# **TAPSENSE**

A Complete Guide to Mobile Marketing for 2014

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### Introduction

This guide to mobile marketing is a combination of our own efforts at TapSense, as well as work from some of the most insightful and influential minds in the mobile marketing industry. Our goal is to create a compendium of the newest, brightest, and most actionable ideas affecting the mobile ad space, and to make them available and accessible to all.

Mobile marketing is a difficult industry; its trends seem faster than lightning, less predictable than quicksilver. To those who persevere, we hope this will be a resource and a reference, a starting block to the race through 2014 and the technologies, terminologies, and possibilities that it will show to us.

The information in this guide is usable. It's practical. It's something that, if employed in your app, will lead to appreciable, measurable results. It is our hope that we can help you make the most of your campaigns, your app, and your business.

Sincerely,



Ash Kumar CEO and Co-Founder TapSense

## 2014 Trends in Mobile Marketing and Advertising

What lies ahead in 2014? Our team of industry experts compiled a set of bold predictions, based on their own knowledge and research.

#### Ad Buy % Share for Mobile Real Time Bidding



With over 75% growth in mobile advertising during 2013 (AdAge <u>Mobile Fact Pack</u>) mobile is no longer an emerging channel. Along with social media, it's become an essential part of every digital marketer's strategy. 2013 was finally the year of mobile. The long predicted shift in the industry occurred as category leadership shifted from pureplay mobile companies to digital media leaders such as Facebook and Google. The launch and huge success of Facebook's mobile advertising, which scaled from zero to a multi-billion dollar run rate was unprecedented. It was clearly the single most important event in mobile advertising during 2013, and reshaped the mobile ecosystem.

Envisioning the future of the ever-changing mobile marketing industry is certainly challenging. Our goal as industry experts is to guide marketing executives through the 2014 mobile planning process.

To that end, we have outlined what we believe will be the important trends and innovations that marketers need to plan for in 2014.

#### Mobile RTB Will Makes Up 45% of all Mobile Ad Buys

Mobile Real Time Bidding (RTB) went mainstream in 2013 with the Twitter acquisition of MoPub, an early leader in mobile RTB technology. In AdExchanger's third quarter 2013 mobile round up, they projected <u>Mobile RTB will hit 30% by the end of the year</u>. We expect this trend to continue, with RTB comprising 45% of all mobile ad buys at years end in 2014. The RTB trend has been around f or sometime in desktop advertising and promised to deliver more transparency to buyers and better monetization (higher CPMs) for publishers than non-RTB buying. PC ad buyers, however, were slow to adopt RTB and the results were mixed. In mobile, it's grown rapidly as buyers have embraced this model as the best way to get scale.

Now with desktops and laptop shipments <u>decreasing 14% year over</u> <u>year from 2012</u>, consumers are entering mobile faster than ever before and it will be up to marketers to adapt their digital strategies accordingly. The primary challenge around this method of buying has been fragmentation, with too many exchanges representing too little inventory. The Twitter acquisition of MoPub, however, promises to bring significant scale to this buying process.

#### **Continued Consolidation in the Ad Network Space**

The 2013 Millennial Media acquisition of Jumptap signaled a turning point for mobile ad networks. The explosion in ad mobile ad networks that followed Google's 750 Million Dollar acquisition of Admob in 2009 has finally come to an end. The widespread adoption of transparent buying methods like RTB and the growth of large mobile publishers' direct sales teams, has greatly reduced the amount of inventory available to ad networks. The proliferation of options now available to buyers means that more consolidation will happen. Small niche players, particularly in the gaming space, will continue to build their businesses independently. But buyers will quickly find the offerings of large and medium-sized mobile ad networks redundant against the combination of RTB platforms and direct ad sales by big publishers.

#### **Email Will Become a Mobile-First Channel**

Over half of all email is <u>now opened on a mobile device</u>. We expect email will flip from desktop PC focused channel to a mobile-first channel in 2014. The amount of email opened on mobile is projected to continue increasing, and the decline in PC sales should accelerate it (<u>Gartner - Worldwide PC Shipments in the Third Quarter of 2013</u> <u>Declined 8.6 Percent</u>).

Some smart marketers are already experimenting with responsive designs for email marketing, optimizing design for the small screens of mobile devices. Expect a big shift in email marketing, where optimization for mobile phones will be prioritized over the PC. Now with desktops and laptop shipments decreasing 14% year over year from 2012, consumers are entering mobile faster than ever before and it will be up to marketers to adapt their digital strategies accordingly. Driven by the success metrics of email opened on the phone, the PC experience will become a secondary consideration.

#### New Mobile Ad Formats Will Emerge, Including 5-Second Mobile Video Spots

Facebook's in-stream ads format is just one example of the new types of mobile ad formats that have started to emerge as the industry evolves. Promoted Tweets from Twitter are another example. Expect Pinterest to roll out it's own advertising format, which is sure to be readily embraced by marketers, particularly retailers who are already seeing huge success with Pinterest.

On the banner display side, we expect rich media growth to be small. Its implementation costs are high and its effectiveness is questionable. It's unlikely to appeal to marketers outside a small niche of dedicated brand advertisers.

Mobile video formats, however, are ripe for innovation. The days of simply repurposing a 30 second spot for mobile and web, just to increase reach, are over. We expect 5- and 10-second mobile video spots to increase in popularity. Production costs for video creation continue to fall as the technology evolves. High quality video production tools now come preinstalled on every laptop, and most smartphones can capture HD video, turning even the smallest marketing department into a TV production studio. The widespread availability of wifi in most workplaces, cafes, and hotels means mobile ad inventory is regularly available to deliver video ads.

#### **Twitter Ads Expand to Third Party Twitter Clients**

<u>According to Darren Rovell and comScore</u>, nearly 90% of time spent on Twitter was on a mobile device. Currently there are only a few select third party Twitter clients that support Twitter ads which includes formats promoted accounts, tweets, and hashtags. Twitter client apps that have ads include Echofone, HootSuite, Twitterrific, Plume, and, of course, the official Twitter app. Some of these apps have a paid version that removes Twitter ads from the user experience. Twitter ads are not available at all, however, in the following Twitter clients: Twitterific desktop version, Hootie, Tweet Lines, Twidere, and the #1 ranked client, Tweetbot. Nearly 90% of time spent on Twitter was on a mobile device. After the SEC documents detailing Twitter's recent IPO proved they have not been profitable, they will be intently focused on increasing revenues. The immediate solution will be to expand their advertising platform. We have already seen Twitter acquire Tweet Deck, shut it down, and then move their users to the official Twitter app. Twitter will not get into an arms race trying to acquire any client in their path. Rather, they will work closely with these clients and partners to increase the reach of their advertising platform.

Getting ads into Twitter clients will be crucial for Twitter's success. Historically, Twitter's approach to advertising has integrated ads naturally into their content, and has been well received by users. This relatively positive user experience will serve them well in building advertising partnerships with Twitter clients.



#### FBX will go Mobile and it will Dominate

On Facebook's last earnings call in July, Sheryl Sandberg was quoted as saying "FBX is actually a very small part of our business." However, we at TapSense think that is about to change, and quickly. <u>Analysts at J.P.</u> <u>Morgan</u> have stated that they believe ad revenue will eventually make up 60% of Facebook's total revenue. In order for this to happen, they must get FBX into mobile.

The Facebook timeline on a mobile devices and PCs have completely different ads. It is easy to distinguish between the generic ads set up by Facebook Ads on mobile and the more highly targeted ads set up by Facebook Exchange (FBX) on the PC. Facebook Ads only show

ads based on friends' "Likes" and other targeting options. There is a lot more relevancy in the desktop ads compared to mobile ads, including retargeting ads for companies with which the user has already interacted online. This is due to the advanced features available through FBX. We all know users are more likely to engage with content that resonates with them, and given what we know about the increase of mobile app usages, engagement rates increasing, and mobile ad spend increasing, it's our prediction that FBX goes mobile. As users continue to make mobile their device of choice, expect FBX revenues to increase exponentially.

In conclusion, we expect all marketers in 2014 to significantly increase their investment in mobile. This includes groups who have not yet fully embraced mobile marketing such as small businesses, B2B marketers, and other more mainstream companies. The technology has finally caught up with the popularity of mobile devices and all marketers will find significant ROI from mobile marketing in 2014.

Sincerely,



Gregory Kennedy VP, Marketing Tapsense



## How to Hire a Freelance App Developer: A Guide For Marketers

This excerpt was written by iOS Entrepreneur, Mentor, and Developer, <u>Giacomo Balli</u>, and was previously published on his <u>blog</u>. We've republished his key points to share his insights with marketers who need to hire technical freelancers.

#### 1. Hire an expert to do code reviews

The biggest drawback of not having a technical background is not that you cannot do the work, it's that you can't tell how well other people are doing their work. It's not uncommon to find projects in which the code is a mess and the client has no idea. Code quality matters because, similar to <u>how</u> <u>complexity incurs extra costs</u>, messy code will hurt the bottom line.

Unorganized code means that every new feature or fix will take incrementally longer to implement. **Messy code prevents you from moving fast,** which is essential for startups. Something that could be implemented in five minutes may take several hours if code isn't well structured, and it only gets worse over time. Similarly, it will take longer for new developers to become productive if your code isn't well organized. Working with ugly code isn't fun. To avoid this dilemma, **hire an expert to regularly review your code.** Contrary to what you may think, this doesn't cost much. A skilled developer can tell good" from obviously bad" code in a matter of minutes. Hire a consultant for one hour and he can tell you exactly what state your code is in. That money is well spent. If you find that your developer has created a mess, then you'll have to weigh the cost of a rewrite. A full rewrite may not be worth it, but if you have a mess on your hands you should talk to someone you trust about your specific situation.

#### 2. Use a sample project to screen freelancers

**Don't trust reviews or portfolios.** Developers have become more and more clever about creating fake portfolios, or using multiple accounts to review themselves. The best way to figure out if someone can write good code is to have him do a small sample project. This has the added benefit of ensuring that communication is working well between the two of you.

Come up with a small project that can be completed in less than two hours by a competent developer. Use that as a screener for hiring a freelancer. Ideally you will have someone review the quality of the final code as described above, and make your hiring decision based on that.

#### 3. Understand that your goals are not aligned

You want to build a great business. **Freelancers want to make money.** They have nothing to lose if your business fails. There are exceptions and some people will genuinely care about your future success, but don't assume that to be the case.

In fact, the motivation of most freelancers directly competes with the goal of writing concise code. To make more money, some unscrupulous freelancers will intentionally create code that is bloated and complex. This leads to more work (and thus more money), and introduces a barrier of entry for other developers, so that one ends up dependent" on that person. Hire a freelancer that shows both enthusiasm and knowledge, and it will go a long way toward mitigating these kinds of problems.

Again, this is something that can be solved early by regular code reviews, but you should remain aware of possible conflicts of interest. You want to build a great business. Freelancers want to make money.

## 4. Have a good system for project management and communication in place

Communication is key for a small team, and most freelancing sites are not doing a good enough job at it. Personally, I like to use a combination of email and Skype. Ask freelancers to communicate daily and describe their progress. In addition, they should be able to deploy a development build for you to test. There are numerous little issues that come up when you actually play with the app, and it's better to identify these during coding, rather than when it's done.

#### 5. Hourly vs. fixed-price jobs

Most freelancing sites allow either fixed-price or hourly jobs. Which one is better?

The problem with hourly jobs is that **some developers will intentionally waste time to make more money**. Freelancing sites like Elance and Odesk provide time-tracking tools, but these are not really useful for monitoring how hard a developer is working. I've seen developers spend hours on something that shouldn't have taken more than 30 minutes (based on the task and github commit data), and it wasn't due to a lack of skill. There are two ways to go about this:

- 1. Have someone else review a freelancer's hours and check if they are reasonable.
- 2. Restrict hourly jobs to people you trust.

On the other hand, fixed-price jobs encourage developers to finish as quickly as possible. This often results in unorganized and messy code, which in turn results in future maintenance costs. **Many developers are not willing to accept fixed-price jobs due to bad experiences.** For example, I once had a client who kept requesting additional features but wasn't willing to pay more. Worried about getting a bad review, I had no choice but to either do the work, or go through a lengthy dispute. I only do fixed-price jobs if I know the client well or if the project is well defined and I know exactly how long it will take me to complete.

