



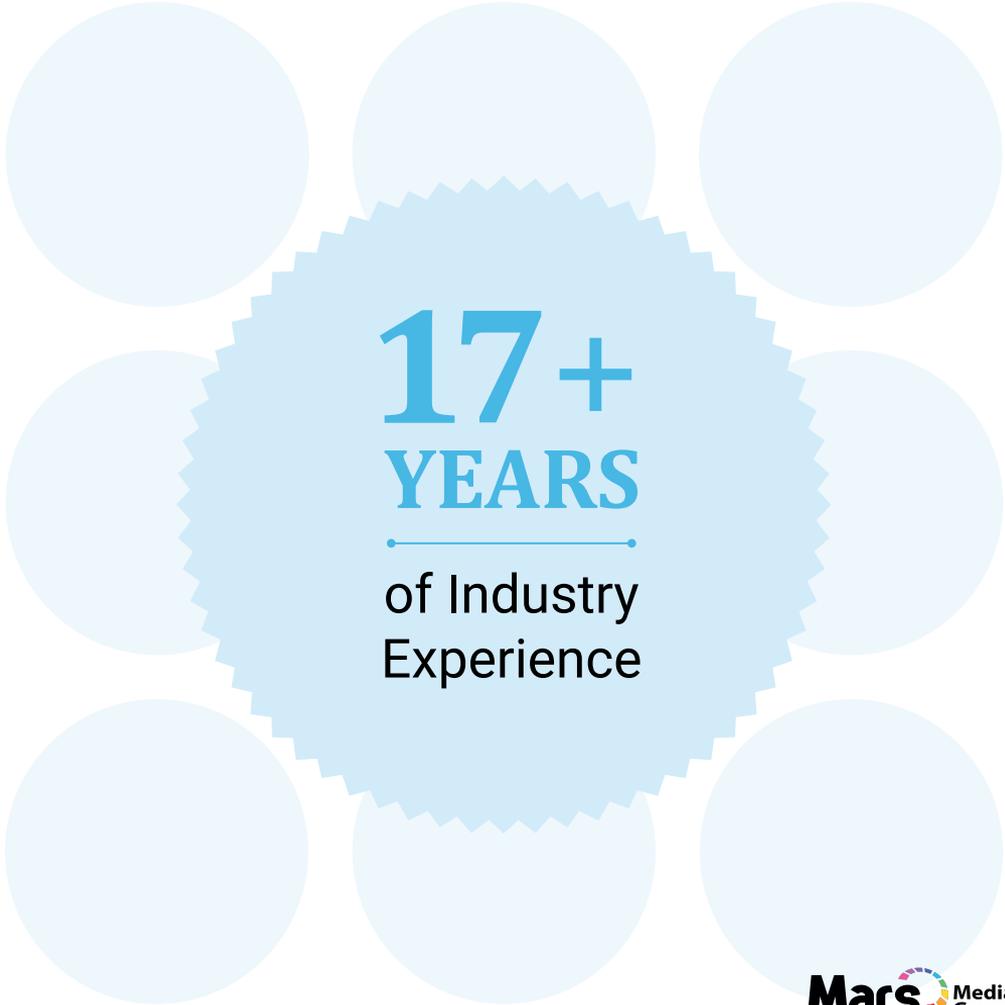
MOBILE PERFORMANCE MARKETING

Always stay one step ahead

ABOUT US

Since established in 2005, Mars Media Group has become a professional within its industry and a leader in the AdTech and digital marketing world. Using our own proprietary technology and DMP (data management platform) we enable programmatic and data based decision making capabilities by collecting, organizing and activating data from various sources allowing business to gain unique insights and exceed KPI's.

Additionally, we provide advanced performance marketing strategies in the online digital space, with our sophisticated and innovative technology that is operated to arrange and buy media and to connect businesses with the western consumer in the most effective and efficient way achievable.



