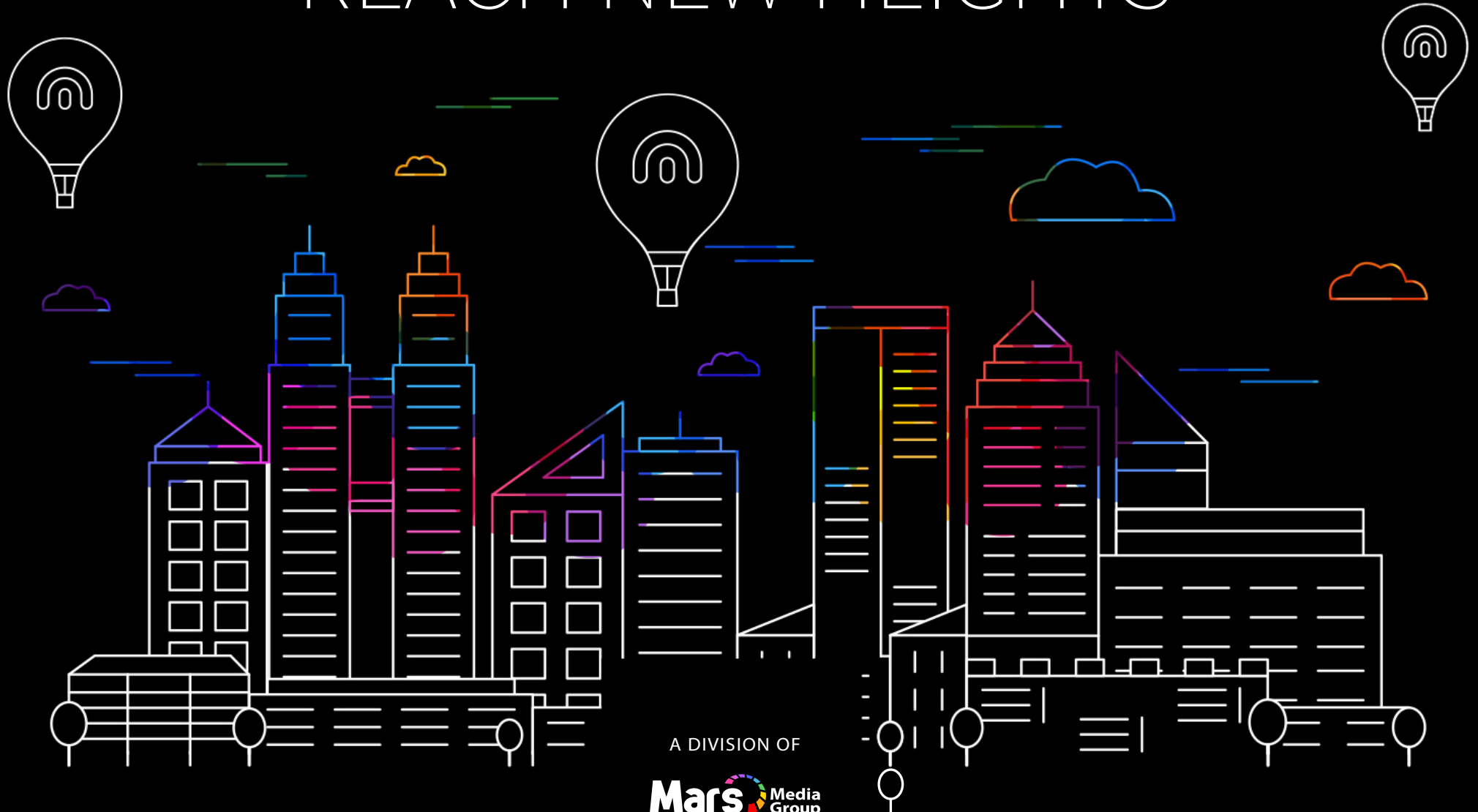




REACH NEW HEIGHTS



A DIVISION OF



ABOUT US

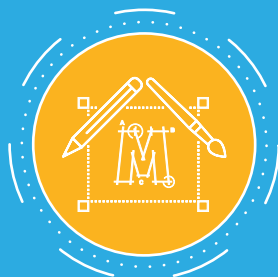
Being a part of Mars Media Group and with an experience of over 7 years in the User Acquisition Industry, **Mobilida** has brought its Mobile Market Expertise to the highest level all the while assisting over hundreds of app developers and advertisers Worldwide build tailor-made Optimal Marketing Strategies.

