



ADMo**BEX**
advertising mobile exchange

PRICING MODELS



CPC

(Cost per Click)



CPM

(Cost per Mille)



CPS

(Cost per Session)



CPV

(Cost per View)



VTR

(View Through Rate)

TARGETING TOOLS



Gender



Age



Geo-targeting



App Categories



User Interests



Connection Type



Device Type



Operating System



Retargeting (IPs and Device IDs)








White & Black Lists

CASES - HORECA

SUBWAY



-  **Rich Media banners**
-  interests targeting
-  Optimization by platform
-  Google Analytics
-  Subway presence cities

Impressions

1,08 mln

Clicks

29257

CTR

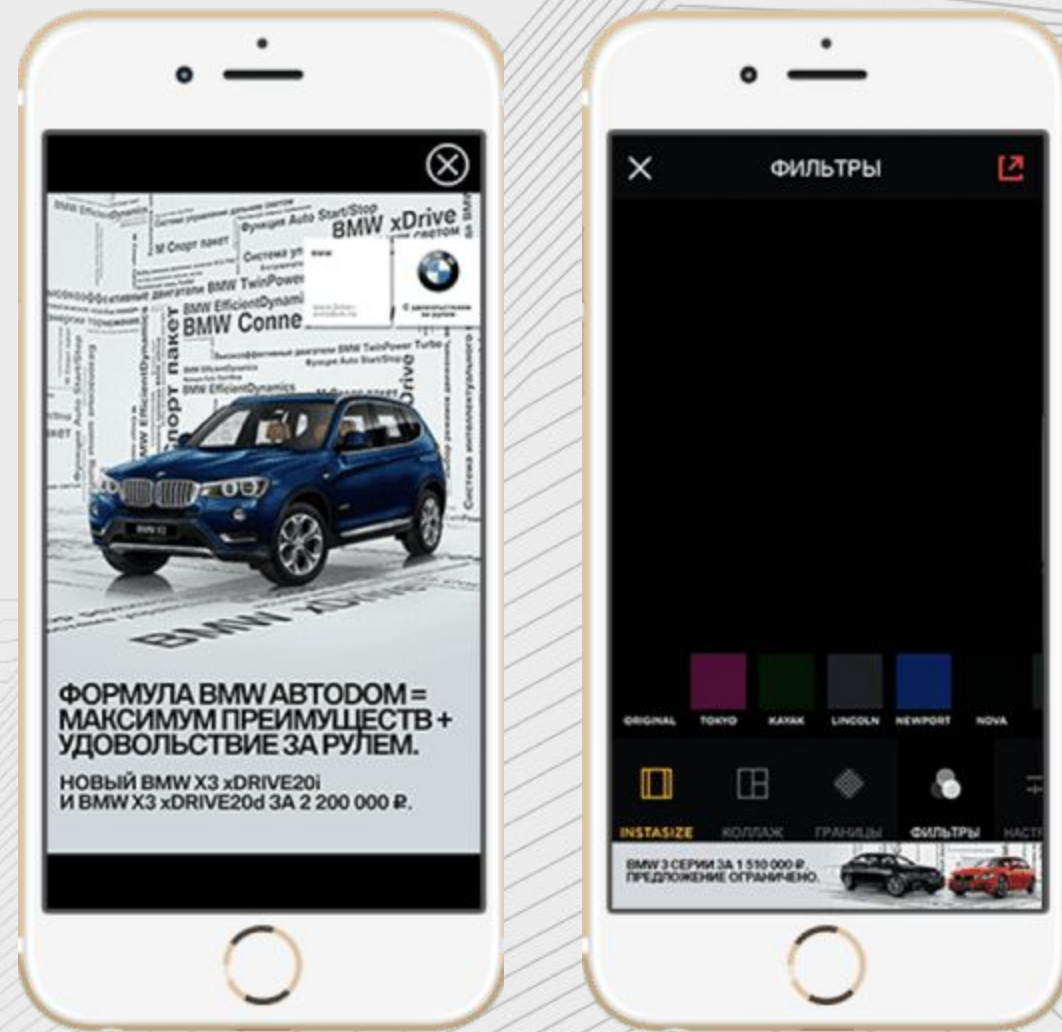
2,71%






Planned - 2,25%

New seasonable Subway announcement.
Creating landing page with geotargeting

CASES - AUTO

BMW



-  **Fullscreen and leaderboard banners**
-  **interests targeting**
-  **optimization on conversion sources**
-  **post-back optimization**
-  **Moscow & St. Petersburg**

Conversion rate

1,57%