There isn't a clear winner between fixedprice and hourly jobs, but with a limited project budget you should be aware of the tradeoffs and weigh your choice accordingly.



## Why Mobile Marketers Should Focus on Smartphone Apps

The shift towards apps from mobile web is now also very clear, with the average smartphone owner spending 127 minutes per day in apps. That's over two hours per day.

Technology in the mobile marketing space evolves fast. The feature phone ecosystem from just a few yeas ago was a highly fragmented space and channels like SMS were popular due to their ubiquity. But now, the popularity of Android and iOS smart devices has radically transformed the mobile marketing environment, blurring PC, Web, and mobile channels. New data on consumer behavior shows that apps are now a preferred channel for consumers.

#### Time Spent on Mobile is Mostly in Apps

In a new survey from eMarketer, mobile now accounts for 12% of Americans' media consumption, triple what it was in 2009. The shift towards apps from mobile web is now also very clear, with the average smartphone owner spending 127 minutes per day in apps. That's over two hours per day. In comparison, the average amount of time spent with a newspaper is now a mere 22 minutes. Online is still beating out apps, but not by much. The average number of time spent online is now at 173 minutes.

The trend is now clearer than ever. Consumers love mobile and they love apps. Mobile is the go-to consumer channel for many tasks including shopping, mapping, ticketing, search, music, games, messaging, and, of course, phone calls.

#### 70% of Retailers Are Focusing on Apps

In a new study by mobile analytics company Flurry, of the 100 retailers surveyed, 70 have at least one app. 56% have an app for both iOS and Android. Retailers are beginning to embrace apps as a channel over mobile web.

Mobile web was the preferred avenue for many retailers because it was easy to get started. It leveraged existing tools and expertise. It was easy for the web team to manage and maintain. Apps required a significant investment in resources and hiring, which is why many retailers were reluctant to invest in apps.

For the retailers who made the investment, it seems to be paying off. Wayfair, a well-known web retailer, has prioritized the iOS app experience over mobile web. Joss and Main, Wayfair's home-focused private sales site, actually developed their apps before rolling out their mobile site. Paul Toms, General Manager at Joss and Main, recently commented that app consumers are higher value than mobile web consumers: 10 percent of our visits are from mobile Web, they are devices that generally indicate to us that users are lower quality than the average[...]"

Considering both the prevailing trend toward native apps and away from the mobile web, along with the higher lifetime value of app users, mobile marketers must shift their resources accordingly in order to stay abreast of the market. Reaching app users has never been as important as it is right now, and that statement is going to hold true for the foreseeable future.





## Hybrid Apps vs. Native Apps: The Verdict is In, Go Native And Give Your Users Something They'll Love

The most important factors, monetization, performance, user experience, security, are all skewed heavily in favor of native apps, and the result has been an industrywide de-emphasis of web apps and an overwhelming surge in native app development.

The Facebook app went native. The LinkedIn app went native. Should your app go 100% native also? Yes. We know developing a native app can seem like a daunting task. Many teams ask themselves, wouldn't an HTML5 hybrid app do just as well? A hybrid app is certainly better than no app at all. But when the comparison is made, the perceived benefits of developing an HTML5 hybrid app are vastly outweighed by the real benefits of the native app experience. The most important factors, monetization, performance, user experience, security, are all skewed heavily in favor of native apps, and the result has been an industry-wide de-emphasis of web apps and an overwhelming surge in native app development.

This shift toward native apps is not a trend that one can afford to ignore. In the first quarter of 2013, app downloads were up by 11%, a significant increase from the fourth quarter of 2012. Smartphone usage has eclipsed desktop usage, and tablets are en route to do the same. Part of what fuels this rise is what makes mobile computing a unique experience: native apps, and the rich user experience associated with them.

No one disputes the superior user experience advantage of native apps. The features available to a native app greatly outnumber those available to a hybrid app, and because of this, developers are able to craft a user experience that is more engaging, responsive, and intuitive. A highly polished user experience has noticeable benefits; engaged users will interact with an app for longer and more often, which can translate into more dollars and generate a higher lifetime value. For any business operating at scale, this seemingly minor consideration can have an enormous impact. And while a hybrid app might work with your existing web infrastructure, there really is no competition when one considers the arsenal of features available and the highly responsive UX that only a native app can deliver.

Hybrid apps were supposed to reduce the costs associated with cross platform development. But the need to maintain a mobile experience across multiple platforms, while significant three years ago, has now decreased significantly. The latest <u>data from IDC</u> shows that Blackberry, Microsoft and Other operating system combined represent only 7.8% of the market. Leaving Android and iOS the 91.2%. Also iOS continues to be the platform of choice for affluent consumers, <u>with over 41% of iOS users earning over \$100K annually</u>. This makes the platform decision easy for most, as iOS is now the only app platform they support.

With the astonishing amount of money at stake in their respective app stores, both Apple and Google are no slouches in ensuring that their mobile operating systems are updated to be compatible with the latest and greatest features on the market. Here again native apps win out: they will be able to take advantage of OS updates and innovations quickly, and in ways that are simply impossible for web apps.

Developing a native app also offers additional security to your users, which is a prevailing concern among consumers. Native apps have more at their disposal, more means of encryption, than do web apps, which may rely on potentially unsecure caches in web browsers, or be



subject to exploits based on open code. As mobile technology becomes more integrated with day-to-day life, and as even face-to-face retail transactions can be completed with a smartphone, security factors are going to be an ever-present concern for app developers, and native apps are widely regarded as being the more secure solution.

Yes, going native does mean more upfront investment in technology, team members and infrastructure, but the benefits of developing a native app are significant and do outweigh the added cost associated with it. But the best reason to develop a native app is to give your users something that they will truly love. The best reason to develop a native app is to give your users something that they will truly love.



## A Guide to the Mobile Marketing Key Performance Indicators (KPIs) That Your Boss Cares About

Businesses use Key Performance Indicators (KPIs) to create measurable goals and strategies for future success. Setting meaningful KPIs is important to every business, and helps keep teams focused on doing work that has real impact.

Even within the mobile app world, different apps require different KPIs depending on their differences in function, target audience, and market position. Knowing which KPIs to target is ultimately a decision unique to each app and each project, but some fundamental understanding can go a long way in helping to make that decision.

Determine how your mobile marketing presence fits within your overall business goals. Identify the criteria that are both most important to the business and numerically measurable. Set a specific goal for improvement that extends beyond increase downloads." And finally, set a frequency to assess this KPI. If your goal is to increase conversions by 30% by the end of the year, it might be better to check in monthly or quarterly, rather than weekly.

The KPIs listed here are a starting point to help you determine how to assess your project based on what is most useful to you.

**App Downloads**—A very broad and commonly understood metric for apps, in which more is certainly better. Increasing the number of downloads from 25,000 to 100,000 is an excellent target KPI. Focusing on number of app downloads alone, however, can create incentives to generate low quality downloads that have no real monetary value.

**App Store Rank**—Increasing your app's ranking, such as going from #50 to #25 in the Lifestyle section, is a great KPI, and one which will have a strong effect on your total number of downloads. Increases in your app's ranking can validate your marketing strategy and the cleverness of your app description copy.

**Revenue Per User (RPU)**— Adding up all the revenue generated and dividing it across your user base is a simple way to calculate your RPU. If your business allows users to make different purchases, it's possible to add up all the revenue they generate and segment users into high value and low value groups. Increasing revenue per user is a popular business metric. Improvements in the product, marketing or merchandising can all greatly impact it. Some businesses with very long user lifecycles prefer to use the RPU metric instead of user Lifetime Value.

Lifetime Value (LTV)—User LTV is a KPI that gets more attention than almost any other because it's a very good way to understand the relative health of a mobile business. Most LTV formulas add up the total amount of revenue generated from different streams, such as advertising and purchases, and divide it by the total number of users. The revenue per user number is then multiplied over the lifetime of a user. Understanding LTV is critical for optimizing marketing channels to focus on finding the customers that create long term value for the company.

**Conversion Rates**—Making a purchase, completing a survey, registering for an account: converting a visitor into a customer is the end goal for many apps, and improving the rate at which this happens is a common KPI that can also be used to offer insight into other aspects of your mobile strategy. A change in UI or marketing that directly precedes an increase in conversion rates should prompt you to look at other instances in which your app's user experience may be streamlined to produce better results. User LTV is a KPI that gets more attention than almost any other because it's a very good way to understand the relative health of a mobile business. **Session Length**—The importance of Session Length as a KPI varies from app to app. In some cases, a long average session length coupled with a low conversion rate is a red flag requiring further experimentation with your user interface. In most cases, though, a greater session length means greater engagement with users. Use this KPI to understand the mindset of your users, and set goals accordingly.

While understanding the uses of these common mobile KPIs is important for any business, ultimately choosing which KPI goals to set will have to be tailored to your business and your users. Set clear, measurable goals and reassess at definite intervals. Success requires sustained effort, so take it one step at a time. Success requires sustained effort, so take it one step at a time.



## What Marketers and Product Managers Need to Know About Apple's New iOS 7 and iPhone 5S and 5C

What's new in iOS 7? What features and functionality should innovative product and marketing teams maximize? Gregory Kennedy, VP of Marketing at TapSense, breaks down the most important new features and explains how they could improve your app's user experience.

#### iOS 7 is Harder, Better, Faster, Stronger

The new Apple iOS 7 has been completely updated and redesigned. There are new native apps such as the long rumored iTunes radio, an app very similar to Pandora, which comes pre-installed on every new device. We've carefully selected new features that marketing and product managers need to leverage in their next app release.

#### Make Your App Location Aware With iBeacons

iBeacons are a new class of low-powered, low-cost transmitters that can notify nearby iOS 7 devices of their presence. What's really amazing about this feature is that it provides retail apps a whole new level of location awareness, such as messaging people on their phones when they enter a store, or providing them with a coupon when they are close to specific product displays in a store.

#### Find Other People Using an App Near You

Apps near me is a new App Store feature that easily enables local social sharing. Users can now find Apps Near Me" and find out what apps other people are using. This has huge potential as an entirely new viral channel. Marketers will definitely want to build incentive programs to encourage use of this feature to drive downloads, and provide group buying opportunities at in-store locations.



#### Easily Share Photos From Device to Device

The camera and photo sharing features have been improved. The system now automatically groups photos into separate folders, making it much easier to organize and find photos. Another new feature called AirDrop enables device-to-device sharing, very similar to what Samsung has offered on the Galaxy for the past year. Marketers will want to take advantage of these features through photo sharing promotions, both digital and physical.



#### The All New Map Kit Allows for Better UI

The map features in iOS7 have been improved. You can draw overlays on top of the Apple mapping feature and vastly improve the map user experience. It's also possible to replace parts of the map, which allows you to completely integrate the map and create one seamless user experience.



#### iPhone 5S Fingerprint Sensor Will Increase iPhone Commerce

With the new iPhone 5S fingerprint sensor built directly into the phone, consumers no longer have to enter their password in order to make purchases of goods through their Apple account. This added level of security will greatly reduce friction around paying for all goods through the iPhone, and the spillover effect will be felt across mobile retail in general.





## Simplify Your Tech Stack, Consolidate SDKs and Test New Vendors

Now is the perfect time for product and marketing teams to evaluate their tech stack and consolidate SDKs. Are you still working with multiple ad network SDKs for paid advertising? Are you not able to measure downloads from email, social and other free channels? You might want to consider a conversion tracking solution to solve for all this and more. The benefit of these products is simple. It reduces the complexity and management of 3rd party systems, making your app more stable and providing access to more features.







### Tips to Maximize App Downloads From Free Channels

Email can seem boring and old when compared to the latest social marketing widget but make no mistake: email is a sleeping giant, capable of moving mountains.

