# WATERMOBI ADVERTISMENT LIMITED

## 2018 MARKETING & ADVERTISING SERVICES

Every month we access over 30 billion individual consumer
research events, 1.5 billion unique devices across the US, and 50 petabytes of AI-processed data. This real-time data feed spans over 3,400 niche segments, observing, capturing, and delivering individuals with multiple research events aligned to each topic. These capabilities bring next-level cookie less targeting, allowing us to address specific users across the largest digital channels available. By targeting users instead of specific sites we can obtain aggressively low CPI, CPA rates to highly targeted interested buyers.

**EXECUTIVE SUMMARY**

# Our Clients & Traffic sources

**ADVERTISERS**

We are working with many big agencies like Gazet, N-Switch, Shallwead, Tyrads, Curate etc.

**PUBLISHERS**

We are working with over 1,000 publishers, including direct web and app sources, social networks, and media buying sources . Our publishers are at the top level in the industry and they are all selected through years of experience by us.

**GEOS**

We can run both Android and iOS offers and our strongest geos are US/JP/TW/UK/KR.
Our best Geos are in Asia , and we also have the traffic for Tier1,but it depends on the offers.

**MEDIABUYING**

**DSP** : The media buyers work with App Samurai , App next , Start app or other DSP or SSP platforms.

# DIGITAL CAPABILITES

**We Offer the following:-**

- Display Advertising
- Digital Email Marketing
- Mobile Marketing
- Web Designing & Development
- SEO & SEM
- Social Media Marketing

Our recently engaged user lists allow us to deliver a rotating base of users who have engaged with your niche in the last 30 days. Combined with our wide reach of inventory we can engage these users in display and email wherever they are on the internet.

# AUDIENCE

Great marketing starts with knowing who to talk to. We capture die-hard enthusiasts, new entrants, and everything in between.

- 1.5 Billion accessible devices in the US,UK,JP,KR,FR,CA every month
- 100 Million impressions delivered to our clients monthly
- 10 Billion banner ads available across networks per month
- 230 Million active shoppers in niche markets
- 50+ Thousand Domains/Apps available for banner placement
- Over 100 million unique email users

# AUDIENCE INSIGHT

We capture the keyword research you need to identify active shoppers in the consideration phase of the purchase process. Using this hyper-focused behavioral analysis, we craft zero-waste campaigns to the right people at the right time.

# SOME OF OUR TOP PERFORMING CAMPAIGNS & RESULTS

WATERMOBI.COM

| Campaign | Gross Conversions |
| --- | --- |
| Kindle - Android -JP Sensitive | 75186 |
| Kindle - Android -US Sensitive | 26137 |
| [Mobile - Android - BR ] Kindle - CPI - US | 24797 |
| Kindle - Android -AU sensitive | 18455 |
| Kindle - Android -IT Sensitive | 11722 |
| [Mobile - Android - BR ] Kindle - CPI - JP | 7561 |
| Kindle - Android -CA sensitive | 7289 |
| [Mobile - Android - BR ] Kindle - CPI - AU | 3100 |
| [Mobile - Android - BR ] Kindle - CPI - ES | 1574 |
| Canadian Tire - Triangle App / AOS / CA | 1092 |
| [Mobile - Android - AF] Tiktok - US | 1076 |
| [Mobile - Android - BR ] Kindle - CPI - UK | 1009 |
| [Mobile - Android - AF] Tiktok - CA | 921 |
| [Mobile - Android - AF] Tiktok - BR | 695 |
| Paysense-AOS-IN | 674 |
| FI MOney _ AUG 2022- CPA IN | 577 |
| Kindle - Android - Japan [Creative Name/Id + Appname + Device Id Req.] | 545 |
| BET plus Kingdom Business - iOS - US - VTA [AppName + BundleID + IDFA + IMPs Req] | 520 |
| [WAP - Android] Amazon Shopping - Evergreen21KnowV1 Impressions, Device ID, App Name Mandatory | 325 |
| [Mobile - iOS - AT] Wakuwaku Mail - CPI - JP | 296 |

# ANTI-FRAUD TECHNOLOGY

We know trust and transparency are crucial to any partnership. That's why our proprietary anti-fraud monitoring and alert system underscores everything we do, and provides assurance for every campaign we run.