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 Mobilida'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.



AI & ML ALGORITHM
ENGINES



IN-HOUSE
CREATIVE STUDIO



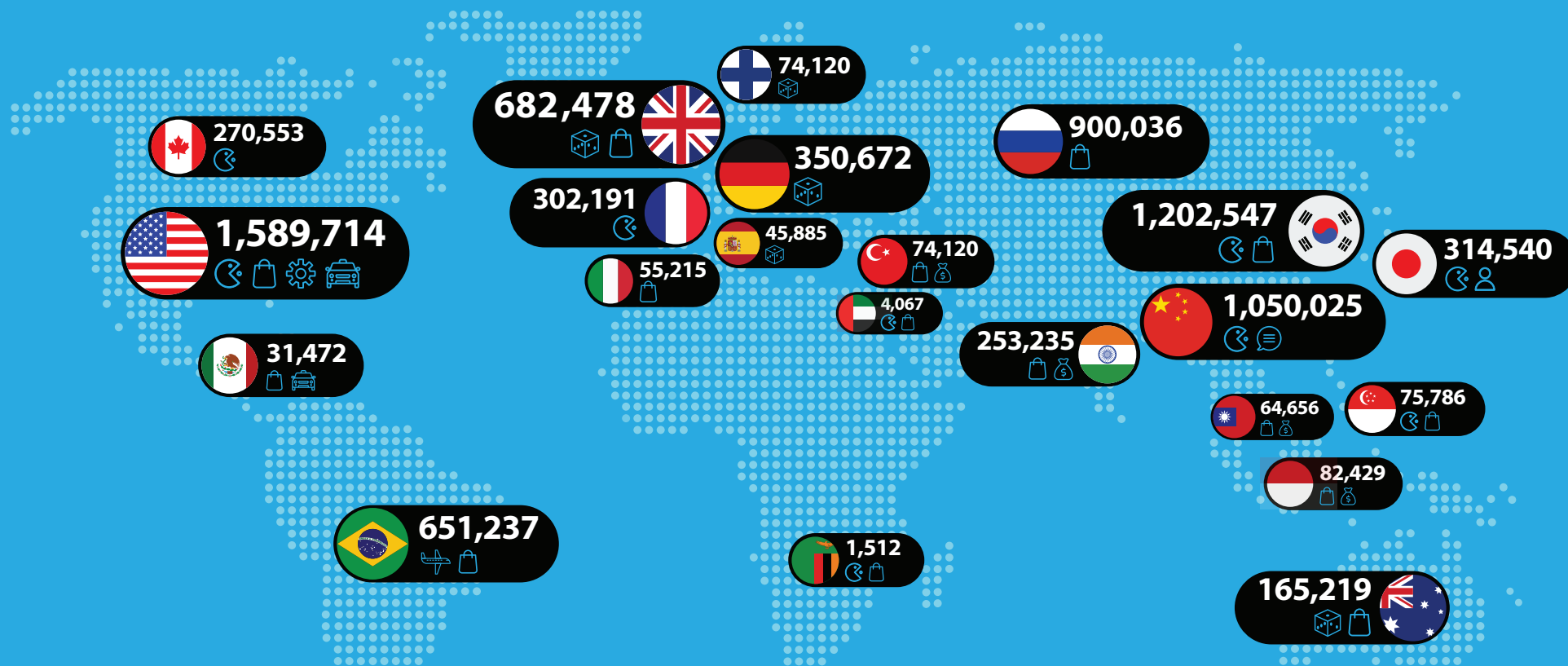
SELF-SERVICE
DASHBOARD



SMART AUTOMATION
