



# MOBILE ADVERTISING

We deliver predicted results for a fixed budget.

## Push App Media Kit

# adsmobi PUSH-APP PROGRAM

App Promotion + Placement Guarantee




The **app economy is exploding right now**. With more than 425,000 apps in the Apple App Store and more than 200,000 apps in the Android market, a **top rank is a must-have to get discovered** by users!\*

The **adsmobi PUSH-APP PROGRAM** solves this problem. It delivers predictable results for a fixed budget, available for paid and non-paid apps in the Apple App Store as well as the Android market. It is especially designed for:


- **App Promotion (Improve the number of generated downloads)**
- **Placement Promotion (Top-Ranking Guarantee)**

Discovery



We help you to get discovered within the App Store.

Top Rank



We boost your app to the top of the App Store.

Best in class ROI



We deliver predictable results for a fixed budget.

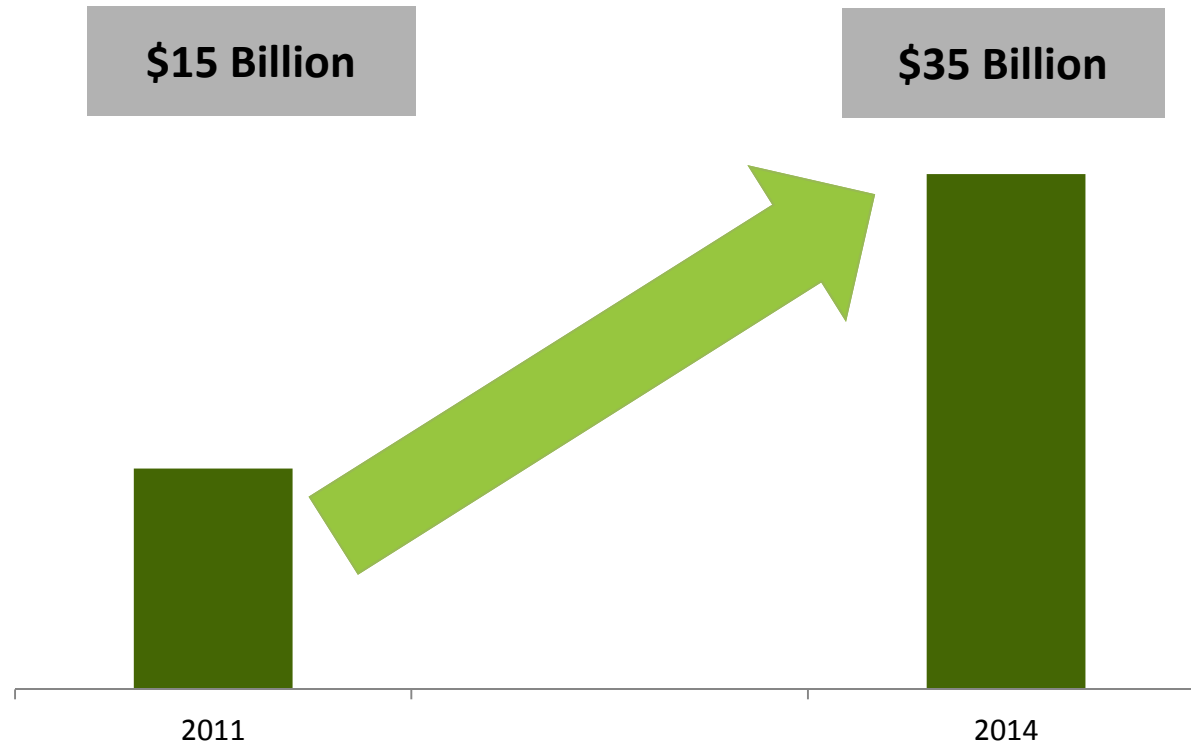
\* Source: [venturebeat.com](http://venturebeat.com) (2010)

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# Market Trends

Worldwide mobile application revenues will surpass \$35 billion in 2014

## Worldwide mobile application revenue (US-\$)



\* Source: International Data Corp.(2010).

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# App Store: Market Trends

Effective promotion required to find your app



**2010**

**300,000+ apps, Apple App Store.  
200,000+ apps, Android market.**



**< 0,0004 % chance to find your app**

**2011**

**Your Chance:  
PUSH-APP PROGRAM**



**Let YOUR APP be discovered!**

*Source: apple.com 2010*

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# App Store

Top-ranked apps generate more users



Several categorical rankings (Entertainment, Lifestyle etc.) as well as overall rankings within the app market help users to discover your app.

## Example Apple App Store:



[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# PUSH-APP EFFECT

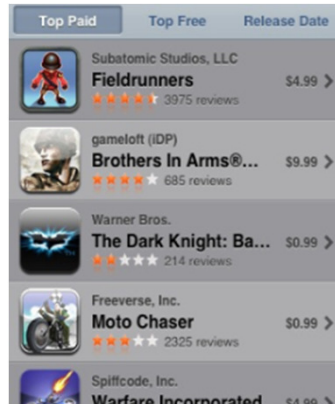
Example Apple App Store: More downloads = Higher ranks



User selects a category



Push-App Effect boost app into the Top 10



High rank = More downloads



**PUSH-APP EFFECT boost your app into Top Rankings!**

**PUSH-APP EFFECT**  
More downloads = Higher ranks



[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# PUSH-APP PROGRAM

Promotion Guarantee Package + Placement Guarantee Package



## PUSH-APP EFFECT for YOUR App!

### App-Promotion

- Cost per Download.
- Guaranteed number of downloads for a fixed price (CPD).

