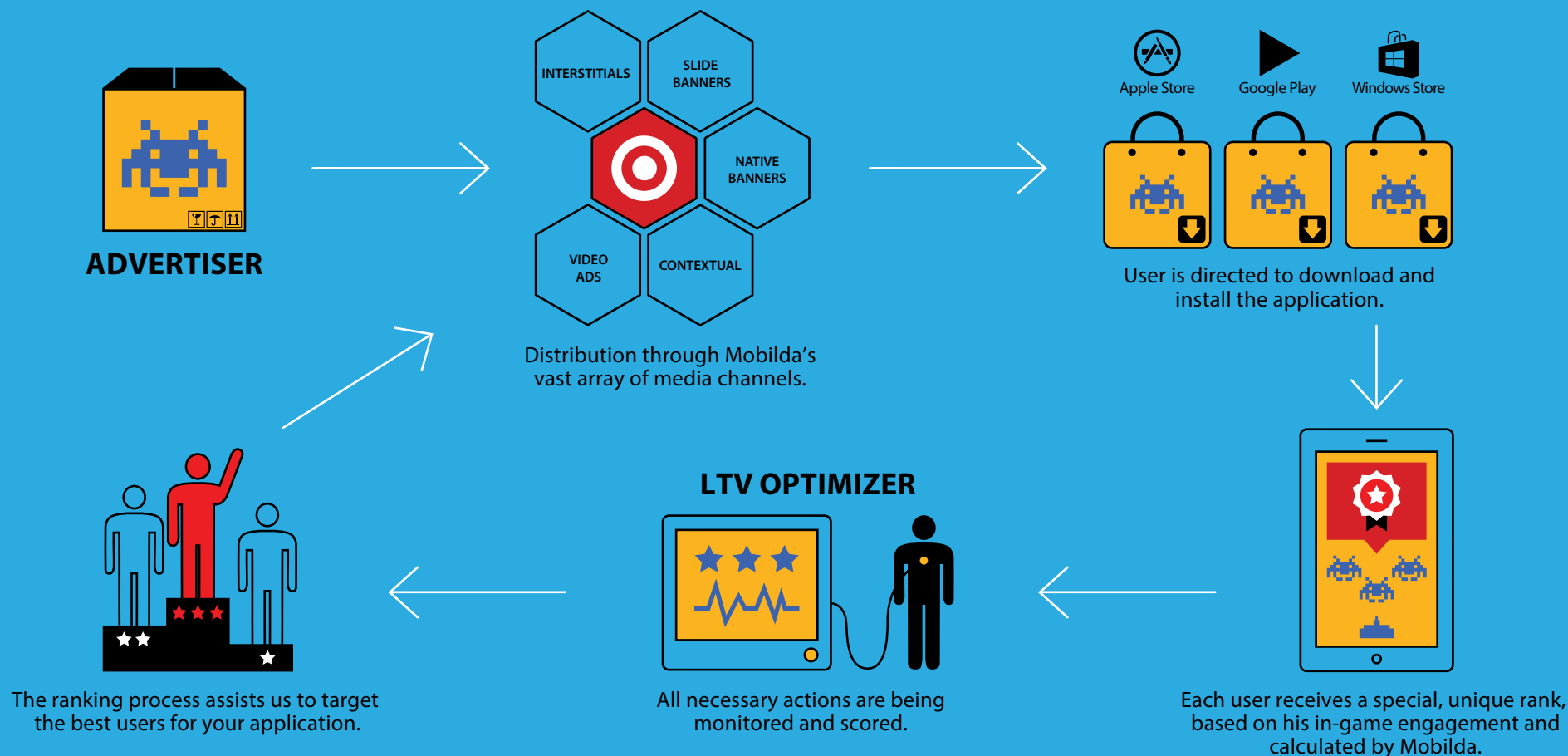
STORE CATEGORY



**DEVICE
MANUFACTURER**

MOBILDA'S LTV OPTIMIZER

Our post install event based analytics allows our platform to automatically optimize our performance to reach the target KPIs and to maximize the apps' loyal users base.