17+
YEARS
—
of Industry
Experience

OUR SERVICES



Cross-Platform Reach

- We connect advertisers with their core audience on a large scale & reach, via BI based technology, on multiple media channels.
- Relying on advanced data, readily available through our proprietary DMP, we move swiftly and knowledgeably through all available sources, continuously optimizing towards KPIs.



Business Strategy- Road Map Planning

- Our BI and campaign management teams provide data based insights, leading-edge profiling and targeting parameters.
- Devise and execute campaigns, ongoing optimization with **down-funnel optimization**.



Audience Targeting

- We capture over 200 user data points (OS, Carrier, Category, Demographics, Location and Time).
- Provide access to highly segmented target audiences with real-time continuous optimization to help partners reach exact audience.



Creative Diversity

- In house creative studio for campaign support.
- Creative design optimization to match findings from our analytical team.

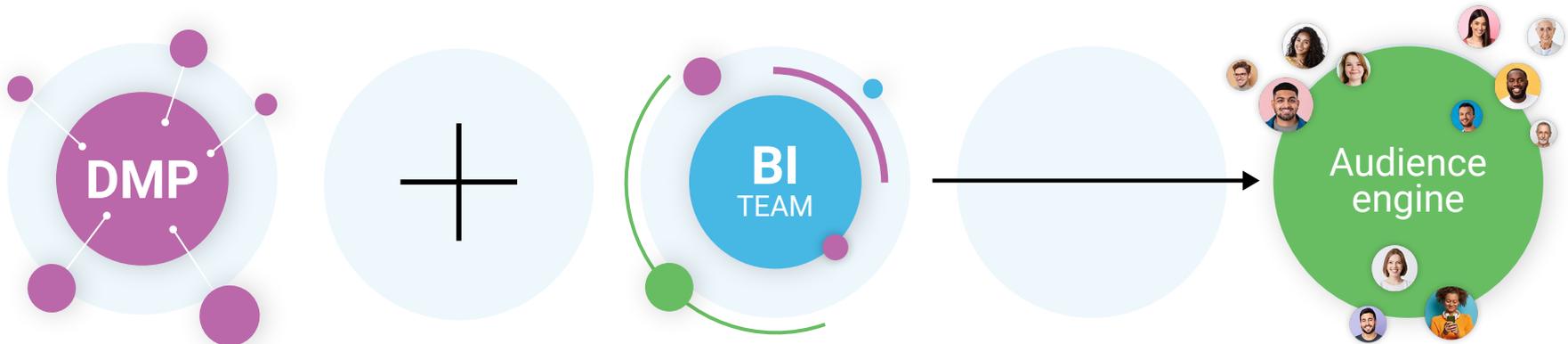
DATA BASED DECISIONS

Transparency & BI:

We provide partners with fully transparent data and insightful information on campaigns' conduct and media-buying processes - harnessing knowledge and exclusive data, generating full-transparency and detailed analytics for effective growth.

Effective & Powerful Insights

Our experienced BI team, cutting-edge DMP technology and DSP are leveraged in real-time reporting to fully grasp and comprehend all aspects of the performance of each campaign in the most efficient and effective way.

