

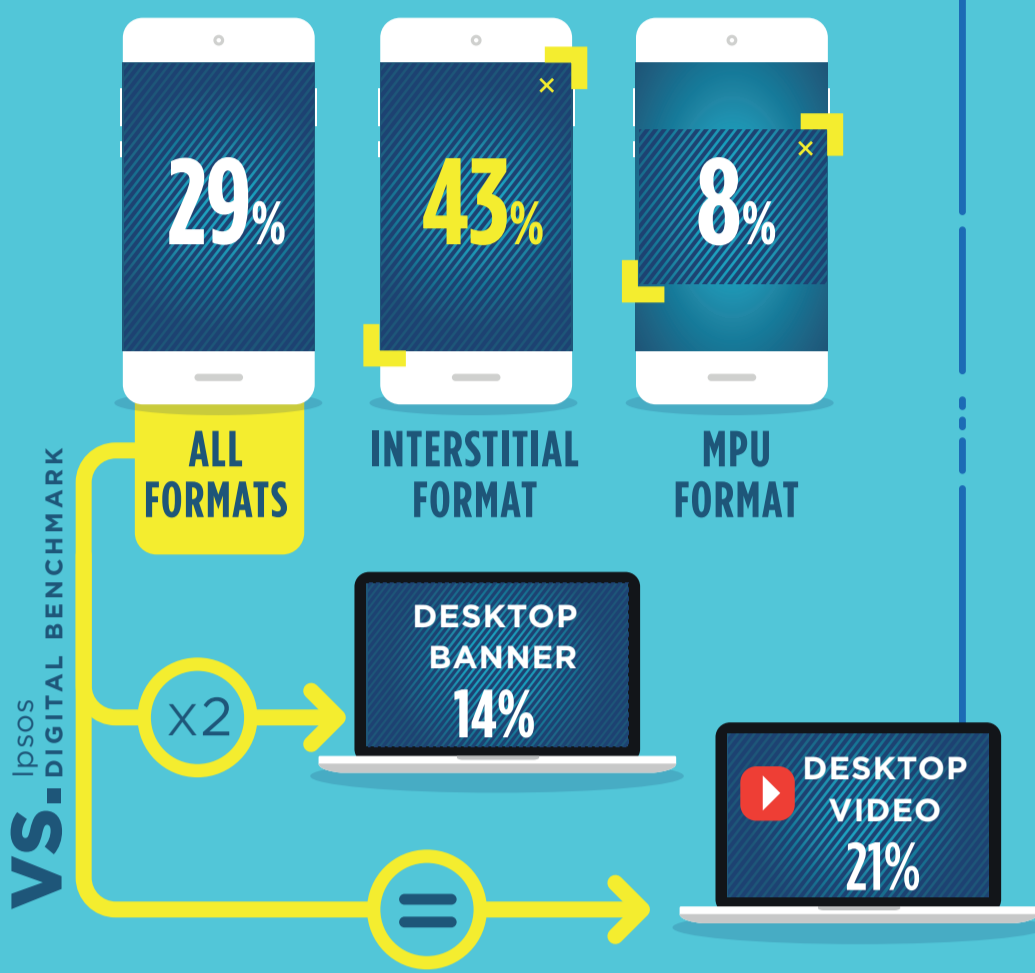
IN-APP MOBILE ADVERTISING IMPACT \*



THE INTERSTITIAL FORMAT ENSURES THE MOST BRAND VISIBILITY - while leaving a lasting brand impression \*

