Being a part of Mars Media Group and with an experience of over 7 years in the User Acquisition Industry, Mobilda has brought its Mobile Market Expertise to the highest level all the while assisting over hundreds of app developers and advertisers Worldwide build tailor-made Optimal Marketing Strategies.

Our Tech Driven approach propels us up the online media leaderboard as all of our marketing tools are developed in-house. In fact, Our in-house Monetization Solutions allow us to partner up with direct media sources such as app-developers, Site Owners, Premium Video inventory platforms, a proprietary RTB platform and lastly Mars DMP providing accurate data for precise users targeting. On top of providing high targeting capabilities, our DMP is directly connected to our Smart LTV analytics system thus maximizing campaigns performance and reaching KPI Goals efficiently and rapidly.

The Online Advertising environment is dynamic, users are constantly evolving and so are we! As such we are proud to present our new marketing strategies based on Data Science Analysis: EBM, LBM and ABM. Completing this comprehensive one-stop marketing solution is our Creative Studio designing successful unique ads for different promotions. Equally crucial Mobilda’s teams are built to be able to face the unique needs and demands arising from different markets all over the world with native Account Managers from Europe, North America, CIS, APAC and LATAM.
WORLDWIDE TRAFFIC
ACCESS PREMIUM HIGHLY TARGETED AND OPTIMIZED TRAFFIC FROM ANYWHERE IN THE WORLD

2017 AVERAGE INSTALLS PER MONTH

- Canada: 270,553
- United States: 1,589,714
- Mexico: 31,472
- Brazil: 651,237
- United Kingdom: 682,478
- France: 302,191
- Germany: 350,672
- Russia: 900,036
- Italy: 55,215
- China: 1,202,547
- South Korea: 1,050,025
- Japan: 314,540
- Turkey: 74,120
- India: 253,235
- Poland: 4,067
- Netherlands: 74,120
- Bangladesh: 45,885
- Indonesia: 75,786
- Philippines: 64,656
- Thailand: 82,429
- Australia: 165,219
IN-APP MONETIZATION
- Advanced Monetization Solutions.
- Automatic Campaigns set-up Based on Machine Learning Mechanisms.
- Precise Audience Segmentations.

NATIVE ADS
Promote your products through popular mobile apps and mobile sites, based on a combination of Advanced Algorithms and Creatives. Our Native Ads options increase User Acquisition via non-intrusive Ads.
PERFORMANCE CAMPAIGNS ON GUARANTEED CPI

It is a dynamic world out there, Social Media and other platforms are BOOMING! SO ARE WE! We have recently built an experienced team specializing in Premium Media Buying.

AUDIENCE TARGETING IS CRUCIAL AND WE HAVE THE KNOW-HOW

VIDEO → CPI

PPC → CPI

SOCIAL MEDIA → CPI

mobilda.com
SKYROCKET YOUR AUDIENCE ENRICHMENT

DAU Behavior Analysis based on Structured Data-Driven Science.

Locating custom-fit Ad Placements based on EBM, LBM, ABM and DAU Behavior.

Mars DMP allows our System to match the Perfect User to the Ad Shown.
RTB - REAL TIME BIDDING

A Sophisticated BI Mechanism paired with a Dynamic Real Time Bidding Auction makes our Proprietary RTB Platform a state-of-the-art Tool matching the right Ad to the right User.
Our internal user data recognition mechanism allows our 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**

<table>
<thead>
<tr>
<th>APP PRESENCE</th>
<th>OS VERSION</th>
<th>CITY</th>
<th>AD POSITION</th>
<th>IN-APP VS WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>HYPER LOCATION</td>
<td>GPS BASED</td>
<td>CARRIER</td>
<td>TIME OF THE DAY</td>
<td>STORE CATEGORY</td>
</tr>
</tbody>
</table>
Our User Friendly Platform lets you Build Campaigns by yourself and Control the Pace of the Promotion on Real-Time.
MOBILDA’S LTV OPTIMIZER

Based on Analytics and Audience Segmentations, our Post-Installs Event Based Smart System allows our Platform to automatically Optimize our Performance to ensure that we are reaching the target KPIs as well as maximizing the app’s Loyal Users Base.
MOBILE TRACKING
FULL INTEGRATION WITH ALL TRACKING PLATFORMS
REACH FOR THE SKY WITH MOBILDA

CONTACT US AND START ADVERTISING TODAY