TECHNOLOGY

WORLDWIDE TRAFFIC

ACCESS PREMIUM HIGHLY TARGETED AND OPTIMIZED TRAFFIC FROM ANYWHERE IN THE WORLD



2017 AVERAGE
INSTALLS PER MONTH

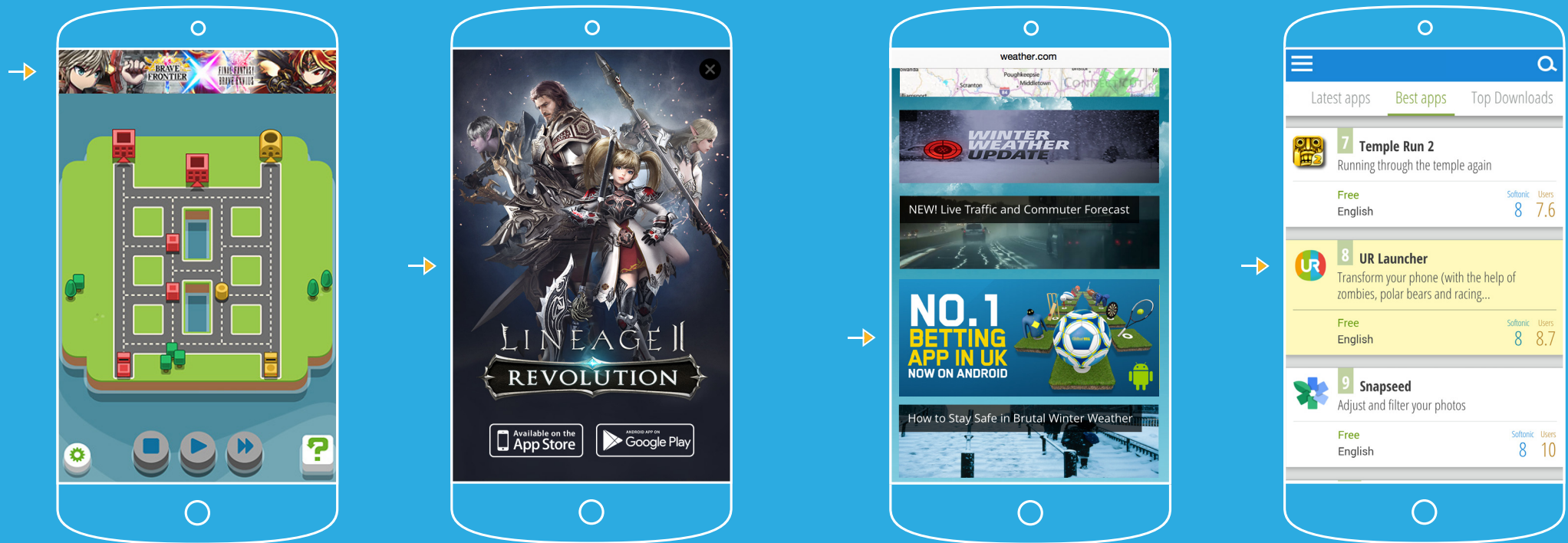
TRAFFIC SOURCES

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.