#### Why You Should Focus on Email Marketing For Your App Right Now

The almost universal acceptance of email technology may make it seem pedestrian compared to this month's trendy promotional gimmick, but broad acceptance is precisely what makes email marketing so powerful. It is projected that <u>there will be 3.8 billion</u> <u>email accounts by 2014</u>, and 44% of emails are now opened on mobile devices.

Statistics like that ought to get even the most jaded mobile app marketer excited. Because most email is opened on a mobile device, it's easy to provide users with an enticing message that gets them to download the app. Most internet based companies have made enormous investments in email marketing, and considering that so much of that marketing is read on a mobile device, it becomes the perfect avenue to reach your existing audience and get them to download your mobile app. And don't forget conversion tracking tags: including tags in the email will help you to measure the effectiveness of email campaigns, and compare the email channel to your other marketing strategies.

#### Leverage Social Media To Increase Your Mobile Marketing Efforts



How did we ever live without social media? Once a mere novelty of the internet, social media is now an established communication channel for businesses as well as friends and family. And because of massive viral marketing potential, it's ability to convey a marketer's message is second to none.

With <u>Twitter's recent IPO announcement</u>, the phenomenal adoption of social media should no longer be news to anyone, but there is one data point that may surprise you: <u>71% of social media users are using mobile</u> <u>devices for access</u>. Twitter and Facebook have spent untold resources improving and refining the user experience for mobile, making it an invaluable platform for mobile marketers.

Social media can be an effective direct response channel for mobile marketing, and a great way to migrate an existing audience to your mobile app. Time spent on social media is time spent communicating; users are more open to interaction than in traditional media, where information travels in only one direction. What better time to reach them? And by including conversion tracking tags (we can't say this enough), you're equipped to measure and track conversions from social media, further allowing you to tailor and improve your marketing strategy. 71% of social media users are using mobile devices for access.

## Measure iOS Push Notification and Increase Engagement in Your App



Push notifications offer marketers the ability to drive users back to the app to increase engagement, and encourage participation in live events happening within or outside the app. By tracking app opens and purchases resulting from push notifications, marketers can measure activity among users who have already downloaded their app. Push notification measurement enables app marketers to go beyond tracking downloads, so they can see more deeply into their conversion funnels.

## HERE ARE SOME COMMON TACTICS APP MARKETERS CAN EMPLOY WITH PUSH.

- **1. Special Deals and Sales.** For many flash retailers, push is key to their strategy. They send notifications to users at peak shopping times during the day, such as lunchtime, to drive more sales.
- 2. Community Events. Retailers organize community shopping events and use push to prompt user participation. Fab uses this feature to drive sales among specific communities, such as pet owners, art lovers, foodies or techies. Poshmark in-app parties bring together users who are buying and selling specific brands, like Prada, Coach, and Tiffany, as well as categories of items, such as premium denim, boots, or jewelry.

- **3. Cross Promotion.** With a large installed user base, it's possible to use push notifications to cross promote other apps. Tango promotes their other apps to current app users by driving users to the new app landing page through push notifications.
- 4. Location Based. Apps like RetailMeNot and Starbucks are heavy users of location based push. They notify users when they are in the vicinity of a retail location and drive users into the store.

#### Use High-Quality Images And Writing To Increase App Installs From Your App Store Page



The human brain is wired to make snap judgments. When someone navigates to your app store landing page, what kinds of judgments are they making? One of the easiest and most effective ways of positively influencing snap judgment is by using the highest quality screen captures of your app. People are going to process visual information before they move on to product descriptions or other written information. If you make sure that the first thing someone sees is a high-quality image that encapsulates the functionality of your app, then you've ensured a positive initial reaction that will lead to further engagement (and hopefully an install). Quality copy, the written description of your app, should be your next focus. The copy should cover any and all key search terms; this will improve the overall ranking of your app, and aid in categorization. After the initial visual information, the description copy is how people will judge your app. There should be no grammatical errors, and the style should be clear without being dull. It takes longer to convince someone to download your app than it does convince them not to. Make sure you have these elements polished, and you'll make a first impression worthy of an install.



#### **3 Reasons to Create an App Landing Page**

Sending users directly to your app store page is the most straightforward and logical way to market an app. For many products it's the right way to approach it. However, for other products there can be advantages to creating a custom landing page, such as:

- 1. A custom landing page gives you the opportunity to show the users a video demo and tutorial. This can be useful when your app is new, or has gone through a major update.
- 2. It's an opportunity to share information about your app that is hard to explain on the iTunes store. If you have unique interface elements a landing page is great place to demonstrate this.
- Developing a landing page provides an opportunity to give users marketing incentives and promotions. For example new users that sign up through a landing page can get a discount promo-code.

## Tap Into The Marketing Power of Refer-A-Friend Programs

A good friend's recommendation might cause you to try things you would otherwise think to avoid: rollercoasters, foreign movies or a new restaurant. Sometimes it takes a trusted voice to help you discover the things you didn't know you were missing. Friend referrals are a powerful motivator, and something every mobile marketer should be eager to cultivate.

Refer-a-friend programs are an increasingly popular way to drive viral adoption of iOS apps, and considering the relatively high value of users acquired this way, it's no wonder. According to the Wharton School of Business, <u>a referred customer has a 16% higher LTV (Lifetime Value)</u> than their non-referred counterparts. The power of a referral program is not just that it can draw more users, but that the users it draws are going to be the high value users you most want to engage.

New platforms are emerging every day to help marketers implement and make the most out of referral programs. Platforms like <u>Yozio</u> provide ways to integrate mobile friend referrals either by email or SMS, and this is only the beginning; watch out for new innovations that will give businesses even more powerful ways to harness the power of friend referrals.

#### Get More Free App Downloads by Driving Traffic From Your Mobile Website To Your App



Investment in mobile web technology was a decision that paid dividends for many companies. Having an early presence on the mobile web meant riding the mobile wave as consumers turned to those devices en masse. Now that mobile usage is on course to surpass desktops, early adopters of mobile have been vindicated. As the consumer's love of mobile grows, however, they're demanding an even



better user experience, like that in native apps.

Consumers so clearly prefer the native app experience because it's optimized for their mobile devices, it's more responsive, and it loads faster and is easier to use. Migrating traffic from your mobile website to your app is an ideal way to better that user experience and increase user value.

Expanding your user base for your app is not easy, but it's well worth the effort. There is a notable difference in value between customers using a mobile web interface and customers using a dedicated app. An app provides a robust and consistent experience that users love, and have come to expect. So how does one drive up app usage? Paid user acquisition is one option, but before that, consider using your existing mobile web presence to increase the number of app installations. It's low-cost, effective, and if you add conversion tracking tags to download links, you'll be able to track and measure conversion rates from your mobile site.



## Four Reasons Why Mobile Marketers Need Unbiased 3rd Party Marketing Measurement

In mobile advertising, however, the closed nature of apps means that traditional third-party measurement systems just won't work. An entirely new infrastructure and technology stack is required.

Third-party measurement is popular in desktop advertising. Large, wellknown players such as Doubleclick have provided this service for some time. In mobile advertising, however, the closed nature of apps means that traditional third-party measurement systems just won't work. An entirely new infrastructure and technology stack is required.

These platforms have started to emerge, but many mobile marketers have been slow to catch up. Many marketers are still using internal tools that don't scale, can't measure email marketing, or require their engineers to integrate with each publisher, one at a time. This makes testing new partners and getting more flexibility with your mobile marketing almost impossible.

## Here are four reasons why mobile marketers should adopt a third-party mobile measurement platform:

- 1. De-duplication of mobile downloads across both free and paid channels. No one wants to pay for an app download that they should get for free. If you're not tracking downloads from your free channels, then there is no way to know if ad networks are claiming more downloads than they should. Having a thirdparty attribution system in place is one way to ensure that you only pay for downloads and clicks that did NOT come from organic and free social channels.
- 2. Don't take the publisher's word for it get a second opinion. Once de-duplication is in place, you will want to be billed off of a third-party's system. Each publisher and ad network is set up differently, in different time zones, and uses different settings to determine if a download was recorded. Having third-party attribution across all channels is the only way to get a true apples-to-apples comparison. It also ensures that you're only paying for downloads that actually came from the publisher and not from organic or social channels.
- 3. Aggregated reporting across all channels. Logging into multiple dashboards is problematic and time consuming. Downloading the data and aggregating it all in Excel is even more challenging. Putting a third-party attribution system in place will reduce the amount of resources required to do weekly reporting and will free you up to invest more time in analysis and generating ideas.
- 4. Compare and optimize your marketing with post install data. Optimization with post click install data, such as registration or purchases, is the only way to know the real value of users acquired. Third-party reporting systems go deep and help you understand user Life Time Value (LTV). No more guessing based on qualitative data from a small sample size. Most internal systems can't easily provide the level of detail that marketers require for superior performance.

Having third-party attribution across all channels is the only way to get a true apples-to-apples comparison.



## The 3 Key Cohort Analyses for Measuring Your Startup's Product Performance

This article was written by Venture Capitalist and LinkedIn influencer <u>Tomasz</u> <u>Tunguz</u> and was previously published on his <u>blog</u>. We've decided to republish it as it provides some good insight on how to work with cohort analysis, a feature core to the TapSense offering.

After I wrote a post on <u>six important cohort reports</u>, I received a handful of questions about how to interpret cohort charts effectively. When I review cohort data from companies I work with, I look into three different trends to evaluate a product's performance.

This is a cohort chart of hypothetical product indicating percentage of monthly active users each week for 12 weeks. There's great data here, but the amount of data can be overwhelming. Time flows down and right in the chart below.



But if we simplify the analysis into three charts we can isolate three key trends that will indicate our product's performance. These are the On Boarding Trend, the Longitudinal Trend and the Cohort Trend.



The **On Boarding Trend,** the orange left arrow, indicates the product's effectiveness in its first month of use and its trend over time, which is nothing less than a metric for user on boarding effectiveness. The first cell in each column indicates the monthly active rate for the cohort's first month as users. In our hypothetical data set, that number's growth varies from 35% to 41% over time. The product team has done a reasonable job of improving user on boarding and engaging users when they sign up.

The **Longitudinal Trend**, the top red arrow, indicates how the activity rate changes as users continue to use the product. The first row is the oldest cohort of users with the most recent data, the ones who signed up most recently. The bottom row is the newest cohort. Time flows right in this chart.

In our hypothetical data, there are two important conclusions. First, our user base becomes less active over time, and over the past 12 weeks we see the activity rate falling, indicating the product isn't keeping the attention of its users. Second, the decay in user activity is relatively constant across all cohorts meaning the product improvements over the past 12 weeks haven't made an impact.

The **Cohort Trend**, the bottom yellow arrow, indicates the current contribution to activity of each of the cohorts. In our hypothetical example, the older cohorts contribute 1/10th the activity of newer cohorts. This means user re-engagement through marketing or product efforts should be explored in addition to finding new ways to retain users.

Cohort analysis is quite useful because product teams can test different product features and measure the impact on a user base over time. Different on boarding flows will impact the on-boarding trend. New lifecycle features will alter the course of the Longitudinal Trend. Engagement tactics will change the cohort trends. Tying product changes to behavior informs great product design. There are many more analyses that can be done using cohorts, but these are the three key analyses I use that are consistently useful to evaluate product performance Ad Network.

## TAPSENSE



## About Tapsense

TapSense is a mobile marketing platform that provides unbiased third party measurement across free and paid channels. Through a single dashboard, marketers can manage and optimize mobile campaigns across hundreds of publishers. Over 100 customers have succeeded with TapSense, including: Fab, Redfin, Trulia, Expedia, Viator, Amazon and eBay.

TapSense was founded in 2011 and is based in San Francisco, California. Investors include top Silicon Valley venture firms, Ron Conway's SV Angel and Maynard Webb, a board member of Salesforce and Yahoo.

#### **Contact Us**

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www.tapsense.com

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#### North America



USA - The best place to gain access to the mobile worldwide inventory! Adinch helps agencies and advertisers improve ad campaigns and get great results through our self-service platform. Adinch is connected with the largest global RTB ad exchanges such as Smaato, OpenX, MoPub, Rubicon and others.

