



ADMOBEX

mobile advertising platform

v 1.2.1

WHITE LABEL ADMOBEX PLATFORM

real-time bidding



In the White Label ADMOBEX platform, an agency can set its own margin and set 4 options for access to the office for the client.

The screenshot displays the ADMOBEX platform interface. At the top, the account balance is \$95.00 (agency account 95.00 + clients accounts 0.00 - credit limit 0.00). A search bar and user profile (Test Agency, test@admobex.com) are also visible. The left sidebar contains navigation options: Clients, Managers, Agency Total, Wallet, Analytics, and API. The main content area shows the 'Clients List' table with a '+ New' button. The table has columns for Client, Manager, Client Balance \$, Margin %, Agency Balance \$, Access Level, Edit, and Active. A dropdown menu is open for the 'Access Level' column, showing options: Full, Self Service, Full, Readonly, and Readonly, no finance. Annotations include a pink arrow pointing to the 'Margin %' column and a blue arrow pointing to the 'Access Level' dropdown.

Client	Manager	Client Balance \$	Margin %	Agency Balance \$	Access Level	Edit	Active
pattern	pattern				pattern		
testclient@admobex.com	+	0.00	50	0.00	Full		Active

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ADMOBEX FAVOURITE FEATURES



Multi-level access for your customers (stat views without spends, full stat views, edit campaigns)



Set margin (you set manually the prices the customer sees depends on the margin you adjust)



The platform is integrated on your domain with your trademark



API allows uploading the stats to your dashboards



Access to more than 100 000 mobile apps, world-wide geo and CTR, CPC, CPS(Session) optimization

RTTB

ADMOBEX is the World's largest Demand-side Platform for buying mobile inventory with the use of RTB-technology (Real Time Bidding)

With our platform you can buy mobile inventory on smartphones and tablets in app, games and mobile web worldwide



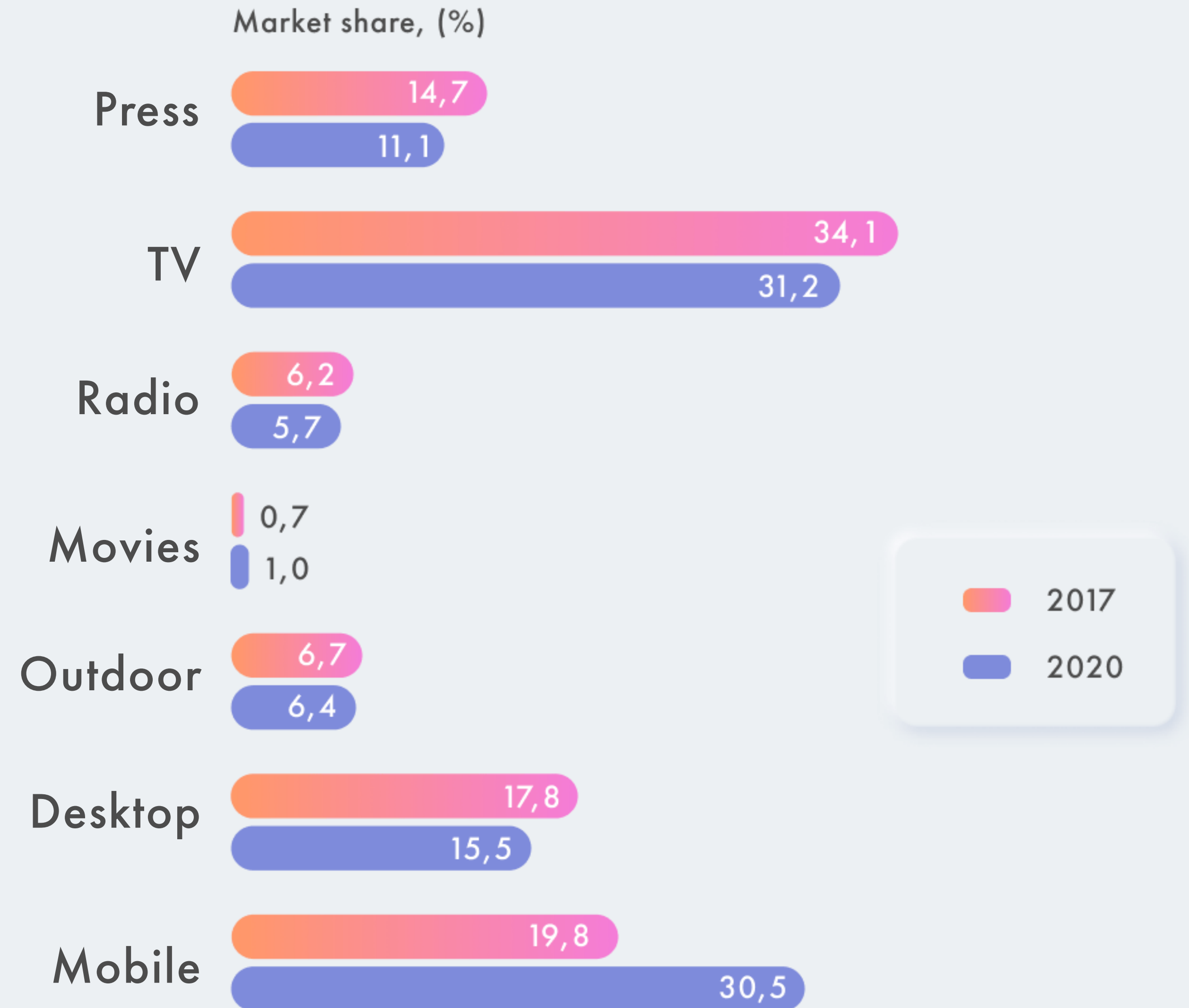
GLOBAL ADVERTISING MARKET FORECAST UNTIL 2020