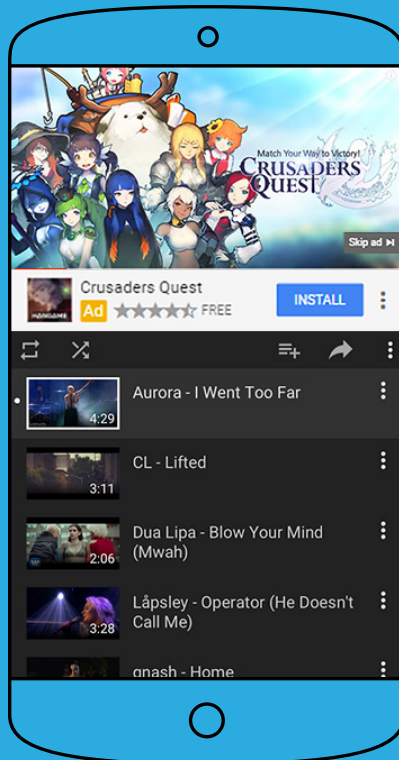


PERFORMANCE CAMPAIGNS ON GUARANTEED CPI

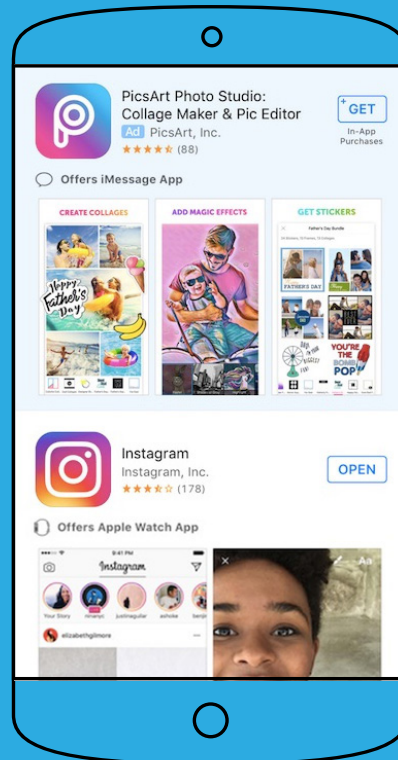
It is a dynamic world out there, Social Media and other platforms are BOOMING! SO ARE WE! We have recently built an experienced team specializing in Premium Media Buying.

AUDIENCE TARGETING IS CRUCIAL AND WE HAVE THE KNOW-HOW

VIDEO → CPI



PPC → CPI



SOCIAL MEDIA → CPI



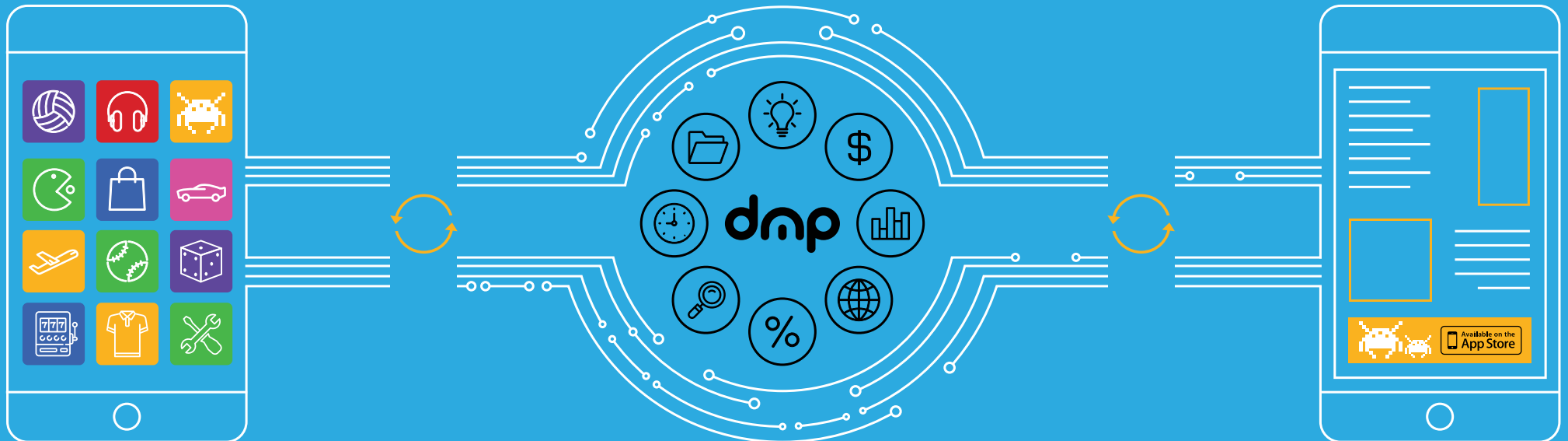
Mars DMP

SKYROCKET YOUR AUDIENCE ENRICHMENT

DAU Behavior Analysis based on Structured Data-Driven Science.