Adinch Ad Network	https://adinch.com/
adkarma	USA — Committed to providing publishers with a comprehensive and profitable solution for their ad network and display, pre-roll and mobile inventory. AdKarma has become one of the industry's leaders in ad network and inventory solutions.
AdKarma Ad Network	http://www.adkarma.net/
adknowledge	USA — Adknowledge is a digital marketing company that works with brands, agencies and publishers. It promises to "Unlock your digital audience" through social media, email, display ads, mobile, apps, video and sponsored content.
Adknowledge Ad Network	http://www.adknowledge.com/about/
acMarketplace Search Advertising	USA — adMarketplace delivers performance in search syndication advertising for online marketers and agencies. adMarketplace is the creator of Advertiser 3D, the first and only Pay Per Click platform to allow optimizations by keyword, traffic source, and device type.
adMarketplace Ad Network	http://www.admarketplace.com/advertisers.php
AdMaxim AdMaxim Ad Network	USA — AdMaxim specialises in cutting edge advertising technology and mobile audience engagement. Our integrated mobile advertising solution provides agencies and advertisers with a complete end-to-end approach to global mobile campaign management <u>http://admaxim.com/what/</u>
	Canada — AdMobix Inc. is a performance-based online marketing provider for advertisers, publishers, application developers and online affiliates in the United States, Canada and the world. The company offers a no risk, pay-per-install policy for advertisers and publishers.
Ad Network	http://admobix.com/advertisers.asp
adotomi	USA — Dotomi is helping marketers rethink display advertising with a new approach called Personalized Media. This approach allows granular decisions ranging from specific banner creative to media placement to be determined in real-time at the user and impression level.
Ad Network	http://www.adotomi.com
O ADTHEORENT"	USA — AdTheorent is an intelligent Real Time Bidding (RTB) enabled mobile ad network, powered by a platform built from the ground up to address the specific needs of the mobile advertising ecosystem.
AdTheorent Ad Network	http://www.adtheorent.com AdXcel
AdXcel	applications combine Dynamic Targeting, Rich Media and Interactivity. All delivered in a single ad unit over any media inventory. Adxcel platform allows advertisers to rapidly create data driven dynamic multilayer interactive IAB compliant ads/applications.
Ad Network USA — AdXcel	http://www.adxcel.com/images/v6/adv.htm





boingo Boingo Ad Network	USA — Leverage the power of a captive audience with a fully branded experience on the world's largest Wi-Fi advertising platform. http://media.boingo.com/
BuySellAds Buysellads Ad Network	USA — We help advertisers buy quality, guaranteed inventory directly from publishers. No middle man. Fully Transparent. Self-serve. You're guaranteed the inventory that you purchase. There's no bidding and no games. Once you've purchased a space, it's yours as long as you want it. http://buysellads.com/
Chitika Chitika Ad Network	USA — Chitika is an online ad network that caters over four billion strategically targeted ads each month to a network of over 300,000+ sites, making it the second largest network of its kind. Chitika ads are known across the industry for their ability to perform unlike any other.
● Clickatell <sup>®</sup> ClickaTell Ad Network	USA — Founded in 2000, Clickatell is a global leader in providing the ability for its customers to alert, interact and transact with their customers, business partners and communities. Clickatell is uniting customer communication, community creation and transaction services.
ClicksMob Ad Network	USA — One of the leading Mobile Affiliate Platforms around the world. The company thrives on providing advertisers with risk-free performance marketing campaigns ensuring maximum ROI on their ad budgets. To help publishers increase their revenues, ClicksMob assist publishers in monetizing 100% of their traffic. http://www.clicksmob.com/advertisers
CPX Moversa Mobile Ad Network	USA — Moversa is a division CPX Interactive created to leverage the company's resources, relationships and expertise in delivering a new level of performance in the mobile advertising space. CPX has been monetizing every kind of publisher inventory for more than 10, years across every platform. http://www.moversa.com
CrossInstall Ad Network	USA — CrossInstall is a cross-platform mobile ad network designed to simplify the mobile landscape for both advertisers and publishers. The company currently works with 200+ advertisers providing solutions across their own proprietary publisher network, RTB bidding platform and third-party ad networks. http://www.x48.net/advertisers
CrowdMob Ad Network	USA — CrowdMob is a programatic user acquisition platform for growth hackers on mobile. It aims to help mobile publishers find underpriced inventory and users via RTB. http://www.crowdmob.com/contact Dean Media Group
Ad Network USA — Dean Media	Group (DMG) is an industry-leading media and technology company working exclusively in the financial category. Headquartered in Chicago, DMG offers performance-driven media solutions for financial marketers and publishers across the globe. http://www.deanmediagroup.com



#### North America

DISTIMO Distimo Ad Network	USA — Distimo has a very clear objective: to make the app market transparent. Our goal is to provide the best and most actionable app metrics for anyone who wants to compete in the mobile marketplace. Today, Distimo provides the #1 free app analytics platform for developers. www.distimo.com
Ebay Advertising Ad Network	USA — eBay Advertising is a fast-growing business within the eBay Inc. family. Our mission is to connect consumers to the world's advertisers through rich targeting at Web scale, innovative ad experiences, and data science that serves both shoppers and marketers. http://www.ebayadvertising.com/en-ca/
engageclick EngageClick Ad Network	USA — Personalized ad engagement platform improving performance across mobile and video ads. Dynamic engagements are layered using behavioral data and optimized while campaigns are being delivered to keep the ads best performing all the time. <u>http://engageclick.com/</u>
<b>Everbadge</b> EverBadge Ad Network	USA — Everbadge is a mobile performance network located near Seattle, Washington. Currently the network has over 1,500 publishers and generates over 100,000 mobile transactions a month on Android, iOS and Windows Phone. http://everbadge.com/
EverySignal	USA — We use predictive interests modeled after your highest value users to acquire new customers for you.
EverySignal Ad Network	http://www.everysignal.com Flurry
C FLURRY Ad Network USA — Flurry is	optimizing mobile experiences for people everywhere. Flurry's market-leading analytics software is in over 350,000 smartphone and tablet apps on over 1 billion devices worldwide, giving the company the deepest understanding of mobile consumer behavior. http://www.flurry.com/appCircle-a.html
	USA — Fractional Media uses its proprietary RTB technology to purchase traffic from premium publishers through Supply Side Platforms (SSPs)
Fractional Media Ad Network	http://fractionalmedia.com GameHouse
<b>gamehouse</b> , PARTNERS Ad Network	GameHouse Promotion Network enables app marketers to drive installs of their apps with effective app promotion. http://partners.gamehouse.com/app-promotion/
USA — The	Get.lt
GET.IT Ad Network	Mobile provides a complete mobile App Engagement and user acquisition platform. We specialize in ROI-positive user acquisition campaigns from Google AdWords and on-device display advertising including under-utilized mobile web inventory.
USA — GET IT	http://getitmobile.com/acquisition/

**TAPSENSE** Traffic Source Directory

Go2mobi Go2mobi Ad Network	Canada — Go2mobi is a leader in app distribution and mobile advertising. We believe that mobile marketing is most powerful when the best technologies are employed. Our Mobile Real-Time Bidding Platform, Audience Targeting, and Creative Optimization tools are the most advanced in the industry. http://go2mobi.com/
Google admob	USA — AdMob is a leading global mobile advertising network that helps app developers monetize and promote their mobile and tablet apps with ads.
Google AdMob Ad Network	
<b></b>	USA — Gradient X is the most advanced programmatic marketing platform for mobile. Gradient X has developed proven technologies that allow advertisers to capitalize on the potential of mobile media.
Gradient X Ad Network	http://gradientx.com/contact
GREYSTRIPE	USA — Greystripe, a product line of ValueClick, Inc. Description: "Reach tens of millions of iPhone, iPad, and Android users with the leading full-screen mobile ad network."
Greystripe Ad Network	http://www.greystripe.com/advertisers
GrowMobile	USA — Grow Mobile is a San Francisco, CA based startup focused on mobile application advertising technology. Grow's mobile app marketing platform provides a single dashboard to buy, track, optimize and scale their user acquisition campaigns.
GrowMobile Ad Network	http://www.growmobile.com
GUPPY MEDIA GAMES Media . Mobility . Entertainment	USA — Guppy Media boasts several thousand direct publishing relationships located globally. Guppy maintains hundreds of direct and proprietary advertiser offers within Mobile Entertainment, Casual Gaming, Dating and Personals, Education, Financial and Health and Beauty.
Guppy Media Ad Network	http://www.guppymedia.com/pages/advertisers.html
heyZap	USA — Heyzap runs an gaming-only, CPI discovery network that is well-suited for sustained-ROI user acquisition campaigns. We're 100% non-incent and have a range of tracking capabilities (e.g., geo/OS/tablet/iOS device) on both Android and iOS.
Heyzap Ad Network	https://developers.heyzap.com/cpi
hiperdeer HipCricket	USA — AD LIFE® helps you plan, create, interact, assess and optimize all your mobile marketing campaigns from one single platform. AD LIFE® leverages Hipcricket®'s product suite to deliver results on time, on budget and in scope.
Ad Network	http://hipcricket.com
HOOKED MEDIA GROUP	USA — Hooked Media is a bustling community of players who love to play, compete and earn on the games they love. We break the traditional boundaries set by web and social platforms to create the best player experience everywhere - websites, social networks, and mobile devices
Ad Network	http://hookedmediagroup.com

iLoop mobile iLoop Mobile Ad Network	USA — iLoop's Mobile solutions include SMS/MMS marketing and messaging initiatives, mobile coupons point of sale integration, digital CRM mobile messaging, location based services and targeting, mobile internet sites, mobile content delivery, and APIs that permit a wide range of other mobile services. http://www.iloopmobile.com
<b>Jumptap</b> . Jumptap	USA — Connect with your audience through high-quality content, premium ad formats, video at scale and one of the most trusted ad networks online. http://www.jumptap.com/sign-up/
Ad Network	Kargo
KARGO CONTENT - COMMITTIVITY - COMMUNITY	USA — Kargo connects brands and publisher audiences. Our engagement technology delivers brand messages richly, creatively, and effectively, and our premium publisher roster provides the transparency and peace of mind to confidently broadcast to fast-growing mobile and tablet audiences.
Ad Network	http://www.kargo.com/
LeadBolt LeadBolt Ad Network	USA — Now the third most-used mobile advertising solution by app developers on the Android system, LeadBolt serves five billion ads a month in 100 different countries across 40,000 apps and growing. LeadBolt is privately held and headquartered in Sydney and Los Angeles. http://www.leadbolt.com
C Libri mobile Libri Mobile Ad Network	USA — Very few of your users do in-app purchases. Even fewer engage with banner ads. Don't turn away the majority of your users without monetizing them. Allow them to unlock parts of your premium content or features when they engage with a brand sponsor of their choice. Monetize all of your users. http://www.librimobile.com
LIFESTREET LifeStreet Media Ad Network	USA — LifeStreet Media is a leader in global in-app advertising for Facebook, Apple (iOS) and Android developers. LifeStreet reaches 350 million social and mobile app users monthly and has driven over 200 million app installs. Named one of the 500 fastest growing private companies in America by Inc. Magazine. http://www.lifestreetmedia.com
Lijit FM Lijit Ad Network	USA — Lijit Networks, Inc. is a wholly-owned subsidiary of Federated Media Publishing. By providing innovative advertising services, audience analytics, and reader engagement tools to over 125,000 sites, Lijit helps online publishers grow their website, build their business and make more money <a href="http://www.lijit.com/">http://www.lijit.com/</a>
LoopMe Ad Network	USA — LoopMe is the leading global pioneer in social ad discovery on smartphones and tablets. LoopMe enables consumers to feedback on ads ("like", "stop", and "share") which increases click interactions, branded engagement and value through social endorsement. http://loopme.biz
MagicSolver Deceder grad appe every day MagicSolver Ad Network	USA — We provide an innovative user acquisition solution for developers seeking to stand out from over 500,000 apps. With an ever growing army of 12,000,000 users we carefully select applications to promote through our continuously improving ecosystem of applications. http://www.magicsolver.com