The number of people using mobile internet within socio-demographic groups



In 2017 Desktop and Mobile Internet overtook the traditional TV and became the biggest advertising medium where 37.6% of all the advertising budgets are spent.

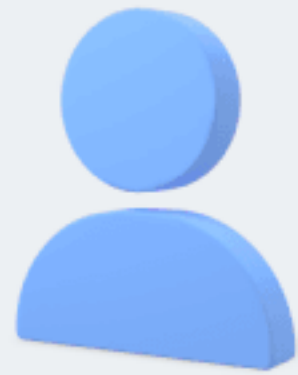
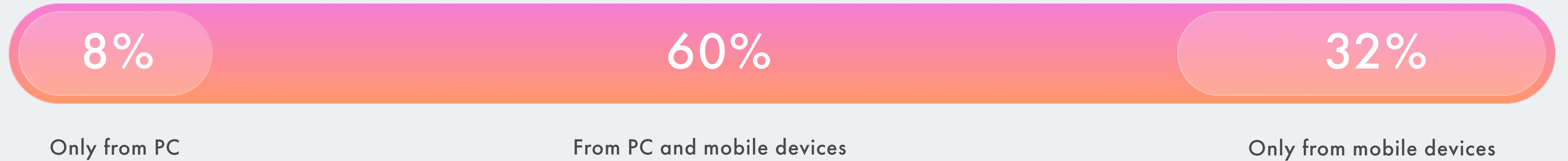
Advertisers will spend up to 46% of their budgets on the internet by 2020.