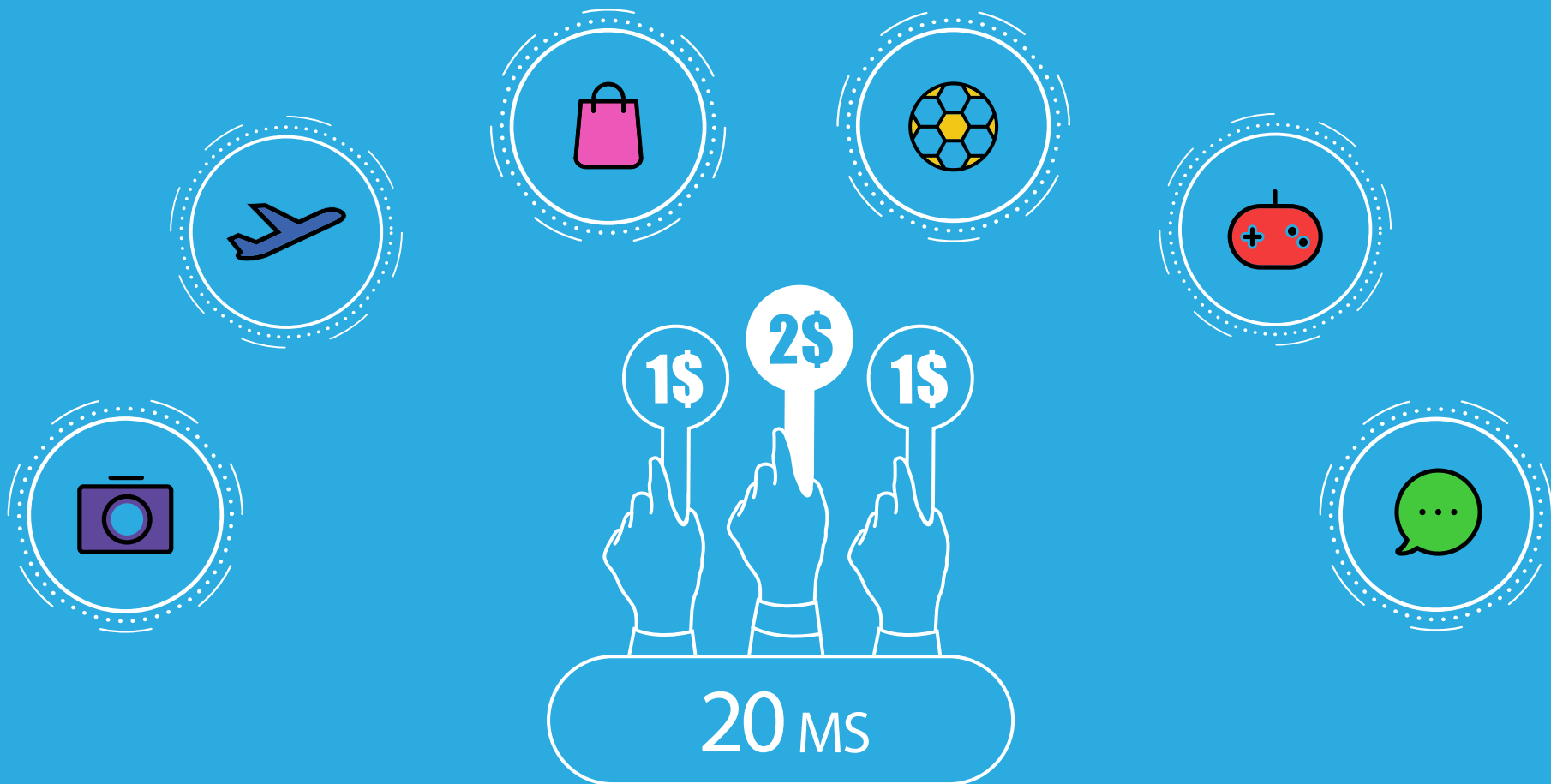
Locating custom-fit Ad Placements based on EBM, LBM, ABM and DAU Behavior.