Massivelmpact Massivelmpact Ad Network	USA — A performance advertising platform focused exclusively on mobile with targeting technology that guarantees advertiser ROI. We generate revenue for advertisers based on a cost-per-action (CPA) business model rather than cost per impression (CPM) or a cost per click (CPC <a href="http://www.massiveimpact.com">http://www.massiveimpact.com</a>
meclia_net Media.net Ad Network	USA — Global. Media.net is privately held, backed by certain funds managed by Ashmore Investment Management Limited, a subsidiary of Ashmore Group plc (ASHM:LN)and Directi Group. In the United States, Media.net operates primarily from Austin, TX. http://www.media.net
<b>millennialmedia</b> Millennial Media Ad Network	USA — Millennial Media is an independent mobile advertising platform company. The company's technology helps app developers and mobile website publishers maximize their advertising revenue, acquire and gain insight about their users. http://www.millennialmedia.com
mkMob Ad Network	Jamaica — mkMob is a powerful, yet simple to use self-serve mobile advertising platform.
mNectar MNectar Ad Network	USA — Founded and based in San Francisco, mNectar revolutionizes app discovery by letting users sample apps before downloading. Funded by app developers, we take a grassroots approach to solving the mobile app ecosystem's biggest problem: discovery. http://www.mnectar.com
MobGold Ad Network	USA — MobGold helps Advertisers to drive traffic into their mobile sites or create strong brand awareness across the MobGold Network. If you are an Advertiser and would like to reach users using targeted ads, get started with MobGold or learn more about our solution. http://www.mobgold.com/
Mobile Theory Ad Network	USA — Mobile Theory empowers the world's top brands, agencies and publishers with technology, solutions and services to deliver advertising campaigns that engage and immerse the mobile consumer. Through transparent, premium sites and apps, we reach over 50 million mobile Internet users. http://mobiletheory.com
Mobilefuse Ad Network	USA — MobileFuse is a mobile ad network comprised of strategically selected premium sites and applications with a reach of 85 million uniques. By only partnering with premium publishers, the company is able to ensure quality brand alignment that produces the best ROI for its advertisers. http://www.mobilefuse.com/
Mocean Mobile/ Mojiva Ad Network	USA — Mojiva, Inc. provides products and solutions that not only fuel the mobile advertising marketplace by bringing mobile ad buyers together with mobile content sellers, but that also solve unique challenges in the mobile marketing space. http://www.moceanmobile.com

Moolah Media Ad Network	USA —Moolah Media is a leading mobile performance marketing company focused on lead generation and customer acquisition. Moolah Media provides consumers with an interactive and informative experience, advertisers with quality leads, registrations and sales, and publishers with reliable monetization. http://www.moolahmedia.com
Motive Interactive Ad Network	USA — Motive Interactive (www.motiveinteractive.com) EST 2003 is a technology-driven performance marketing firm that represents brands in all verticals with a core focus on the mobile and online game segments. We deliver gamers that: Play, Pay, and Stay. http://motiveinteractive.com
NativeX Ad Network	USA — NativeX is the marketing technology platform that is reinventing in-app advertising to create more effective and engaging ad experiences that enable developers to build successful businesses around their apps. http://nativex.com
Neverblue Ad Network	Canada — Based in Victoria, British Columbia, Neverblue is the leading global performance-based online marketing company specializing in lead generation and client acquisition. http://www.neverblue.com
Offer Mobi Offer Mobi Ad Network	USA — OfferMobi.com is the first affiliate network focused on the mobile web. Led by industry veterans and leaders, we strive to bring our partners the very best service, pricing, and overall strategy to ensure growth for everyone. From big brand names to exclusive offers, we have them here. http://offermobi.com
<b>OpenX.</b> OpenX Ad Network	USA — OpenX solutions provide a unique Software as a Service platform by combining ad serving, an ad exchange, which includes Supply Side Platform technology, and content valuation. <a href="http://www.openx.com/">http://www.openx.com/</a>
PhunWare (Taplt) Ad Network	USA — TapIt! <sup>™</sup> has one goal: To leverage its advanced technology and proprietary tools to target your audience to generate immediate demand for your brands. TapIt! <sup>™</sup> represents core fundamentals of client acquisitions, engagement, and retention to enable sustainable and scalable growth for your business <u>http://www.tapit.com</u>
PlacePlay Ad Network	USA — PlacePlay helps iOS and Android app developers increase engagement and revenue. PlacePlay features enable geo-social competition amongst gamers to increase app engagement by up to 3X. PlacePlay in app advertising uses location, context and time as key targeting parameters. http://www.placeplay.com/
<b>playerize</b> Playerize Ad Network	USA — Playerize has built a unique marketplace to serve the player acquisition needs of Facebook games. Our suite of tools allows social game developers to easily create and manage acquisition campaigns, with budgets, targeting, and analytics. http://www.playerize.com

🔊 playhaven	USA — PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs <a href="http://www.plavhaven.com">http://www.plavhaven.com</a>
Playhaven Ad Network	http://www.pidyneven.com
PLETHORA	USA — Plethora Mobile is a Mobile Media Demand Side Platform that allows Brands, Agencies, and App Developers access to billions of mobile media impressions from around the globe. Plethora Mobile offers the flexibility to buy on a CPM, CPC and even a Cost Per Install basis.
Ad Network	http://www.plethoramobile.com
{0}pocketmath	USA — PocketMath is the world's largest, pure self-serve, mobile demand-side platform (DSP) for real-time bidding (RTB). Via one platform, you gain immediate access to the world's supply of mobile RTB inventory. No Minimums. No Commitments. No License Fees.
PocketMath Ad Network	http://www.pocketmath.com
pontiflex	USA — Pontiflex powers a new kind of digital advertising platform: signup ads. With signup ads, people can opt-in to hear from the brands they like without leaving a mobile app or website. Advertisers pay only for valid signups never for wasted clicks or impressions.
Pontiflex Ad Network	http://www.pontiflex.com
radiumone	USA — RadiumOne uses a unique combination of programmatic buying, proprietary data, patent- pending intelligence algorithms, and multi-channel capabilities. Each month, we engage directly with 700 million unique consumers and monitor over 10 billion sharing events.
RadiumOne Ad Network	http://www.radiumone.com
<b>REVMOB</b> \$	USA — Worldwide performance based mobile ad network for iOS, Android, Amazon apps and websites. 100% self-service platform.
RevMob Ad Network	https://www.revmob.com
	USA — Right Media, Inc. is an online advertising company that operates the Right Media Exchange, a marketplace that enables advertisers, publishers, and ad networks to trade digital media. Technology
RightMedia Ad Network	providers develop services for the Exchange via APIs.
rocketfuel Rocket Fuel	USA — Rocket Fuel delivers a leading programmatic media-buying platform at big data scale that harnesses the power of artificial intelligence to improve marketing ROI. Rocket Fuel's Advertising That Learns™ technology empowers media teams to focus on strategy, not spreadsheets.
Ad Network	http://rocketfuel.com
RTB.com REAL-TIME BLOBING SOLUTIONS RTB.com / Manage.com Ad Network	USA — RTB.com, formerly Manage.com, is the leading performance-based Mobile DSP (Demand-Side Platform). We do one thing really well: Real-Time Bidding on behalf of our clients. We provide fully-managed user acquisition and revenue optimization services for mobile gaming companies and Fortune 500 brands. http://www.rtb.com/_

Rubicon Project Ad Network	USA — REVV is a technology platform that empowers premium publishers by giving them complete control and visibility to best manage their direct and indirect inventory to match every impression with the highest paying demand source.
SearchMan Ad Network	USA — SearchMan.com is seriously committed to enabling search and discovery of the best mobile apps and shopping deals with great technology. Our service helps developers track search rankings, analyze keywords, compete for rankings, and optimize everythingso that your App is easier to find. https://searchman.com
Secco Squared Secco Squared Ad Network	USA — Secco Squared evaluates each of our client's needs and goals to develop a tailor-made and profitable marketing campaign. The Secco Squared team's ability to execute sets us apart from the competition - our turnaround time to launch campaigns allows our clients to be profitable nearly instantly. <u>http://seccosquared.com</u>
SendDroid Ad Network	USA — SendDroid was formed by a group of seasoned advertising executives, who are passionate about results. SendDroid has positioned itself as the premier choice for Advertisers and Developers seeking to monetize or advertise to Android <sup>™</sup> users. http://www.senddroid.com
Session () SessionM Ad Network	USA — SessionM is a Boston, MA-based start-up that is driving mobile ad innovation. Aimed at developers, publishers, and advertisers, SessionM's platform ignites deeper engagement with mobile content and advertising. http://www.sessionm.com
SiteScout SiteScout Ad Network	Canada — In 2009, we were media buyers. But, the media buying tools available lacked the capabilities that we needed to run profitable ad campaigns. So, we built our own proprietary solution and made it available to everyone. http://www.sitescout.com/
Smowtion Ad Network	USA — Smowtion is a company that represents a digital content network, developing cutting edge proprietary technology specialized in bringing audiences closer to achieve effectiveness since 2008. http://www.smowtion.com
SOCIAL INCOT Social Ingot Ad Network	USA — Social Ingot is an in-game platform specializing in branded advertiser engagements through the value-exchange model. Social Ingot presents users with opportunities to engage with a brand in a way that enhances a user's gaming experience and delivers measurable brand lift and marketing actions. <u>http://www.socialingot.com</u>
SponsorPay SponsorPay Ad Network	USA — SponsorPay is the world's leading value-exchange advertising platform. Our innovative solution drives the monetization of premium content on platforms such as Facebook, iOS and Android through brand engagement, user acquisition and direct response ad campaigns. http://www.sponsorpay.com/_

StartApp Ad Network	USA (Global) — StartApp deals with the two main parts of the mobile industry today: the monetization challenge that application developers face when trying to generate substantial revenue from their free applications, and application distribution – earning a substantial number of downloads worldwide. http://www.startapp.com
Tap for Tap	Canada — Get Users. Make Money. Tap for Tap gives app developers two cost-effective ways to promote their apps and a simple way of generating ad revenue in one easy- to-use platform.
Tapfortap Ad Network	https://tapfortap.com/ Tapgage
Tapgage	USA — Tapgage helps advertisers to promote their message to millions of mobile users globally. We provide advertisers the opportunity to convey impactful messages to their target audience in a meaningful way. Our network reaches millions of mobile users across 150 countries worldwide.
Ad Network	https://www.tapgage.net
Тарјоу	USA — Tapjoy is a mobile performance-based advertising platform that drives deep engagement and monetization opportunities for app publishers, while delivering valuable, engaged consumers to some of the world's biggest brand advertisers
TapJoy Ad Network	http://www.tapjoy.com
Toptico	USA — Taptica is a leading mobile user acquisition platform for brands and app developers to engage valuable mobile users. Our proprietary technology is based on artificial intelligence and machine learning at big data scale which enables data driven mobile targeting and user acquisition, resulting in maximum ROI. http://www.taptica.com
TREMOR VIDEO Tremor Video Ad Network	USA — Tremor Video is a digital video technology company that serves the complementary needs of the media community. Their SE2 technology offers advertisers massive reach and proven engagement with their marketing messages in 100% brand-safe environments. http://tremorvideo.com
TrialPay Ad Network	USA — TrialPay enables customers to pay for one item by trying or buying something else. Their system is used by merchants like Skype to provide users with free trials in exchange for participating in deals from their advertising partners. http://www.trialpay.com
<b>UberMedia</b> . Reinventing Mobile Advertising UberMedia	USA — UberMedia (formerly postup) is the leading independent developer of applications and web- based services that make it easier for users to find, follow and communicate with others on Twitter and other social media platforms.
Ad Network	Internation (Contraction)
UNRULY	USA — The Global Platform for Social Video Marketing   We Get Videos Tracked, Watched And Shared For Top Brands.
Unruly Media	http://www.unrulymedia.com
Ad Network	Urbanity Media