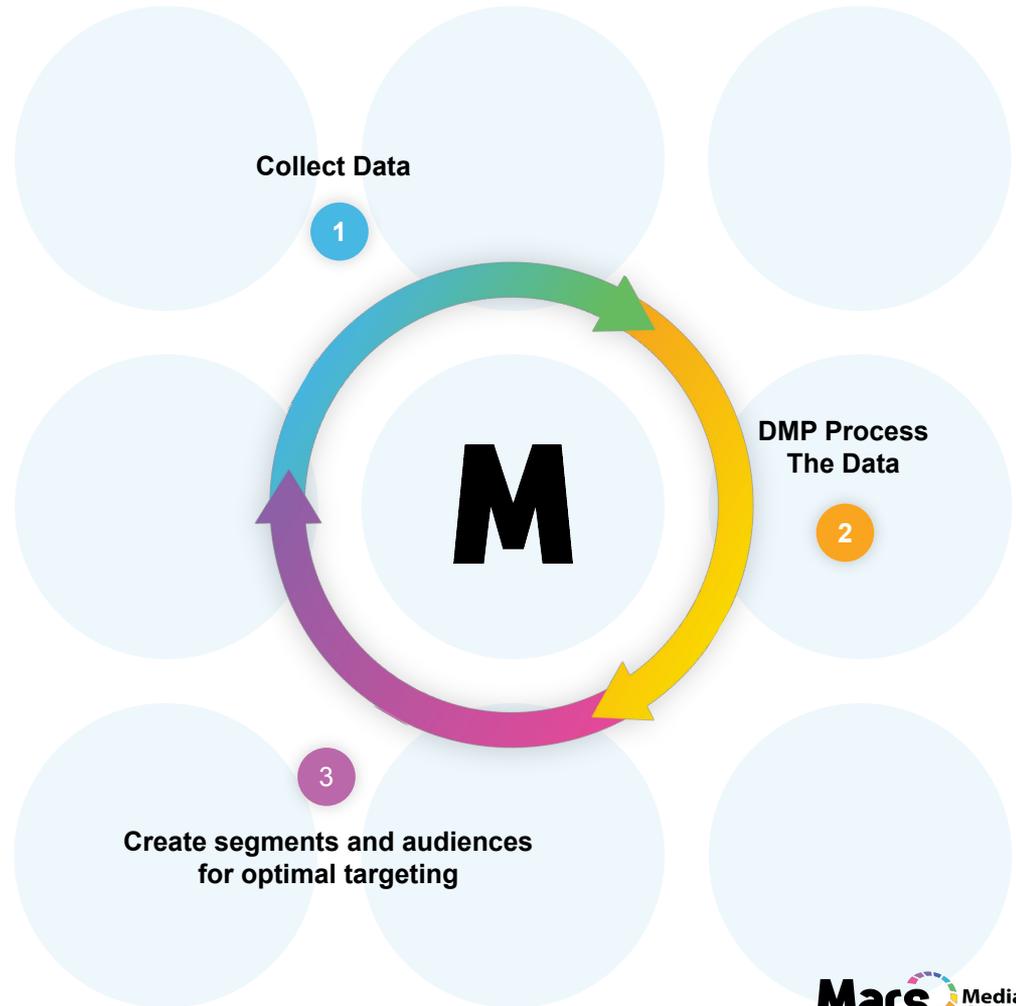


AUDIENCE ENGINE & ROBUST DMP

Our advanced proprietary DMP collects data from multiple sources, creates diverse audiences for granular targeting capabilities, produces intuitive and manageable insights.

Our advanced audience engine enables us to:

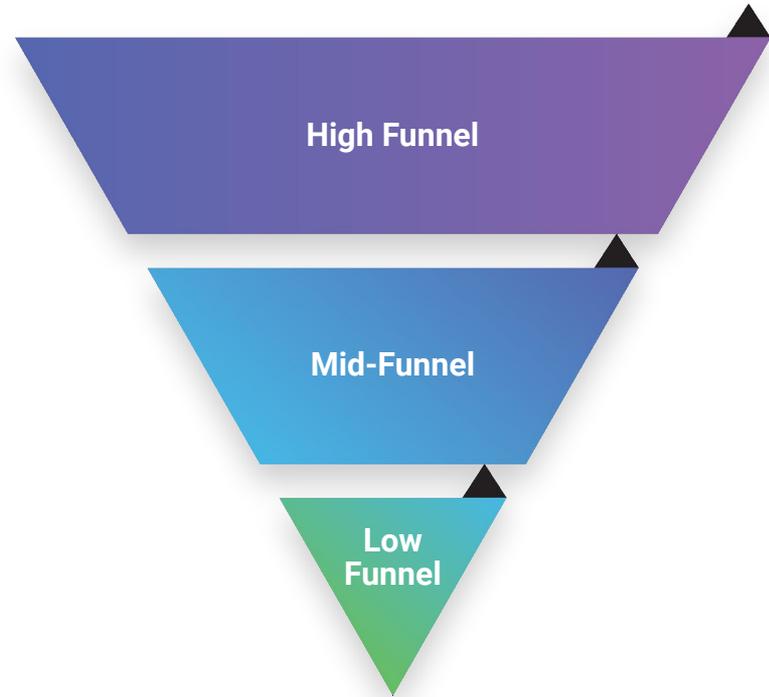
- Gain unique customer insights with full transparency.
- Target relevant audiences at accurate times.
- Enhance campaign performance and engagement.
- Raise conversion rates and ROI, including down-funnel AI & Data based optimization.
- Access Real-Time Reporting.