BETTER AD RECALL  
RESPONDENTS REMEMBER SEEING THE AD = RECOGNIZERS

STRONGER BRAND ATTRIBUTION

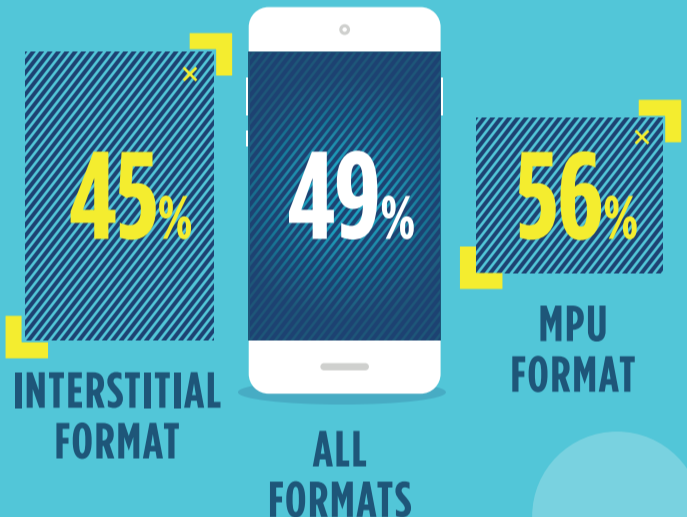
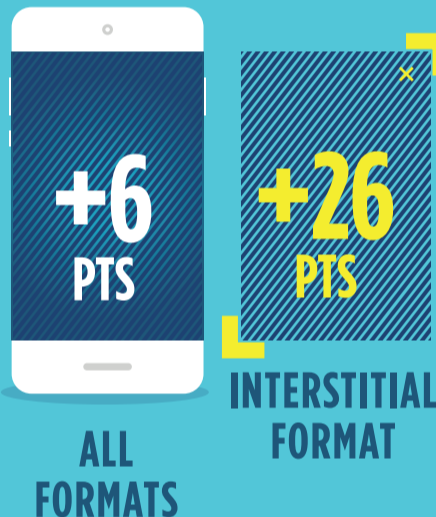


IN-APP MOBILE CAMPAIGNS ARE EFFECTIVE \*

to strengthen consumer-brand relationship

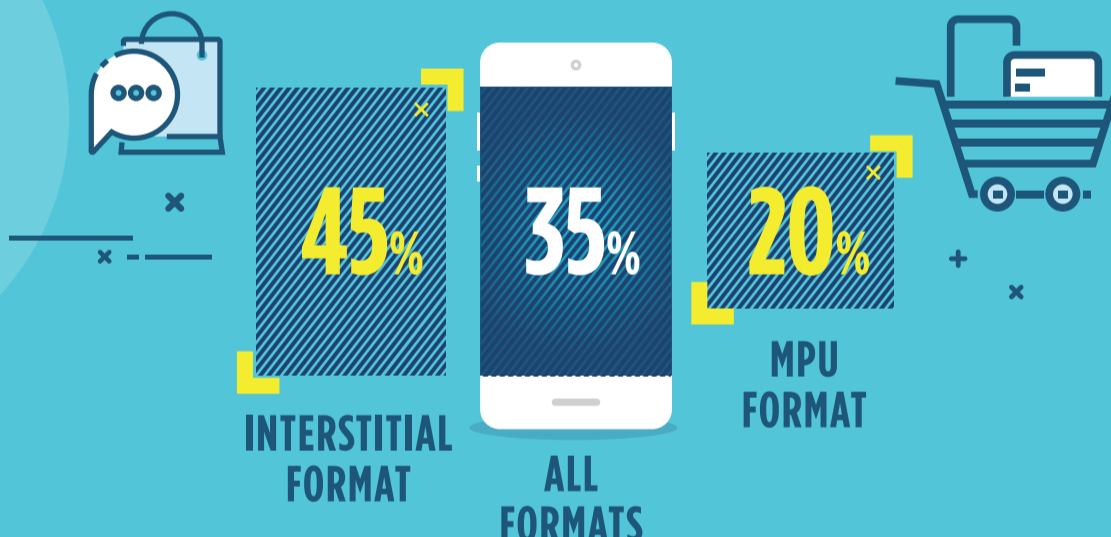
POSITIVE INCREASE TO BRAND APPRECIATION  
% OF RESPONDENTS RATING THE BRAND ON A SCALE OF 8 TO 10. A COMPARISON OF EXPOSED VS. UNEXPOSED RESPONDENTS.

BOOSTING FAVORABLE BRAND OPINION  
% OF RESPONDENTS STATING AN IMPROVED OPINION OF THE BRAND (SCALE OF 6 TO 10)



STIMULATING PURCHASE AND TRAFFIC INTENTION

% OF FAVORABLE INTENTION



IN-APP MOBILE CAMPAIGNS STAND AGAINST THE ODDS \*

In a naturally unfavorable environment for advertising, these campaigns prove to be effective and beneficial to the brand.

THE INTERSTITIAL FORMAT PROVEN EFFECTIVENESS  
The full screen ad leaves a lasting impact

THE MPU FORMAT HAS STRICT RESTRICTIONS  
Requires dedicated creative design

A METHODOLOGY BASED ON RETARGETING \*

446 RESPONDENTS recruited via display banners up to 2 weeks after the 3 post-tested campaigns ended  
261 EXPOSED USERS | 185 USERS UNEXPOSED

A 3-MINUTE SURVEY Including all the classic post-test measurements + a creative diagnostic