Smart. AD SERVER	USA — Founded in 2001, Smart AdServer develops and markets premium ad serving solutions for media agencies and publishers to manage display campaigns for Web, mobile and iPad/tablets.
	http://smartadserver.com/
Ad Server	Kontagent
💥 Kontagent	USA — Kontagent is the leading mobile analytics solution. Our platform gives brands data-driven insights to create deeper, more engaging mobile experiences.
	http://www.kontagent.com/
Analytics	Quantcast Mobile
quantcast	USA — Quantcast's measurement expertise brings you the most complete demographics available so you can learn more about who's using your apps.
	http://www.quantcast.com/measurement/mobileweb
Analytics	Swrve
<i>sw</i> /ve	USA — Swrve is an In-App Marketing Platform that allows mobile product teams to optimize their applications and games.
	http://www.swrve.com/
Analytics	AppNexus
Sappnexus	USA — AppNexus, which offers the most powerful, open and customizable advertising technology platform, serves the largest and most innovative buyers and sellers of online advertising, including Microsoft Advertising Exchange, Collective and Technorati Media.
DSP	http://appnexus.com/platform
	USA — Looking to to target higher lifetime value users from your app installs? Drive more revenue per install through cross-device bridging at scale.
Drawbridge	http://www.drawbrid.ge
DSP	Eclipse.io
eclipse-io	USA — We are a dedicated team of career long advertising ninjas that will change mobile advertising. We use things like real-time analytics, RTB, and genetic optimization to add awesomeness to mobile advertising.
DSP	http://eclipse.io
{Fiksu}	USA — Fiksu, Inc. is a new marketing technology company. Fiksu® for Mobile Apps is the company's first solution designed to help mobile app brands achieve their business goals faster and more cost-effectively.
Fiksu DSP	http://www.fiksu.com
mt	USA — Earth's biggest demand side platform.
advertising in a post-pc era	http://mdotm.com
MdotM DSP	

TURN Turn DSP	USA — Turn delivers real-time insights that transform the way leading advertising agencies and marketers make decisions. Our cloud applications and Internet-scale architecture work together to provide a complete picture of customers and execute cross-channel campaigns. http://www.turn.com
<b>burstiy</b> Burstly Exchange	USA — From beta testing to analytics to monetization, Burstly offers a full suite of products to power the entire app lifecycle. The app ecosystem is crowded but Burstly provides tools to help you navigate with ease. http://www.burstly.com
Mobelix Exchange	USA — Mobclix (www.mobclix.com) is the industry's largest mobile ad exchange network via its sophisticated open marketplace platform and comprehensive account management solution for iPhone application developers, advertisers, ad networks, and agencies. http://www.mobclix.com
NEX AGE Nexage Exchange	USA — Nexage is the leading mobile advertising exchange, creating a highly efficient and liquid market for buyers and sellers alike. The Nexage Exchange creates mutual value: it enables publishers and developers to accelerate their revenue growth. http://www.nexage.com
Smaato Smaato Exchange	USA — Smaato is the leading global mobile RTB ad exchange helping mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato provides Ads for Apps, and operates the leading RTB ad exchange and mobile ad optimization platform. http://www.smaato.com/
StrikeAd     Powering mobile advertising     StrikeAd     Exchange	USA — StrikeAd is a world leader in Mobile Advertising Media Buying Technology. Buying Mobile advertising today is difficult and there is a disconnect between large audiences and low media spend. http://www.strikead.com Admarvel
Ad <b>Marvel</b> Publisher	USA — AdMarvel is mobile advertising group that boasts simple management of ad traffic and higher revenue return. They partner with ad networks to deliver better results for publishers. http://admarvel.com/
	EA USA — Award winning developer of sports video games including Madden, FIFA, EA SPORTS Active, Tiger Woods PGA TOUR, NBA LIVE, NHL and Grand Slam Tennis. http://www.ea.com
Publisher	GREE Ads
<b>GREE</b>	USA — GREE Ads Trading Desk is a packaged plan that we build based on our clients' needs. Optimal plans differ depending on which countries our clients target. http://ads.aree.net/en/
Publisher	Jump Ramp Games

	USA — The Jump Ramp Games suite encompasses a variety of casual games, the first of which is Lucktastic, an instant win scratch-off card game.		
Publisher	http://www.jumprampgames.com/ Pinterest		
<b>for business</b> Publisher	USA — Add the Pin It button to your website or mobile app and help people share your stuff. http://business.pinterest.com/		
SGN Publisher	USA — SGN (formerly MindJolt) As a top cross-platform developer and publisher of games on Facebook, iOS, and Android, SGN lays claim to hit titles such as Panda Jam, Bingo Blingo, Fluff Friends Rescue, Jewels of the Amazon, Skies of Glory, and MindJolt. http://www.sgn.com/		
SHAZAM <sup>®</sup> Shazam Publisher	USA — Shazam connects more than 300 million people in over 200 countries to the music, TV shows and brands they love. Every week another two million curious people embrace Shazam. All this makes us the world's leading media engagement company. http://www.shazam.com		
<b>Zynga</b> Zynga Publisher	USA — Zynga's mission is connecting the world through games. Everyday millions of people interact with their friends and express their unique personalities through our games, which range from harvesting crops to building your business franchise, to playing poker.		
tap Commerce	USA — TapCommerce is the leader in mobile retargeting. We're trusted by the most successful mobile brands to deliver customers, revenue, and return on investment across mobile platforms.		
TapCommerce Retargeting	http://tapcommerce.com URX		
URX	USA — URX is a mobile app retargeting platform that uses deeplinks to links users into the middle of mobile apps. Use URX to drive sales and in-app conversions. http://urx.com/		
Retargeting	Comverse		
COMVERSE	USA — Comverse is the world's leading provider of software and systems enabling value-added services for voice, messaging, mobile Internet and mobile advertising; converged billing and active customer management; and IP communications.		
Traffic Sources	Our data includes almost every U.S. household and more than \$1 trillion in consumer transactions.		



http://www.adnetwork.net

http://www.adsmovil.com/

http://www.huntmads.com/contacto

http://www.startmeapp.com/

http://hands.com.br/

Brazil -

#### South America



AdNetwork.net Ad Network Argentina — Adnetwork.net, part of the IMS Group, is a media company specializing in performance that brings a valuable global media network together. We work with fast-moving companies that need measurable and results-oriented solutions, supported by technological development and focusing on quality audiences.

LATAM - Adsmovil pioneers the way brands and content owners interact with the Hispanic audience via

LATAM - Hunt Mobile is a Mobile Advertising Company, with focus in Latin America and US

Hispanics markets. We represent more than 12 billions impressions a month worldwide. We are headquarted in Argentina and have commercial offices in Mexico, Brazil, Costa Rica and Colombia.

their most valuable communication source, their mobile devices. Adsmovil has developed advertising mobile campaigns, mobile web sites and provide mobile solutions that enhance the interaction between brands.

Ad Network

Adsmovil Ad Network

Hands\*

Hands Ad Network

hunt<sup>o</sup>mosile

Hunt Mobile Ads Ad Network



Startmeapp Ad Network



Webmoblink

Ad Network

LATAM — Webmoblink is a privately owned mobile advertising network created with the vision to power and develop the untapped potential of the mobile advertising. We work and deliver creative ideas and solutions to Advertisers, Ad Agencies, Media Buyers and Publishers to help them meet their goals.

LATAM — Launched to help business take advantage of the emerging mobile advertising market. We are an independent, privately owned mobile advertising network providing impartial advice based upon client needs. We work with media owners, publishers and networks to meet clients' business objectives.

http://www.webmoblink.com/



#### Europe



4th Screen

UK - Our publisher relationships and internal creative team allow for superior levels of integration, sponsorship and creativity. We have access to over 100 billion global impressions across app and mobile web platforms. Advertisers can access our advertising inventory on a site specific, channel or location basis.

http://4th-screen.com/advertisers/

Ad Network UK - We deliver our customers outstanding results every day and as Internet marketing maintains its **BBB**media rapid development and growth, our company continue to meet the challenge head-on by developing new technologies and innovative marketing tools. 888 Media http://www.888media.net Ad Network Estonia - Featuring over 60,000 entertainment-related websites and reaching millions of worldwide adcash unique users per day. Premier brand advertisers and Web publishers rely on us to deliver highperforming advertising solutions that achieve profitable long-term results. AdCash https://www.adcash.com Ad Network Ireland - Adforce.com was established in 2009 to help companies engage with their customers on mobile, Adforce tablet and web. We onetizee in digital advertising and publishing, helping customers both profit from the opportunities and triumph over the challenges offered by the rapidly changing world of digital media. Adforce http://adforce.com/ Ad Network UK - Adfrap is a semi blind premium mobile advertising network founded in 2008. We serve in GD excess of 5 billion monthly impressions from leading publishers and developers across Europe, Russia and the Middle East. Adfrap http://www.adfrap.com/ Ad Network France - The ADITIC brand is a product from Sofialys, the leading mobile advertising and marketing **ADITIC** company. We have leveraged this expertise to develop ADITIC and make it an easy-to-use platform for all of our customers. Aditic http://www.aditic.com Ad Network UK - Admoda is all about traffic - buying and selling traffic. The aim of Admoda is to allow advertisers admoda to run highly targeted campaigns on the mobile internet and in apps, and for publishers to onetize their mobile sites and apps with advertising. Admoda http://www.admoda.com/ Ad Network Russia - AdMoment is a Moscow-based advertising technology company with global roots. We Ad-Moment know how to best reach consumers on mobile devices. http://www.admoment.ru AdMoment Ad Network Adplace Germany - adplace.com is the mobile advertising platform of Liquid Air Lab, specialized in advertising dplace.com solutions on the iPhone, Android, Nokia and other smartphone platforms. With our worldwide Premium Ad Network you can reach your target audience everywhere, at any time and on the most personal device. http://www.adplace.com/ Ad Network

### Europe

adscale ()	Germany — AdScale is Germany's real time market place for online advertising, bringing advertisers and website providers (publishers) together.
Adscale Ad Network	http://www.adscale.de
AdWired AdWirek	Russia — AdWired mobile media network lets you find and engage the most receptive audience: smartphone and tablet users. Unique targeting features together with interactive banners lets you to reach highest ROI. Our network is constantly growing, serving millions of impressions weekly. <u>http://www.adwired.net/en/advertisers/</u>
Adxperience Ad Network	France — Adxperience is a one stop shop mobile media trading desk. Built by 2 veterans of the industry, we are sourcing our inspiration from the best practice of the online industry and from the finance trading method. We are adapting it to mobile to bring real performance to mobile advertising. http://www.adxperience.com
Applifier )) Applifier Ad Network	Finland — Applifier is a cross-promotion network for social games and applications. Applifier helps social applications grow by providing a portfolio of applications to cross-promote with. http://www.applifier.com/impact/
App Lift Mobile Games Marketing AppLift Ad Network	Germany — AppLift partners with 100+ quality game publishers such as King, Wooga and EA and with 1000+ Media Partners, running campaigns in over 180 countries. http://www.applift.com/advertisers
Apprupt Ad Network	Germany — apprupt provides a first class portfolio of advertising products and mobile publishers. Our partners offer high reach and high-quality editionial environments. Within our portfolio apprupt provides advertisers with innovative branding and performance marketing solutions for successful mobile advertising. http://www.apprupt.com/
appsfire Appsfire Ad Network	France — Appsfire is a global leading discovery and distribution platform for mobile apps which includes an elegant and sophisticated recommendation engine, and unique app specific advertising technology. http://new.appsfire.com/#Advertiser
Beintoo Ad Network	Italy — Beintoo is offering a unique opportunity for brands to reach their audience in a new, strong and growing context: the only loyalty program that rewards everyday apps engagement. http://www.beintoo.com/business/advertiser/
BlisMedia	UK — Blis is a leading media and technology solutions provider for display advertising. The company delivers targeted audiences to advertising agencies, brand advertisers and publishers. Its flagship solution Infinity+ allows brands to reach a targeted premium audience in an efficient RTB environment.