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.



TARGETING

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



APP PRESENCE



OS VERSION



CITY



AD POSITION



IN-APP VS WEB



**HYPER LOCATION
GPS BASED**



CARRIER



TIME OF THE DAY



STORE CATEGORY



**DEVICE
MANUFACTURER**

ADCENTER SELF-SERVICE PLATFORM

Our User Friendly Platform lets you Build Campaigns by yourself and Control the Pace of the Promotion on **Real-Time**.

The image displays two screenshots of the ADCENTER Self-Service Platform interface. The top screenshot shows the 'View Campaigns' dashboard, and the bottom screenshot shows the 'Create New Campaign' form. Both are overlaid with callout boxes highlighting key features:

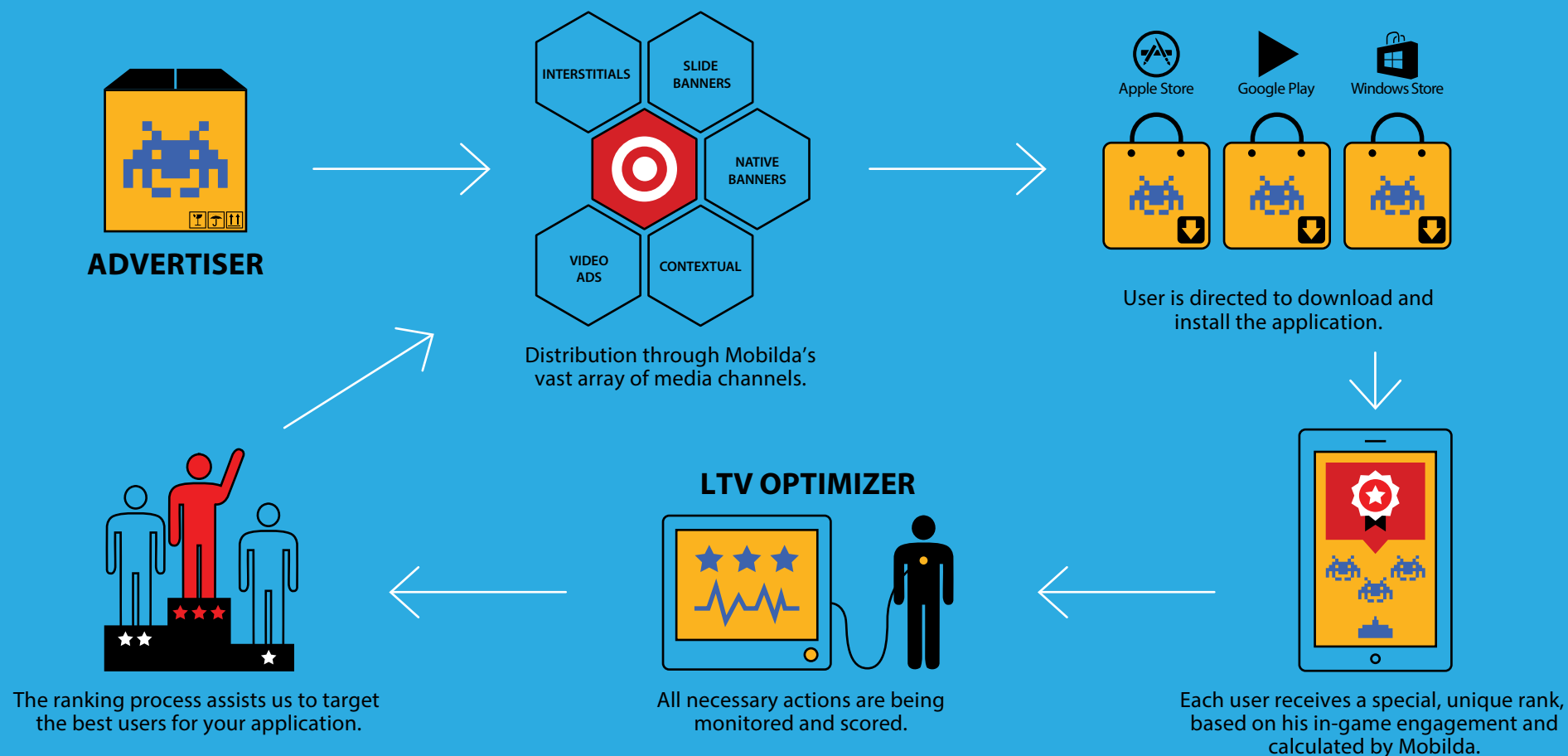
- ADJUST CPI BIDS**: A green callout pointing to the 'Price' column in the 'View Campaigns' table.
- CONTROL THE VOLUMES**: An orange callout pointing to the 'Capping Rule' column in the 'View Campaigns' table.
- MODIFY TARGETING SEGMENTS**: A purple callout pointing to the 'Geo Targeting' section in the 'Create New Campaign' form.
- SELECT CHOSEN CHANNELS**: A red callout pointing to the 'Device' and 'Connection Type' fields in the 'View Campaigns' details.
- START/PAUSE CAMPAIGNS ON REAL-TIME**: A blue callout pointing to the 'Status' column in the 'View Campaigns' table.
- CREATE CAMPAIGNS BY YOURSELF**: A pink callout pointing to the 'Create New Campaign' form.