MOBILE VIDEO RETARGETING TECHNOLOGY

Nowadays, many app developers make their release and reach bulks of users who install the product, yet are not highly engaged with it. The Mobile Video Retargeting System allows advertisers to retarget users who have just installed a new app or are not highly engaged. Once the right users are reached, the system sends them relevant videos that encourage them to re-engage with the app and increase their chances of making in-app purchases and reaching in-app events.



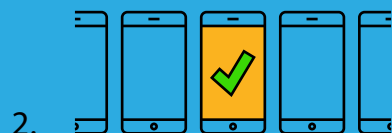
User installs developer's app on their device.



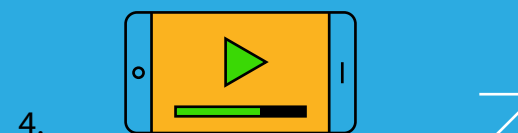
MMG Video RTB engine automatically and seamlessly starts bidding on the specific user across the network.



Users become more engaged with the application.



Developer automatically sends MMG the new device ID.



MMG Video Player wins the impressions and displays tutorial video ads to the user.

MOBILE TRACKING

FULL INTEGRATION WITH ALL TRACKING PLATFORMS

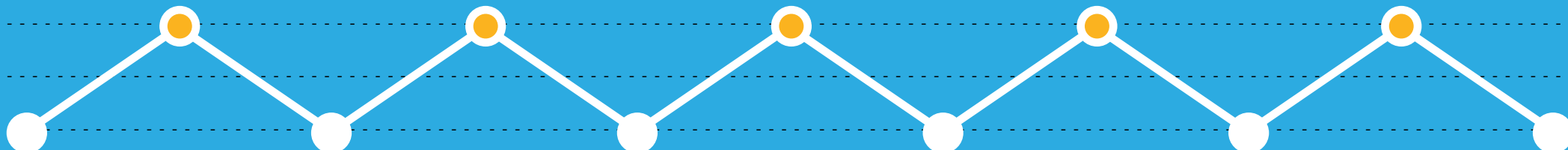
TUNE

AppsFlyer

adjust

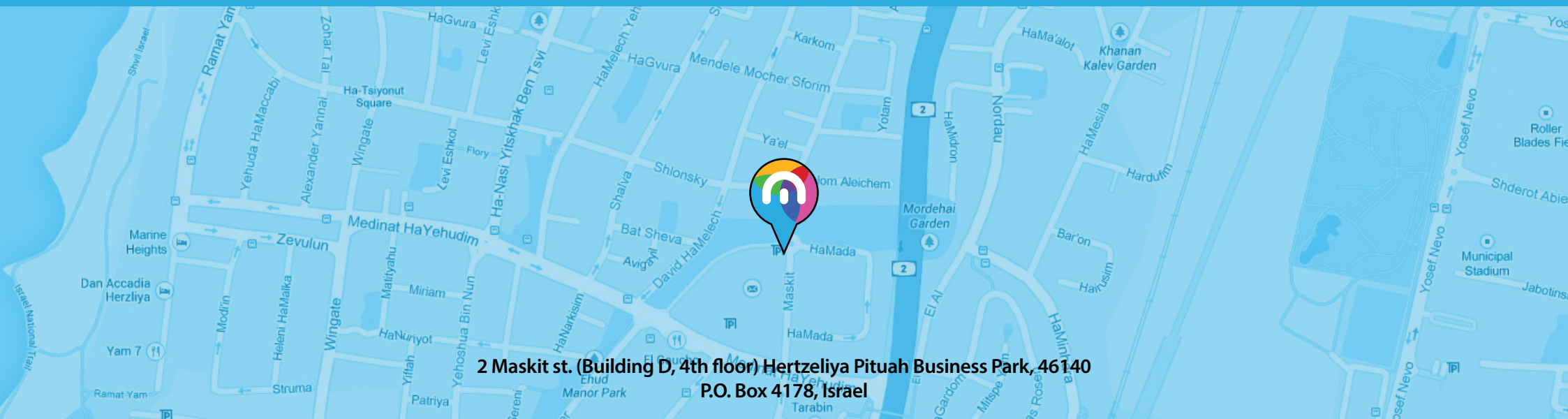
★ KOCHAVA ★

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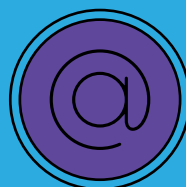


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