Ad Network http://www.blismedia.com

ClickRocket Ad Network	Russia — A highly effective solution for promotional campaign management that allows our clients to be extremely competitive through Internet promotion. Our experienced team will constantly monitor your campaigns and work with the publishers for optimal promotion. <a href="http://www.clickrocket.net/en/advertisers">http://www.clickrocket.net/en/advertisers</a> UK — Coull's technology can be added in minutes to connect video content with relevant brands to create a powerful additional revenue stream.
Coull Ad Network	http://coull.com/
CREOFI Creafi Online Media Ad Network	Spain — Creafi provides high quality online media solutions to advertisers and publishers globally through our world class online technologies and expertise. We deliver effective traffic with a phenomenal reach that consistently gives our clients a real promotional advantage in their chosen target markets. http://www.creafi.com
Crobo. Crobo (Covus) Ad Network	Germany — Crobo offers Advertisers the full range of online marketing services for Branding & Performance-based gaming campaigns. We provide amplified consultation on every stage, based on specific game competitive analysis, including compliance monitoring of activity and results. http://www.crobo.com
DIDIIIO DidMo Ad Network	Sweden — The Internet is full of template-based tools that let anyone broadcast their message into cyberspace. So we asked ourselves a simple question: Why not for mobile? The answer is Magmito, the world's first user-generated mobile content creation solution. http://www.didmo.com/
ExoClick Mobile Ad Network	Spain — Open ad network using a proprietary ad serving technology providing efficient solutions to every Advertiser and every Publisher around the world. http://www.exoclick.com
Freapp Ad Network	Italy — All you have to decide is how much you want to pay for each download, which countries you want to be promoted within, and on which platform (Android, iOS, HTML5). We will set up high-performing campaigns to maximize your return on investment (ROI). http://freapp.com/developers/
<b>Fybber</b> Fybber Ad Network	Germany — Fybber was founded in 2011 by a group German app developers, who felt completely lost in the jungle of digital marketing. Situated in Frankfurt, truly heart of European high-tech industry, Fybber is on the front edge of modern technology. http://fybber.com/
Geenapp Ad Network	Spain — Geenapp helps app developers gain installations and allows websites and social media channels to monetize their contents. Developers get installs and publishers earn money with every installation they generate. http://geenapp.com

#### Europe



Giftiz / Purple Brain Ad Network France — Purple Brain is a leading Marketing Mobile Agency focusing on promoting apps and especially games on Android. Purple Brain is currently hosted by Paris Creanova Accelerator for Innovative Companies. We help our advertisers to acquire high quality traffic on a CPI (Cost per installation) model.

Russia - The Gigafone Technologies Group is based in Singapore, Amsterdam and Moscow, and

Germany — We are a full-service online marketing company that is independent, profitable and fastgrowing. Founded and headquarted in Berlin since 2008, our team speaks 20 languages and counts

30 nationalities. Performance is our motivation... and the model for our remuneration.

Germany - Access users from our premium network of handpicked publishers. This ensures

your app is only shown within brand-safe and relevant environments. We charge exclusively on a performance basis, be that an install or engagement, a sign up or a purchase (CPI, CPE, CPL, CPS).

is the repository for the experience and vision Gigafone has accumulated as a mobile advertising

http://www.giftiz.com

http://www.gigafone.com/

http://www.glispa.com

http:/www.iconpeak.com/

#### **GIG** FONE

Gigafone Ad Network



Glispa Ad Network



iconpeak Ad Network

**in** media

innovational New media

UK — The IN Media Network is a comprehensive and rich hub for the latest campaigns, offers, promotions and advertising; making it a great source for anyone looking to monetise or advertise their website, products and services.

UK - Intella offers proprietary web and mobile marketing platforms for brands, advertising agencies,

direct marketers and publishing partners. We generate and deliver qualified leads through a suite of

UK - The leader in connecting advertisers to today's On-The-Go Mobile Audience. JiWire's platform

enables advertisers to identify and target specific geographic audience segments, and deliver advertising based not only on a person's exact physical location, but also the type of venue and even brand of venue.

Spain - We are an independent, owner-managed company. Out of our headquarters in Madrid, Spain, our

team of 50 dedicated professionals covers all aspects of the business: technical development, operations & maintenance, marketing, graphic design, content management, finance, business development, etc.

performance-based marketing solutions spanning 24 countries worldwide.

http://www.innovationalnewmedia.co.uk/

http://intela.com/what-we-do/online-lead-generation/

pioneer since we launched our pilot in 2003.



Ad Network

Intela Ad Network

M IIWIRE

JiWire Ad Network

¥kimia

Kimia Ad Network

http://kimia.mobi/advertisers\_providers.html

http://www.jiwire.com/advertise

KissMyAds

Germany — KissMyAds is the Cologne-based Mobile Performance Marketing Network offering customized technical solutions to start and fine-tune all high performance campaigns on the mobile web.

KissMyAds Ad Network http://affiliates.kissmyads.com/advertiser\_signup



#### Europe

m	advertis	5e

Germany — madvertise is one of the largest and fastest growing companies for mobile advertising in Europe. We connect advertisers, publishers and developers across Europe, enabling innovative mobile campaigns for advertisers whilst allowing developers and publishers to monetize their mobile inventory

Ad Network <u>http://madvertise.com/</u>

#### MATOMY

Madvertise

UK — Our network of direct publishers consists of thousands international websites and apps, delivering billions of impressions for every campaign. Our publishers enjoy professional consultation free-of-charge from our in-house traffic monetization experts.

Matomy Ad Network

Media Swapp

MediaSwapp/Mister Bell Ad Network France — MediaSwapp is a leader in France for promotion of iOS Apps. Present your apps to our big community in France and get a lot of new users ! We have 4 great apps (freevore, applivore, appsystem and appversus) that are used by more than 1 Million active users in France. That's our traffic only. http://mediaswapp.fr

modoloo Spain

http://www.mobaloo.com Mobaloo

http://www.matomy.com

Ad Network

Mobfox

MobFox

Austria — MobFox delivers the best engagement for advertisers, the maximum revenue for developers & publishers, and the best advertising experience for mobile users. We serve mobile display & mobile video ads to every corner in the world and can serve more than 20 billion ad impressions every month. http://www.mobfox.com

Germany - Moboqo is a premium mobile advertising network that negotiates and executes direct

France - MobPartner is the number one global Mobile Affiliate Platform. We work on delivering

Lisbon - MobYD Global Mobile Advertising Marketplace is an Ad Network working globally with

Advertisers Risk-Free Performance-based Marketing Campaigns and help Publishers monetize 100%

of installs on Android & iOS, while driving ROI positive user acquisition for our advertisers.

deals. Due to solely working with top developers, we are in the position to drive a substantial amount

Ad Network http://www

mopoob

Moboqo Ad Network

MobPartner Ad Network

mobYD

MobYD Ad Network offices at strategic cities for each market. Headquarters in Lisboa, offices at New York, Sao Paulo, Johannesburg, and Kuala Lumpur and soon will be based in London and Singapore. http://www.mobyd.com/



UK - A premium performance network offering display, email, social, and mobile.

http://www.norcmedia.com/

http://www.mobogo.com

of their Unsold Traffic

http://www.mobpartner.com/en

Norc Media Ad Network

orange Advertising Orange Ad Network Ad Network	France (Global) — Orange Advertising is one of the leading players in digital media and advertising, with an unduplicated audience of 795M* unique visitors across 5 continents and 60 countries. Its premium advertising network provides groundbreaking and innovative products on all screens. http://www.orangeadvertisingnetwork.com
Pay4results.eu European CPC, CPA & Attiliate Network Pay4results Ad Network	Estonia — Pay4results is a pioneering European internet advertising network We are focused on delivering excellent CPC, CPA and CPS campaigns that are profitable for both advertisers and publishers. https://www.pay4results.eu/
PropellerAds media PropellerAds Ad Network	UK — We've combined up-to-date technologies and our deserving experience of working with numerous ad networks to provide you with the best advertising solution. We totally understand what is important for you and we take the stress out of your campaign. http://www.propellerads.com
Púca Puca Ad Network	Ireland — We provide a comprehensive range of mobile technologies and services encompassing mobile marketing campaigns, business communications and mobile commerce. http://www.puca.com/
Reporo Ad Network	UK — Adult ad network. Reporo runs a Mobile Ad Network which can name a slew of quality internet brands among its publishers. Were a dedicated and skilled team of mobile internet professionals delivering maximum Rol for our clients. We also operate the ever popular Mwah mobile social network. http://www.reporo.com
Rovio Ad Network	Finland — Rovio Entertainment is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds has expanded rapidly in entertainment, publishing, animations and licensing to become a beloved international brand. http://www.rovio.com
SMART AD Smart AD Ad Network	Estonia — We can identify any type of audience on the Internet, whether it be Mac users, housewives or people who are willing to buy and sell online. Audiences are identified based on our Evolution Profile technology, by mapping the digital footprint of consumers http://smartad.eu/
SMOBIÂD Smobiad Ad Network	Hungary — SmobiAd helps mobile publishers and application developers to sell their ad inventory effectively. It provides a fully transparent solution to access the best DSPs, ad networks and ad exchanges. http://www.smobiad.com
SocialMoov SocialMoov Ad Network	France — Social Moov is the next gen Facebook marketing platform. Optimize your Facebook ads in self service or managed service. http://www.socialmoov.com/

Sponsormob Sponsormob Ad Network	Germany — The first CPA Network for the Mobile Web. With our experience, expertise and through advanced proprietary technology, we have managed to simplify the Mobile Advertising Marketplace for the Advertiser and continue to deliver measurable and proven results.
Star-Advertising Ad Network	Luxembourg — One of the leading Entertainment mobile adnetwork. Over 1 billion impressions are at your service to promote your brands on international and local premium mobile sites. Star-Advertising self-service bidding system and user friendly platform have been built in-house. http://www.star-advertising.com
SupersonicAds SupersonicAds Ad Network	UK — SupersonicAds is the international leader in brand engagement, video ads, direct response ads, and virtual currency monetization for online games, virtual worlds and social networks. The company's platform empowers marketers to reach, target, and engage the world's 500 million social gamers. http://www.supersonicads.com
Surikate Surikate Ad Network	France — Surikate is the leader of mobile marketing services in France. Surikate's expertise lies in its combination of knowledge for mobile application promotion and its strong grasp of high performance tools. http://www.surikate.com/en/
Tinkoff Digital Ad Network	Russia — Tinkoff Digital - an innovative company created to run the project on the internet and mobile environments. The main area ofinterest of the company - advertising technologies, online projects and mobile applications. http://www.madnet.rs
TradeDoubler Market like you mean it Tradedoubler Ad Network	UK — Tradedoubler's performance network is built around the affiliate network principle of paying only for actual sales or conversions. We incentivise our publishers to drive results across a range of performance metrics and payment models. http://www.tradedoubler.com/
C TRADEMOB TradeMob Ad Network	Germany — Trademob is Europe's leading expert in mobile app marketing. Coupling the world's largest mobile inventory with pioneering mobile advertising technologies and unmatched industry expertise, we achieve maximum volume of new users and revenue for our clients. http://www.trademob.com
Unicume Ad Network	Russia — Fresh and happy mobile ad network started as a hub between international and Russian markets. Soon evolved to a mobile advertising agency working on wide-open and fair-play basis. Unilead Network has developed the best strategies to help you get the best ROI for your offers and traffic sources. http://www.unicume.com
UnkaSoft Ad Network	Spain — As an international leader in the sector, our work have been recognized and priezed several times. We work with brands, advertising agencies and media. We offer integral solutions of mobile services to our customers. We guide them through their mobile experience integrating it to a 360° marketing strategy. http://www.unkasoft.com/

#### UK - We are a premium publisher representation agency who manage the advertising and $\mathbf{O}$ commercial activities for an array of premium websites that are highly prominent within the business WebAds and financial online market place. WebAds http://www.webads.co.UK Ad Network France - As one of the European leaders for the management, distribution and tracking of targeted weborama advertising campaigns on the Net, Weborama focuses on Technology, Data and Media. http://www.weborama.com/ Weborama Ad Network Sweden - Widespace offers innovative ad formats and extensive reach via top publishers. This \infty widespace makes us a fantastic channel for your advertising. We help you to reach your target groups, wherever they are, with pin point accuracy and high impact ads. WideSpace http://www.widespace.com/en/ Ad Network Portugal - Global Digital Marketing and Advertising Agency present in Europe (Lisbon), Africa (Johannesburg), South East Asia (Singapore), North America (New York) and Latin America (Sao Paulo). YDigital Media http://www.ydigitalmedia.com Ad Network Germany - Europe's leading mobile technology and media provider, today announced that ubiyoo, its performance mobile advertising network, has been rebranded and re-launched as YOC Performance Network (www.yoc-performance.com), to create a key segment of YOC's overall mobile advertising offering. YOC Performance Network https://www.yoc-performance.com Ad Network Ukraine - Clickky is full-service global performance advertising platform, that is focused mobile and web performance-based campaigns. Clickky as a platform includes own affiliate network, offerwall Clickky advertising network, and up-to-date media buying technologies Clickky http://www.clickky.biz/signup Ad Network and DSP UK - We offer advertisers and agencies a smarter way to buy mobile inventory with the widest adfonic possible access to global mobile web and app inventory - over 100 billion global ad impressions each month through a single buying point. Adfonic http://adfonic.com DSP Spain - Smadex is a Mobile Demand Side Platform. Smadex features: Maximum Ad Relevancy with rich 🕞 smadex media and location aware dynamic creatives. HTML5 Mobile Landing Page generator with a complete post-click analysis suite, including statistics for user location, lead generation, map interaction, etc. Smadex http://smadex.com/home.php DSP Ukraine - Epom Market Ad Exchange is an international ad network that brings together only the top epom. publishers with advertisers in more, than 40 countries worldwide. Epom Market http://epom.com/

Exchange

#### Europe



UK — txtNation Limited provides Mobile Billing and Messaging. txtNation provide an SMS Gateway API with our Mobile Gateway, which allows users to charge for products and services to a customer's mobile phone and set up Mobile Messaging; JunglePay that allows billing for site access and online games.