Source: Zenith forecast on the Global advertising market until 2020

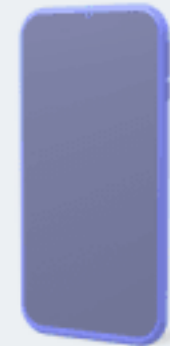
WORLD MOBILE AUDIENCE

PEOPLE GO ONLINE




4.18
billion

mobile unique users



1.33
billion

mobile-only audience



202
min. per day

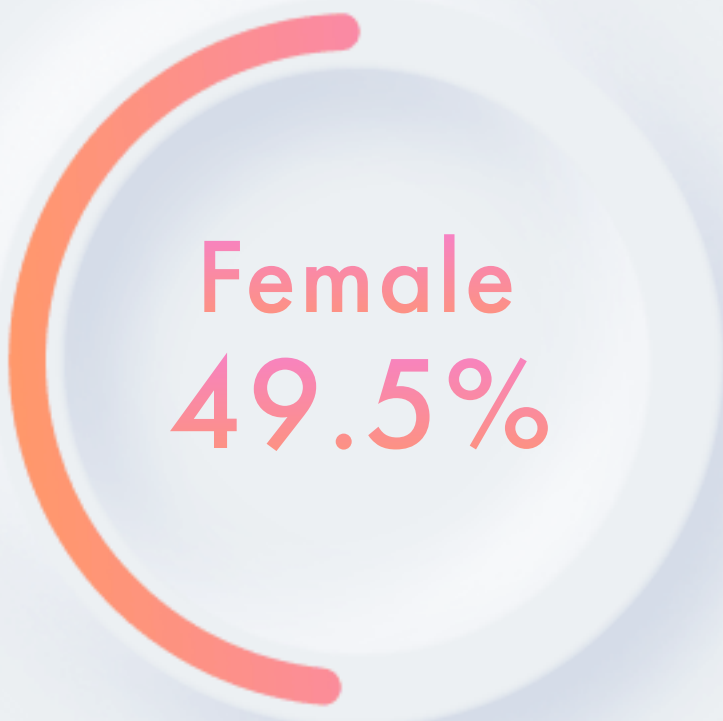
average time spent online
on mobile devices

WORLD MOBILE AUDIENCE

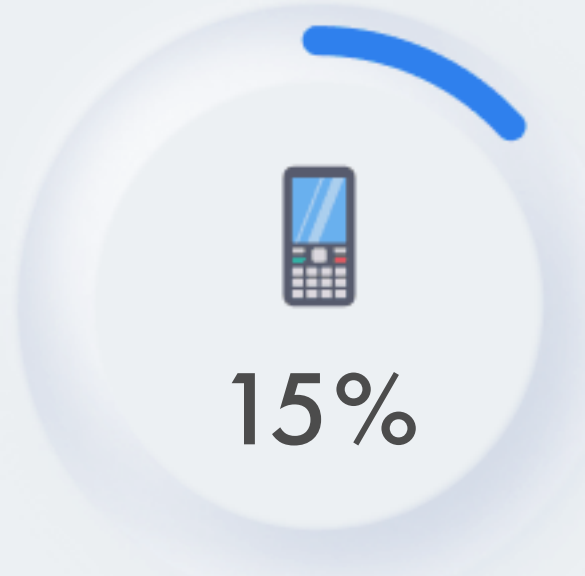
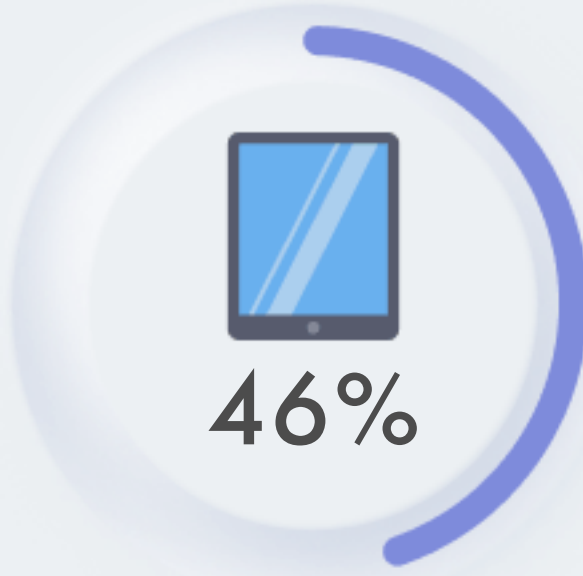
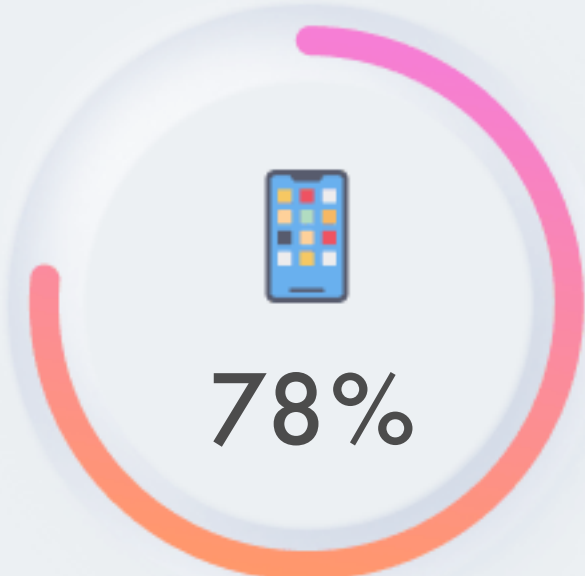
The number of people using mobile internet within socio-demographic groups