The 'View Campaigns' table contains the following data:

ID	Campaign Name	Price	Platform	Countries	Capping Rule	Status	Product id	Actions
5	Gett - Car Service & Rideshare	2.00\$	Apple	Whitelist	1000 Cost Per Day	Close	47593636	[Edit] [Share] [More]
<p>Description: None</p> <p>Device: iPhone,iPad</p> <p>Connection Type: Cable/Dsl, Cellular</p> <p>Min OS Version: IOS 11</p> <p>Cities: Whitelist Dihawk, Dhi Qar, Damad, ...</p> <p>Carriers: Whitelist D ELEKTRONIK SANS OYUNLARI VE YAYINLIK AS., D 282 TTC INDUSTRIAL AREA MIDC SANPADA, D E D Servicos de informatica Lda</p> <p>Business Model: CPI</p> <p>Pub Targeting: Whitelist 3233.2323.5455</p>								
4	TripAdvisor Hotels Flights Restaurants Attractions	2.00\$	Android	All Countries	200 Conversions Per Day	Awaiting Approval	47593508	[Edit] [Share] [More]
3	Expedia Hotels, Flights & Cars	2.00\$	Android	All Countries	1000 Conversions Per Day	Awaiting Approval	Pending	[Edit] [Share] [More]
2	Booking.com Travel Deals	1.00\$	Android	Whitelist	1000 Conversions Per Day	Awaiting Approval	47592821	[Edit] [Share] [More]
1	skyscanner	2.00\$	Android	Whitelist	1000 Conversions Per Day	Active	47581135	[Edit] [Share] [More]

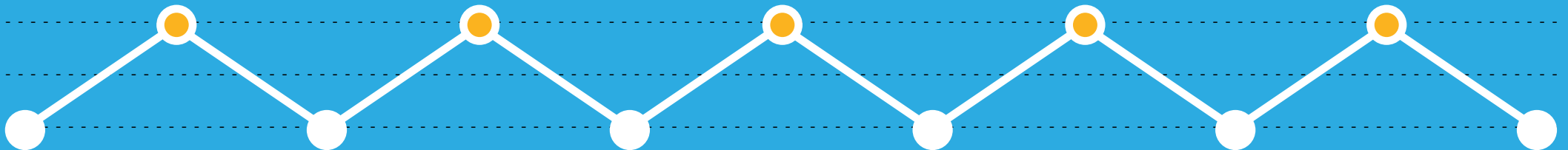
MOBILDA'S LTV OPTIMIZER

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



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www.mobilda.jp