TXTNation Mobile Billing

#### adloqi

Adloqi Traffic Sources  $\rm UK-Adloqi$  specialises in well-known lifestyle publishers, often on an exclusive basis. Defined tablet and mobile strategies ensure your brand is delivered to the right device, in the right format to drive maximum engagement from your target audience.

http://adloqi.com/

### Africa, Asia, Australia

Ad Latte /AppDisco Ad Network	Korea http://adlatte.com			
Ad Network	UAE — AdFalcon is the first mobile advertising network in the Middle East aimed at providing a specialized mobile advertising experience to advertisers, publishers, developers and mobile users across the region. http://www.adfalcon.com/en/			
Adgorithms Adgorithms Ad Network	Israel — Established in 2009, Adgorithms.com has quickly centered itself in the heart of the business Our vision is creativity and innovation. We believe in doing things different, in standing out in a crowd. http://www.adgorithms.com			
Global Mobile Ads Platform Adiquity Ad Network	India — AdlQuity is a global mobile ads platform which helps mobile publishers and app developers to earn high revenue from their mobile inventory. It also helps ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. http://adiquity.com/			
Adlantis Adlantis Ad Network	Japan http://www.adlantis.jp			
AD MAGRET Admagnet Ad Network	India — The ad network launched by DGTL Media uses proprietary 4th generation ad serving technology to aggregate billions of ad impressions across categories, create audience segments and help advertisers reach highly fragmented Internet users. http://www.admagnet.com			
ADWAYS Adways Ad Network	Japan http://adways.net/en/			
AdZouk AdZouk Ad Network	Middle East — Manned by some of the biggest monetization, optimization and targeting experts in the online industry, armed with the very best and most advanced, comprehensive and robust set of technologies and tools. http://www.adzouk.com			
affiliaXe Ad Network	Israel — affiliaXe is a global market leader, a performance-based company that specializes in lead generation and client acquisition. With our specialized industry knowledge, experience and exclusive international offers, our aim is to grow our clients' businesses.			

### Africa, Asia, Australia

AMoAd Ad Network	Japan — MoAd is a Japanese-based ad network that is expanding into the United States and other countries around the globe. Founded in Japan as joint venture between CyberAgent and DeNA, AMoAd is the leading company with the highest number of impressions in Japan. http://www.amoad.com/advertisers/
AppFlood Papaya Mobile Ad Network	China — PapayaMobile is an open mobile social network for Android focused on casual gaming and virtual currency. Papaya offers developers a fast and easy way to reach millions of users worldwide and improve their return on investment for Android game development.
<b>Cppier</b> Appier Ad Network	Appier's mobile marketing platform was founded in 2012 with the mission to make global mobile marketing easier and happier. Appier utilizes the power of Al and real time bidding technology to make every single advertising impression smart and cost-effective. http://www.appier.com
Appnext Ad Network	Israel — Appnext's unique interstitial ad format ensures that users clicking on your ad are more likely to really want to install and try your game. This means better quality and higher retention and engagement rates. http://appnext.com
Avazu Ad Network	China — http://www.avazu.cn/
Bidalgo Ad Network	Israel — Bidalgo will manage your Facebook media from A to Z. We'll create a media plan that meets all your social goals and will not stop testing, analyzing and optimizing our efforts until you get the maximum returns for your investment. http://www.bidalgo.com
BRANOVATE A Premum Digital Media Provider Branovate Ad Network	Israel — We match technology with personalized service to turn your marketing plans into bottom line results. http://www.branovate.com
BuzzCity Ad Network	Singapore —BuzzCity turns its focus on the rest of the world and improves its platform into a Cost- Per-Click (CPC) mobile advertising platform. http://www.buzzcity.com/f/advertisers
CA Reward CA Reward Ad Network	Japan http://www.ca-reward.co.jp

Korea

China -

http://www.domob.cn

#### Africa, Asia, Australia



China — CASEE (Cellphone Ads Serving E-Exchange) is China's largest mobile advertising marketplace. CASEE offers both advertisers and publishers the ability to target and personalize advertising in different provinces and cities using self-serve web tools.

http://www.casee.cn/mm/Help.ad?\_m=aboutEn



Ad Network

Casee

http://www.cashslide.co.kr

Ad Network

Definiti Media mobile ad serving made easy

Definiti Media Ad Network Israel — DefinitiMedia has taken upon itself to try and create some order and clarity in the mobile ad serving space by unifying and optimizing the media buying process and the media management process. http://www.definitimedia.com

domob... 多盟

Domob Ad Network



Israel — Our Always-On Global Campaign Headquarters provides a complete, integrated and centralized view of all campaign processes, enabling us to control all aspects of advertising campaigns. We simplify the complexity of the rapidly changing digital ecosystem.

DSNR Media Group Ad Network

**X** F.O.X

F.O.X. Ad Network Japan <u>http://cyber-z.co.jp</u>

http://dsnrmg.com/adv



Hong Kong

http://www.gadmobe.com/advertisers/

https://www.inmobi.com/user/register.html

#### Ad Network

GMO TECH GMO Tech

Ad Network

Gadmobe

Japan https://smaad.jp/en/

India — InMobi is a mobile technology company that enables the world's leading brands, developers, and publishers to engage global consumers. InMobi builds mobile-first technology platforms that leverage big-data, user behavior, and cloud-based architectures.

InMobi Ad Network

#### Africa, Asia, Australia



India — Komli Media powers India's leading ad network platform with solutions across lead acquisition, targeting, rich media, audience measurement and brand measurement. Partner with Komli Media today to discover the full potential of the global Web.

Dubai - Lumata is a leading software and marketing services company focused solely on the mobile

marketing space. Our goal is to provide Operators, Brands, and Advertisers with the tools they need

Singapore - Metaps is a focused rewards ad network for Android and IOS platforms. Metaps Pte.

Ltd. offers low-risk advertising opportunities to make advertising relevant, measurable and track-able,

http://www.komli.com/usa/content/komli-mobile

significantly boosting your traffic and ROI.

http://www.noqoush.com/noqoush/english/index.html

https://www.lumata.com

http://www.madhouse.cn/

http://www.metaps.com

http://www.moblin.com

China -

Israel

Japan

http://nend.net/

to manage their brand's interaction with consumers over mobile.

Lumata Ad Network

Ad Network

Komli

M∀Dhouze

MadHouse Ad Network

metaps

Metaps Ad Network

Moblin Ad Network

Nend



Noqoush

Ad Network



Out there Media Ad Network

Platformplay 🕑

India — Our extensive market knowledge, strong trade relationships with advertisers and clients and our expertise with Go-To-Market across different digital touch-points such as Web, Mobile, Smart TV and Events strengthens our capability to scale your business.

UAE — At Noqoush, we are committed to provide a charming experience to our customers whether

Out There Media works with brands and advertisers, small/medium businesses and e-commerce

companies across the globe, to enable them to maximize awareness and loyalty among their consumers, while at the same time offering them unique and memorable experiences.

they are application developers, Publishers, media agencies, advertisers and end users.

Platform Play Ad Network <u>http://www.platform-play.com/</u>

www.out-there-media.com

India –

Korea

http://www.seventynine.mob

#### Africa, Asia, Australia

SocialClicks

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India — Transactional advertising and monetization platform on web and mobile. We provide high quality engagement for advertisers and drive user acquisition as well as content monetisation for publishers and developers of premium digital content.

Pokkt Ad Network

http://www.pokkt.com
Israel — Raftika is a premium ad network, specializing in user acquisition and providing inventory for
mobile in-app campaigns worldwide.
http://www.raftika.com/

Raftika Ad Network

#### seventynine

RaftiKa

Seventynine Ad Network

 SNAKK-MEDIA
 Australia — Snakk Media enables you to reach your target audience – with inspiring messages in the palm of their hands. Wherever they are. Whatever they're doing.

 Snakk Media
 http://snakkmedia.com/

Snakk Media Ad Network

SOCIALCLICKS Israel – SocialClicks, an innovator in social advertising and audience optimization, provides end-toend technology solutions for social campaign performance on a global scale.

Ad Network



TNK Factory Ad Network http://tnkfactory.com/tnk/home.intro.main

http://www.socialclicks.com/\_\_\_



Todacell

Ad Network

Israel — Todacell is the an off-portal mobile display ad network for advertisers and publishers. The company provides proprietary ad flow management technology which enables publishers to optimize their display advertising. http://www.todacell.com

ГокеnAds

Israel — TokenAds performance driven platform gives advertisers deeper reach into the end users world.

http://www.tokenads.com



TokenAds

Ad Network

Israel — The World's First Virtual Good. Promotion Network. Offer your game's virtual goods to gamers in other games.

Trophit Ad Network

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http://www.trophit.com/

### Africa, Asia, Australia

twirPine Twinpine Ad Network	Africa - Nigeria Twinpine is a mobile advertising network reaching millions of Africans on mobile devices via the mobile web. http://www.twinpinenetwork.com
Twist Mobile Ad Network	India — We conceptualize and create mobile games and applications. We partner with App stores, Operators, Ad networks, OEM and content distributors to reach maximum number of users. http://twistmobile.in/whatif.php#aboutus
Vserv Ad Network	India — We are a team passionate about Mobile and everything that we do! Our focus has been to identify and solve the needs of the mobile ecosystem, with solutions that work across devices, networks, OS platforms, Apps & Mobile Web. http://www.vserv.mobi/
Xapads Xapads Ad Network	India — Established in 2008, Xapads is a full service digital advertisement network, catering our clients in the field of Display Advertisements, Search Engine Marketing, Social Media Marketing and Mobile Marketing. http://www.xapads.com
Ybrant Digital Ad Network	India — Ybrant Digital offers Digital Marketing solutions to businesses, agencies, and online publishers worldwide. It connects Advertisers with their Audience across any form of digital media. http://www.ybrantdigital.com/
YeahMobi Ad Network	China — http://www.yeahmobi.com/
ZEST ADS ADVERTISING STUDIO ZestAdz Ad Network	India — At Zest, we do not compromise on quality. We believe in creating the best advertising. We employ the best people and invest to get the best out of them. We are focused on being better than anyone else. We win on behalf of our clients and their brands. http://www.zestads.com
Zucks Zucks Ad Network	Japan http://zucks.co.jp/en/
Cellempower Ad Agency	Middle East — Cellempower is a one-stop-shop for mobile telecom operators, international brands, enterprises and content and applications' providers.

#### Africa, Asia, Australia