Total number of conversions

1238

CTR

1,33%

The announcement of special offers on BMW cars of series 3, 5 and X3 in Moscow and St. Petersburg. Creating specialized landing page

CASES - PHARMACY

TIYOKAS



Fullscreen banners



interests targeting



optimization by apps, SSPs



Google Analytics



Moldova

Impressions

680 k

Planned – 627 k

Clicks

10287

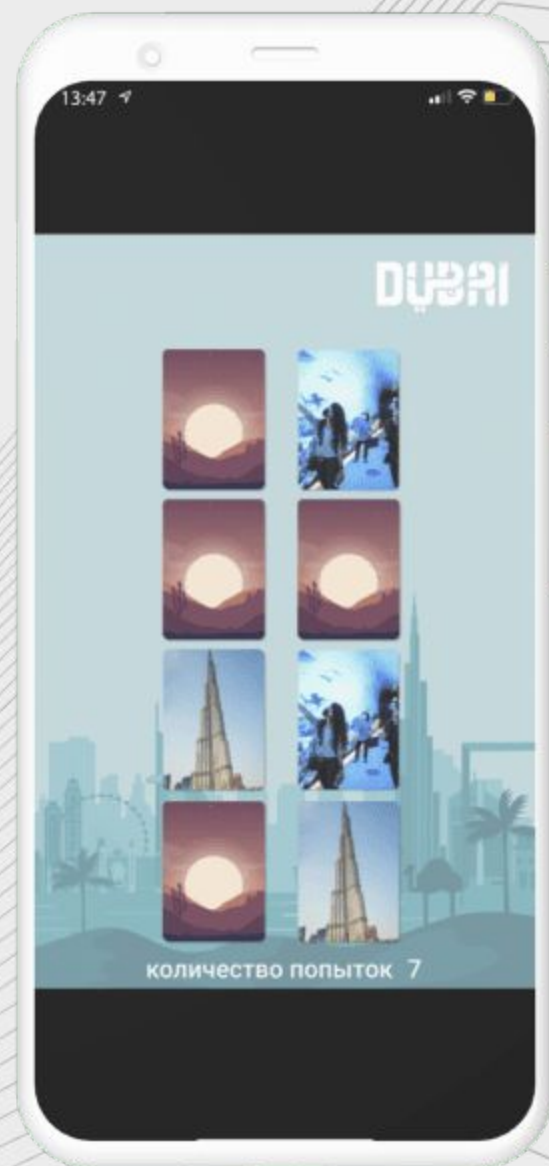
Bounce rate

19%

Promoting the “Tiyokas Gel” product

CASES - TRAVEL

DUBAI FESTIVAL



-  Rich Media banners
-  landing page
-  optimization by SSPs
-  post-click optimization
-  Kazakhstan, Uzbekistan, Azerbaijan

Clicks

355 k

Planned – 298 k

Number of registrations

>1550

CTR

2,01%

Promotion of the Dubai Shopping Festival and tourism in Dubai. Creating landing page with prize lottery

CASES – LANDING PAGE

DUBAI FESTIVAL



RICH MEDIA EXAMPLES

LG

(Scroll)

MAZDA

(Animation)

MICHELIN

(Brand Lift)

STARBUCKS

(Wipe the screen)