AI BASED DEEP OPTIMIZATION

We track and optimize beyond the install event, to maximize user value and ROI.

Make sure you segment your funnel and let our robust campaign management technology do all the work - we'll reach your exact audience at the right time at the right price.



OPERATIONAL BUSINESS INTELLIGENCE

Our BI analysis, performance-oriented technology, and risk management tactics, delivers over 200K high-quality mobile-app installs daily while surpassing partner's KPI goals.

Our BI team leverages tools and raw data available in order to:



Produce accurate predictions.



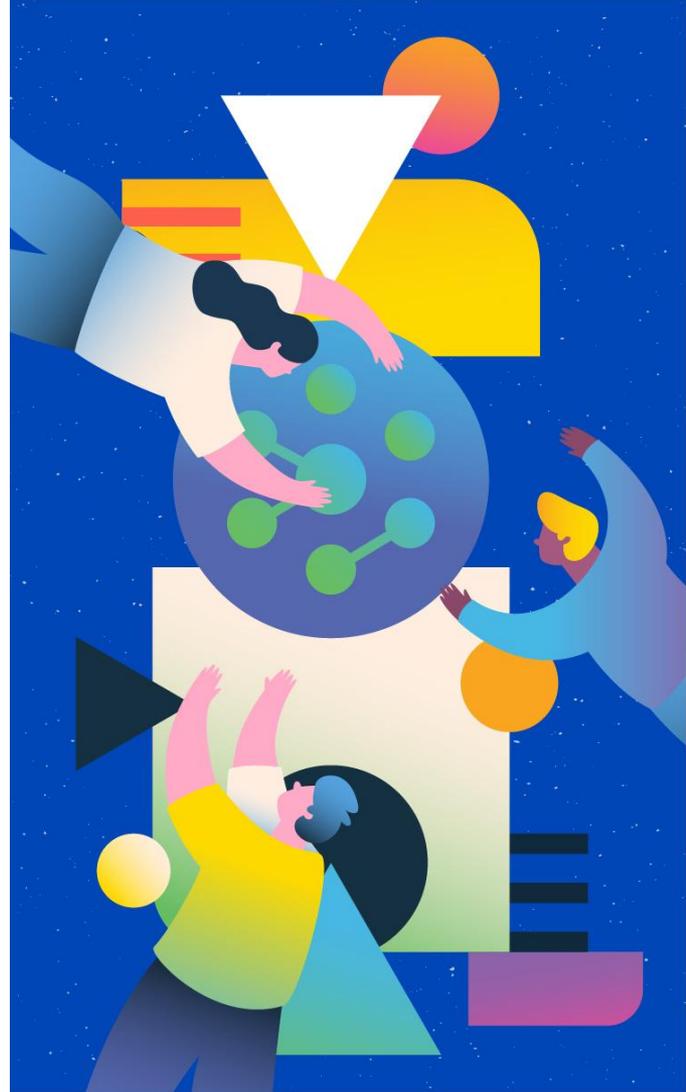
Generate real-time optimization reports.



Identify suitable environments to yield the highest ROI.