### Placement-Guarantee

- Cost per Ranking.
- Placement within a Top 10/Top 25/Top 50 category for a fixed price (CPR).

### Campaign benefits

- Maximal distribution (target different countries at the same time, e.g. EMEA).
- Country targeting (country-specific targeting, e.g. Germany, UK).

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# Download Reporting

How it works



In order to report successful downloads the application (advertiser) needs to ping the server of our partner Smaato whenever the app starts. The ping needs to include at least the UDID/Android ID of the device and an App ID or Partner ID.

There are several options to integrate the ping. It can either be sent:

- by using the Smaato Android or iPhone SDK (Download Tracking + Monetisation).
- by using Smaato Push App SDK (Download Tracking).
- by forwarding the ping that is sent from the developer's server to the Smaato server.

The integration is fast and easy (usually less than 1 hour).

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# PUSH-APP PROGRAM Success Story - USA

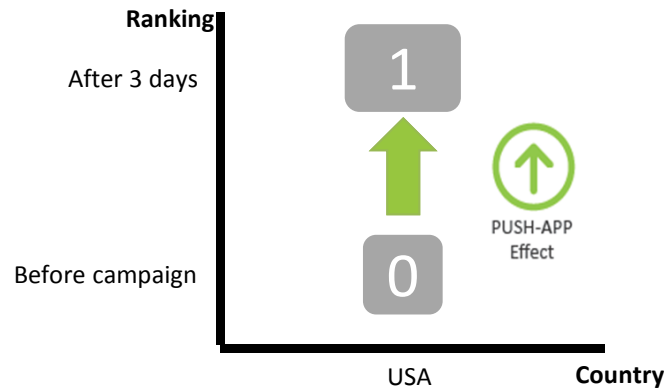
Boost from US Lifestyle rank 0 to rank 1 within three days!



**Market:** USA  
**Category:** Lifestyle  
**Campaign Date:** September 2010  
**Client:** Nestlé Purina Petcare - petcentric  
**Highest Result:** Rank 1, Lifestyle Category  
Rank 39, Overall Category

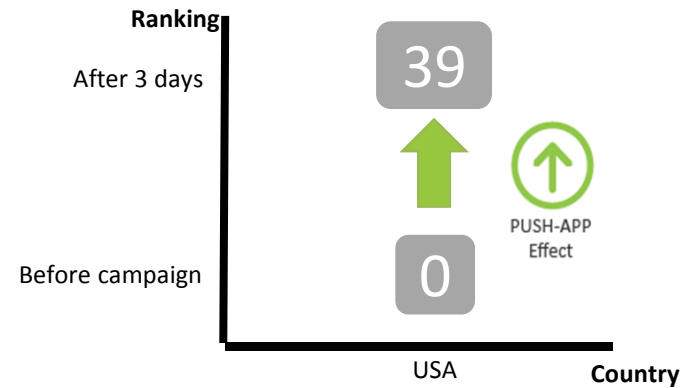


## Ranking Lifestyle Category



*Lifestyle category – App ranking after campaign start*

## Ranking Overall Category



*Overall category – App ranking after campaign start*

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)

# PUSH-APP PROGRAM Success Story - Germany

Boost from rank 51 to rank 1 within one day!



**Market:** Apple App Store, Germany  
**Category:** Finance  
**Campaign Dates:** March 7 – 16, 2011  
**Client:** DailyDeal GmbH

**Highest Results:** # 1 Ranking over 6 day period (March 7 – 13)  
# 39 ranked Overall Category  
15,000 Downloads within 10 days  
Up to 5,213 Downloads per Day (March 3<sup>rd</sup>)



## JOIN OUR SUCCESS STORIES!

[www.adsmobi.com](http://www.adsmobi.com) • [contact@adsmobi.com](mailto:contact@adsmobi.com)



## Ramy Yared

Managing Director

ramy@adsmobi.com

+1 (646) 807-4597

### About adsmobi Inc.

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers. adsmobi delivers premium advertising traffic for advertisers through partnerships with leading mobile mediation and optimization platforms.

adsmobi matches agencies and brands with the best mobile publisher inventory to achieve their mobile ROI goals. adsmobi focuses on the advertiser "buy side" of the mobile advertising ecosystem. The adsmobi ad server will help effectively manage media spending with the flexibility to target a desired audience at the right time, in the right place, on the right device.

New York ▪ London ▪ Hamburg ▪ Singapore

### adsmobi Inc.

260 Madison Avenue, 8th Floor  
New York City, New York 10016



T: +1 (646) 807-4596

Facebook.com/adsmobi

Twitter: @adsmobi

E: contact@adsmobi.com

www.adsmobi.com ▪ contact@adsmobi.com