GENDER



MOBILE DEVICES USED TO GO ONLINE



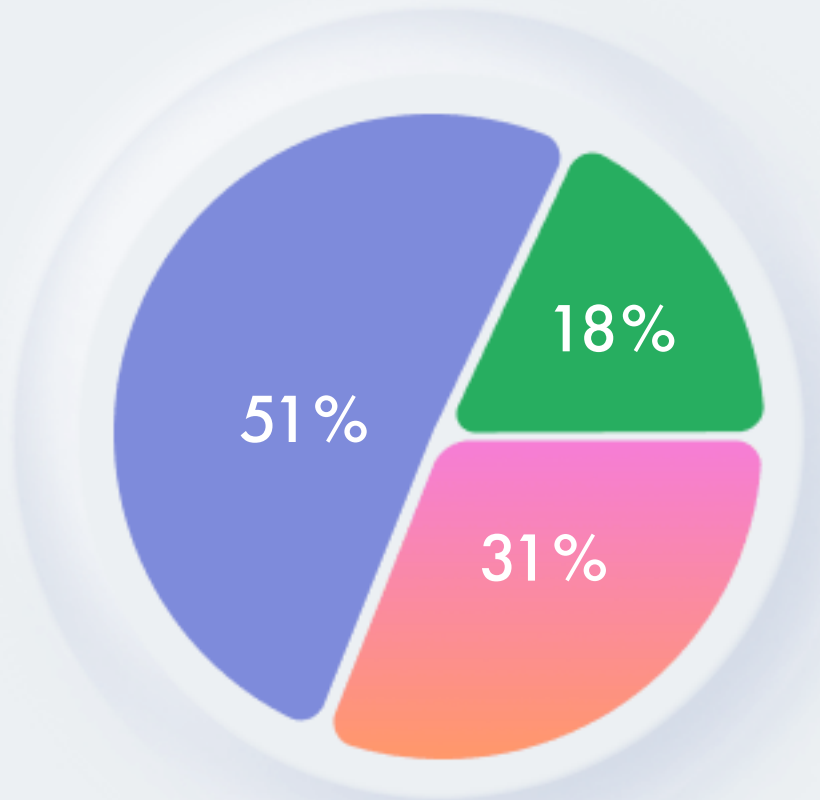
AGE

Mobile Internet penetration within the age groups



The main mobile audience is young and solvent users

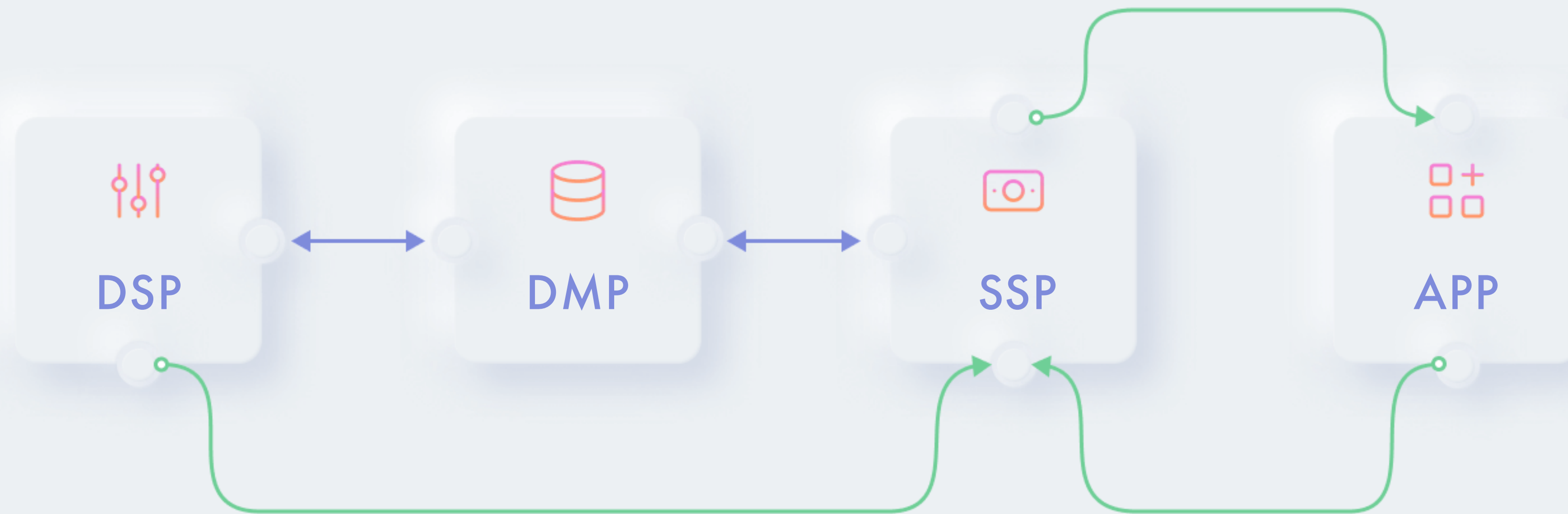
- 12-24
- 25-44
- 45+



ADMOBEX IN THE RTB SYSTEM

real-time bidding

ADMOBEX
mobile advertising platform



OPTIMIZATION

Setting up the campaign
Choosing the target audience
Sending the request to SSPs

USER DATA

Data from the SSPs is being
checked on our side

AUCTION

Biddings are taking place
between the DSPs to show
ads to this particular target
audience