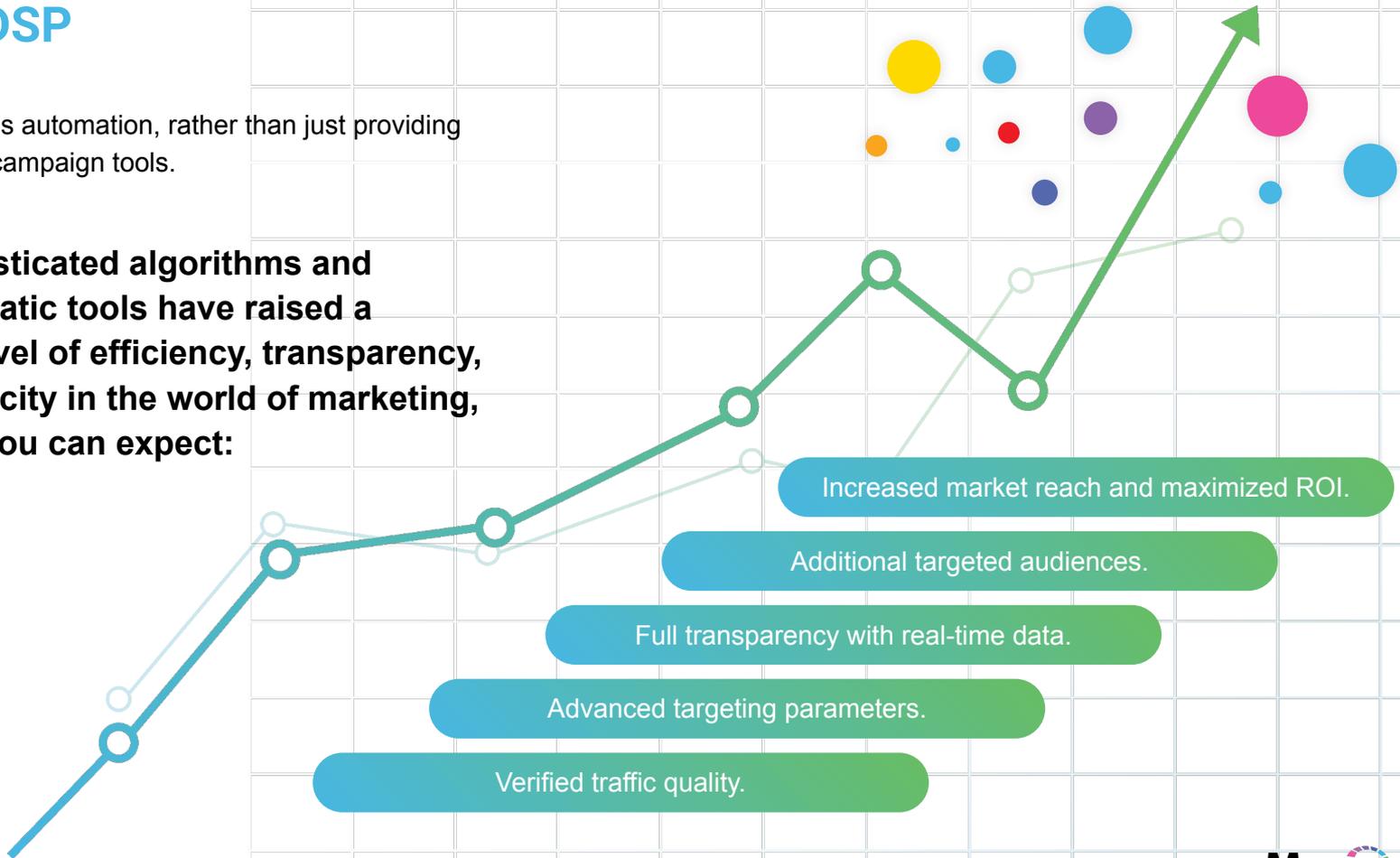
Ongoing development of our campaign management platform.



MARS DSP

Our DSP drives automation, rather than just providing standardized campaign tools.