# GROWTH MARKETING PLATFORM & BIDDER

The cost of acquiring a mobile consumer is rapidly outpacing the lifetime value of the consumer. Fraud and lack of transparency are contributing factors, as such, Console puts control and safety back in the hands of the growth-marketer.

DRIVE INSTALLS WITH
CONSUMER ACQUISITION

PROPRIETARY IN-HOUSE BIDDER
& MEDIA BUYING

RETARGET & RE-ENGAGE
THE MOST VALUABLE USERS

# KEY FEATURES

**Proprietary Bidder**: Log-level control of your campaign and optimization goals.
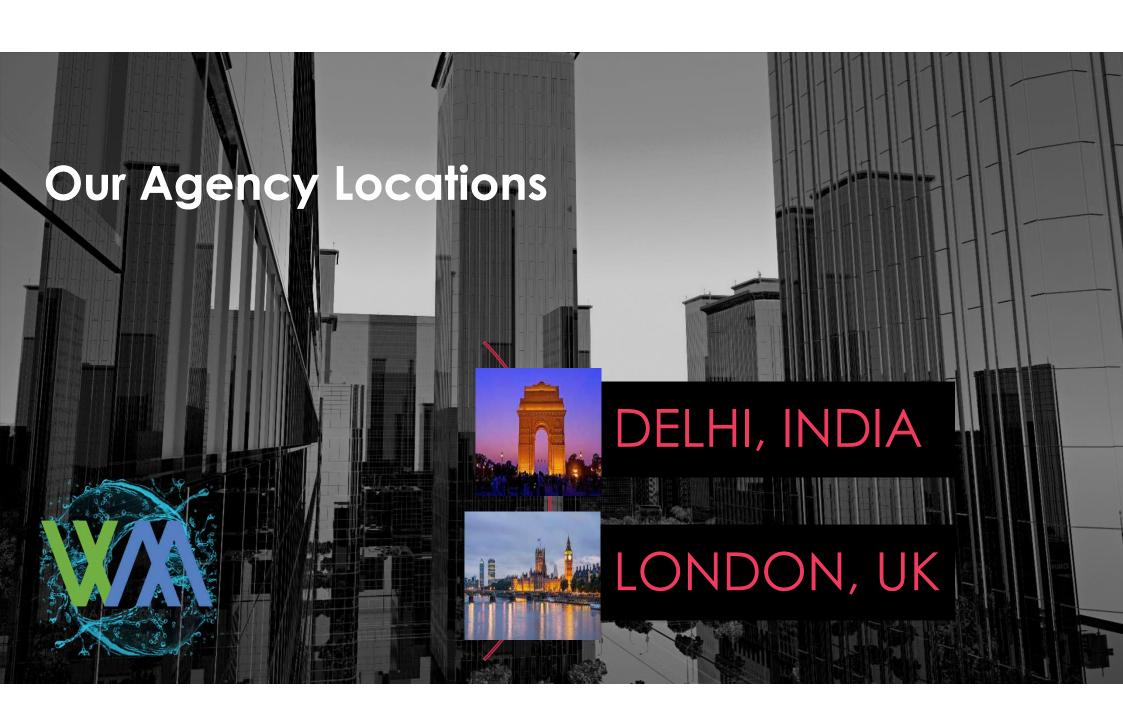
**Partnership Management Platform**: Our unique tool that helps promote key pillars of transparency and customization. Advertisers are granted a secure log-in to monitor campaigns in real-time and possess full discretion on attribution settings.

**Unique Algorithms:** Reach CPA/CPI and ROAS goals using our optimization driven proprietary RTB algorithms.

**Retargeting & Re-engagement:** With a powerful machine-learning based approach. WATERMOBI can target and re-engage users to drive more in-app actions & conversions.

**In-house Media Buying**: Dedicated media buying managed or self-service solutions. We provide app-developers and marketers with tools to manage all user acquisition and retargeting campaigns.

**WATERMOBI Fraud Tools:** Install Analyzer, Click Analyzer and Watermobi Alert tools for fraud prevention, detection and monitoring. These anti-fraud features provide an added layer of protection to the standard MMPs in order to deliver a best-in-class solution.

# OUR SOLUTION

WATERMOBI ADVERTISEMENT LIMITED will deliver a strong, positive ROI, zero-waste marketing strategy, to deliver a direct-to-consumer campaign.

## Thank You

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Connect with us today to change the way you find and engage with potential consumers.