MOBILE APP

Creating a Bid Request
and sending user's and
device's data to the SSP



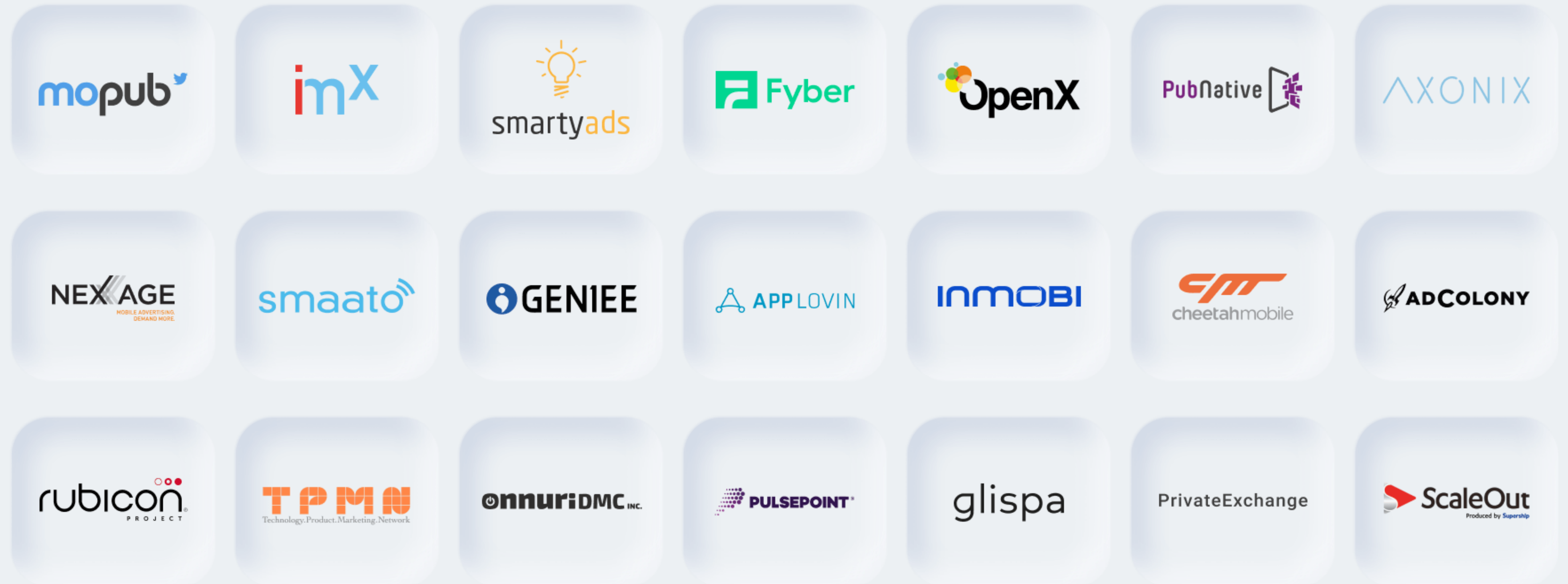
TRAFFIC SUPPLIERS

The number of people using mobile internet within socio-demographic groups

We are connected to all the major SSPs which allows us to show ads in more than **100 000 mobile apps** all around the World which guarantees an accurate target audience reach



PARTNER SUPPLY-SIDE PLATFORMS



TARGETING TOOLS

The number of people using mobile internet within socio-demographic groups



Gender



Age



Geo-targeting (any specific locations with a radius starting from 800 meters)



App Categories



User interests



Display time and frequency



Traffic type (In-App)



Connection type (Wi-Fi/Cellular)



Mobile Provider



Type of device (Smartphone/Tablet)



Device brand/Device Model



Operation System



Retargeting (IPs and Device IDs)



White and Black lists (SSPs, Device IDs, App categories as well as specific apps)

BRAND SAFETY

The number of people using mobile internet within socio-demographic groups

HIGH QUALITY TRAFFIC

High quality and transparency of the traffic is always a very important issue. Each app is being strictly checked prior to getting into the online stores:



Google play



App Store



We do not work with SSPs which allow publishing:



Adult



Weapons



Alcohol



Gambling



Prescription Meds

MODERATION



Not a single SSP from our list will allow the advertising of beer (even the non-alcoholic one) as well as any other content which can ruin a brand's reputation.



All the advertising campaigns and creatives are being checked by our mobile managers so the "wrong" ones can't be passed through to the SSP by advertisers without us declining it.

ANTI-BOT



The traffic is being checked from both, BYYD and the SSP's side, which allows us having no bots at all.