Our sophisticated algorithms and programmatic tools have raised a pristine level of efficiency, transparency, and simplicity in the world of marketing, to which you can expect:

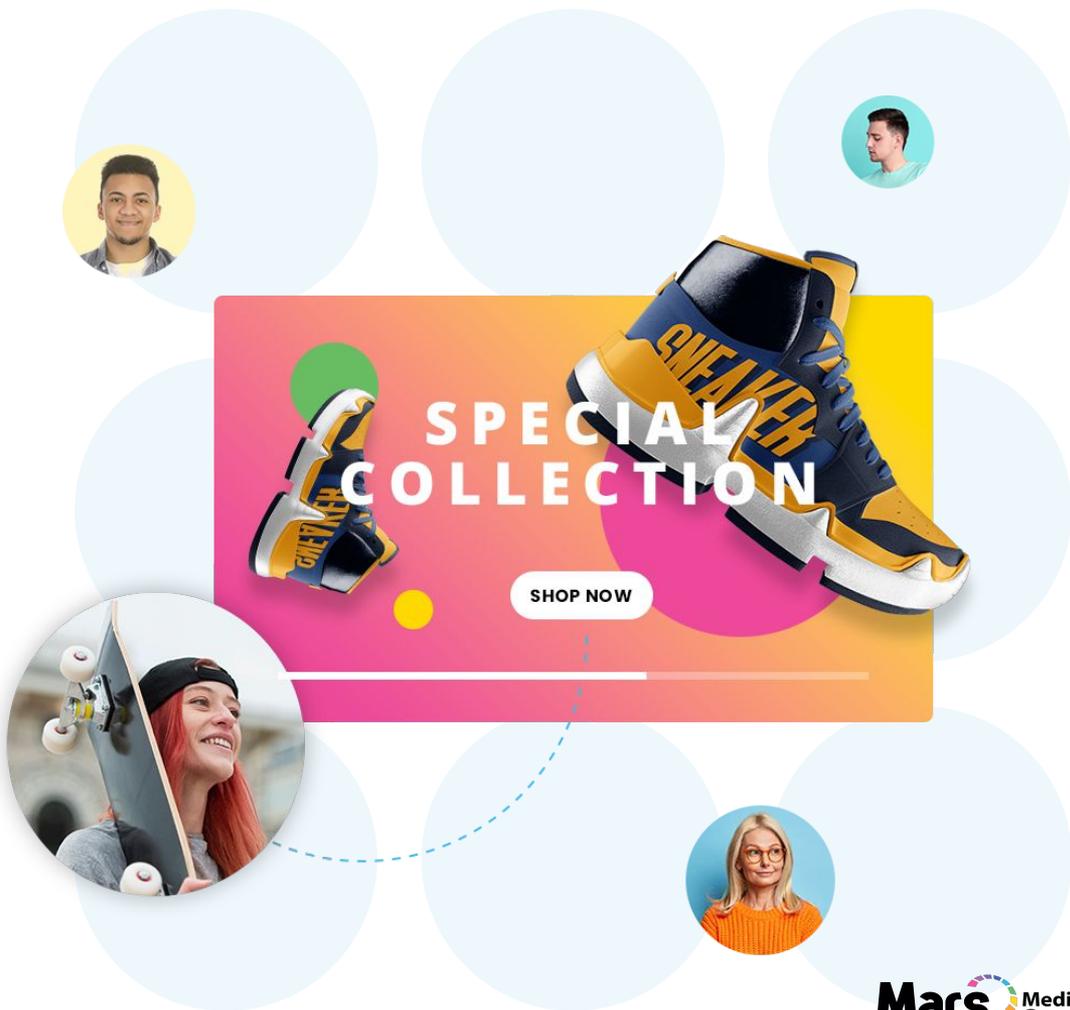


DISPLAY & VIDEO PROGRAMMATIC MARKETING

We specialize in buying media effectively, by utilizing our advanced technologies and smart audience segmentation.

Using our proprietary technology and AI engine, our campaigns can effectively make, quick and efficient data-based decisions leading to:

- Optimized and effective results in the programmatic space.
- Increased ROI.
- Unique customer insights.



AUDIO MARKETING - INCREASE YOUR REACH VIA AUDIO ADS

A study showed that global podcast listening has increased by 40%, ushering a new opportunity for the marketing industry.

Our audio marketing solution allows advertisers to:



Significantly increase audience reach .



Integrate ads via a distraction-free environment.



Enjoy incredible performance, our numbers show an average of LTR > 90%!



Integrate your brand into the massively growing In-Gaming Audio placements experience increased ROI.



AUCTION-ADS FOR TIKTOK

As a TikTok marketing partner we offer exclusive access to TikTok's Marketing API, making its 'fully white labeled package' available to our partners who wish to expand their offering. Our TikTok management campaign services offer seamless BI & Automation, In-house DMP, granular targeting, and leverages smart technology, that help to:



Reach maximum ROI.



Access Real-time reporting.



Reach most accurate audience that are most likely to engage, to raise brand awareness and grow sales.



Advanced audience segmentation.

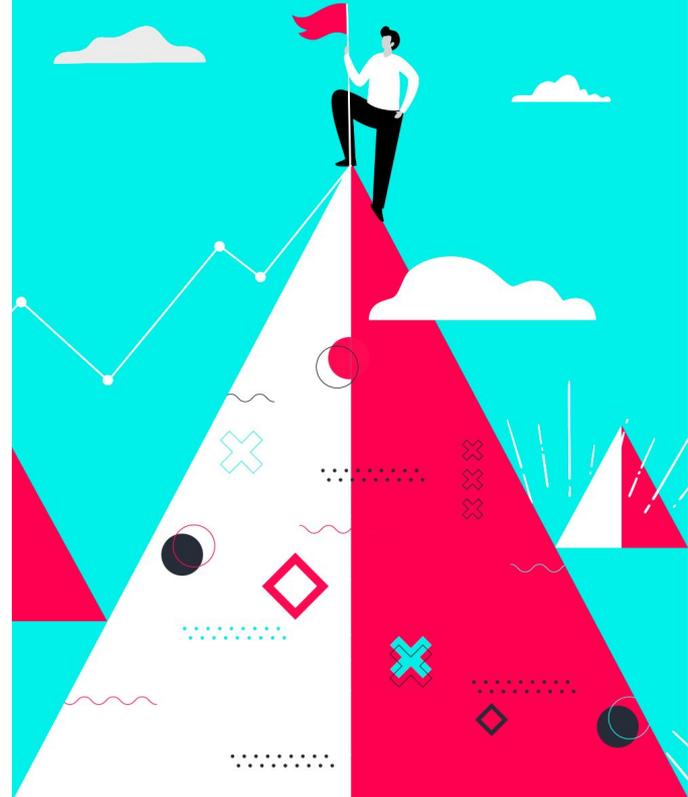


Smarter media buying decisions.



Track performance.

AUCTION ADS



APPLE SEARCH ADS

Apple Search Ads helps people discover your app, matching the right customers with your app at the right time.

As part of our solution, we provide our clients with ASO reports and recommendations to improve campaign strategies by reviewing and optimizing KPI's for better campaign performance.

- Keyword Analysis.
- Competitor Analysis using proprietary tools.
- API connection.
- Automatic Keywords creation.
- Keyword level Creative A/B testing.
- Automated optimization & Bid Adjustment.

**Our
solution**



Technology

- KPI driven.
- Predictive AI learning tools.
- Competitors analysis.
- Retargeting.
- A/B testing.
- Keyword analysis tools.
- APP page review.
- Live reporting.

TRAFFIC SOURCES

And trusted media partners

Our traffic is sourced and supplied from both direct publishers, Major SSP's, SDK's and exchanges, here are some of our trusted media partners and traffic sources:



FRAUD PREVENTION & BRAND SECURITY

Our real-time fraud detection tools ensure that all traffic generated from ads serving to the app install are real users; meet our partners and advanced solutions:



let's get the ball rolling,

Contact us today and take a
step closer to reaching your
full potential!

performance@mars.media