Each campaign is being monitored and optimized by a mobile manager (using different analytic and tracking systems) and the behavioral indicators show the high quality of the traffic as well as interest level of the target audience.



ADMOBEX

In-App
Advertising
Format

FULL-SCREEN BANNERS

The number of people using mobile internet within socio-demographic groups



ADVANTAGES

This format helps to reach the widest target audience

- .jpg — static image
- .gif — several slides



TIME TO START

During 1 hour if the creatives are ready



PRICING MODEL

CPM / CPC



AVERAGE CTR

1,5%



NATIVE AD FORMAT

The number of people using mobile internet within socio-demographic groups



ADVANTAGES

- The most user-friendly format
- Does not irritate the user
- Adapts to the context



TIME TO START

During 1 hour if the creatives are ready



PRICING MODEL

CPM / CPC



AVERAGE CTR

1,8%



RICH-MEDIA

The number of people using mobile internet within socio-demographic groups



ADVANTAGES

High engagement rates. Allows showing more information and interest potential clients by engaging with the creative.

Mechanics variations are nearly unlimited. Some of them are:

- Animation
- Scratch
- 360°
- Cub
- Slider
- Before-after
- Book
- 3D
- Game
- Shaker



TIME TO START

During 1 hour if the creatives are ready



PRICING MODEL

CPM / CPC



AVERAGE CTR

2%



VIDEO

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ADVANTAGES

Premium and the most informative type of format.
Possible optimization by the screening time (VTR).

Duration:

- Skippable videos up to 30 seconds
- Unskippable videos up to 15 seconds



TIME TO START

During 1 hour if the creatives are ready



PRICING MODEL

CPM / CPC



AVERAGE CTR

4 – 4,5%



TECHNICAL REQUIREMENT FOR CREATIVES



Thank you for your attention

ADM**BEX**
mobile advertising platform