



MOBILE ADVERTISING

MOBILE ADVERTISING POSSIBILITIES WITH PRECISE TARGETING AND WORLDWIDE REACH



CONTACT

SHOULD YOU BE INTERESTED IN OUR PRODUCTS, FEEL FREE TO CONTACT US

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COUNTRY MANAGER OF ETARGET, BULGARIA

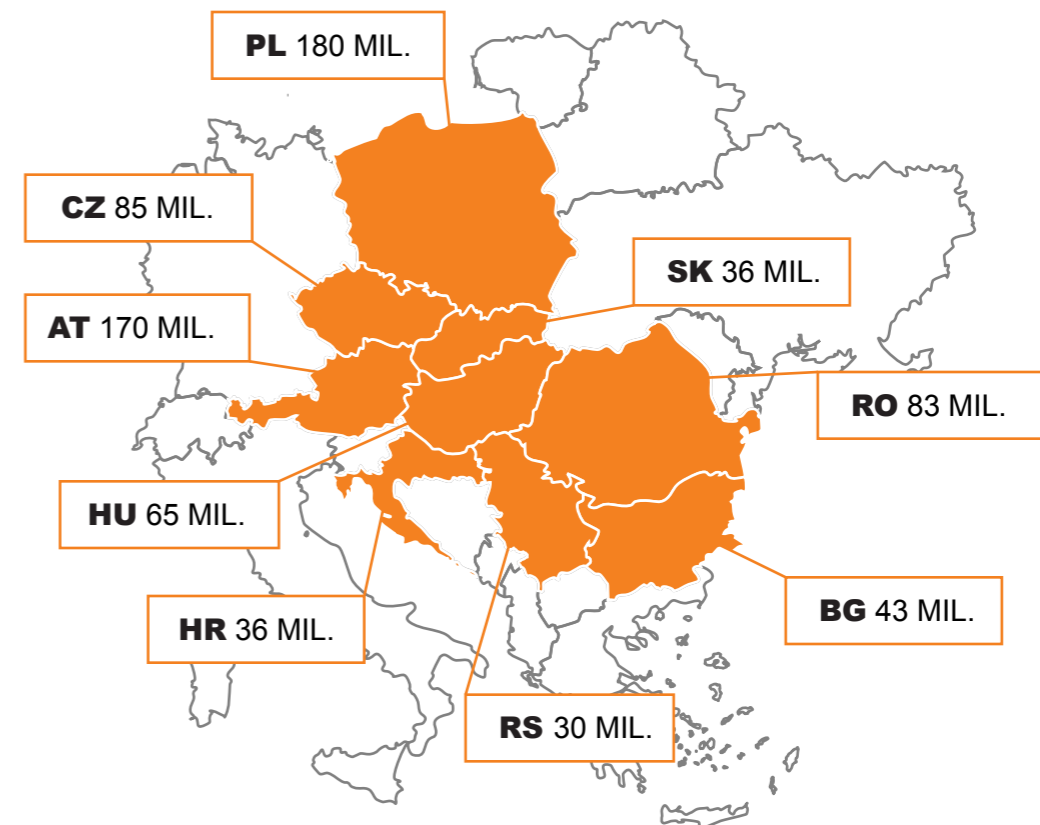
hristo.nikolinski@etarget.bg

PROVEN GLOBAL MOBILE PLATFORM

USE THE LARGEST MOBILE PLATFORM IN THE WORLD

- THE MOST SCALE OF ANY MOBILE NETWORK
POWERS THE MOST EFFICIENT MEDIA BUYING
- **PAY PER ACTION** – BIDDING SYSTEM
- THOUSANDS OF MOBILE APPS AND MOBILE WEBS
- MORE THAN **38 000** PUBLISHERS

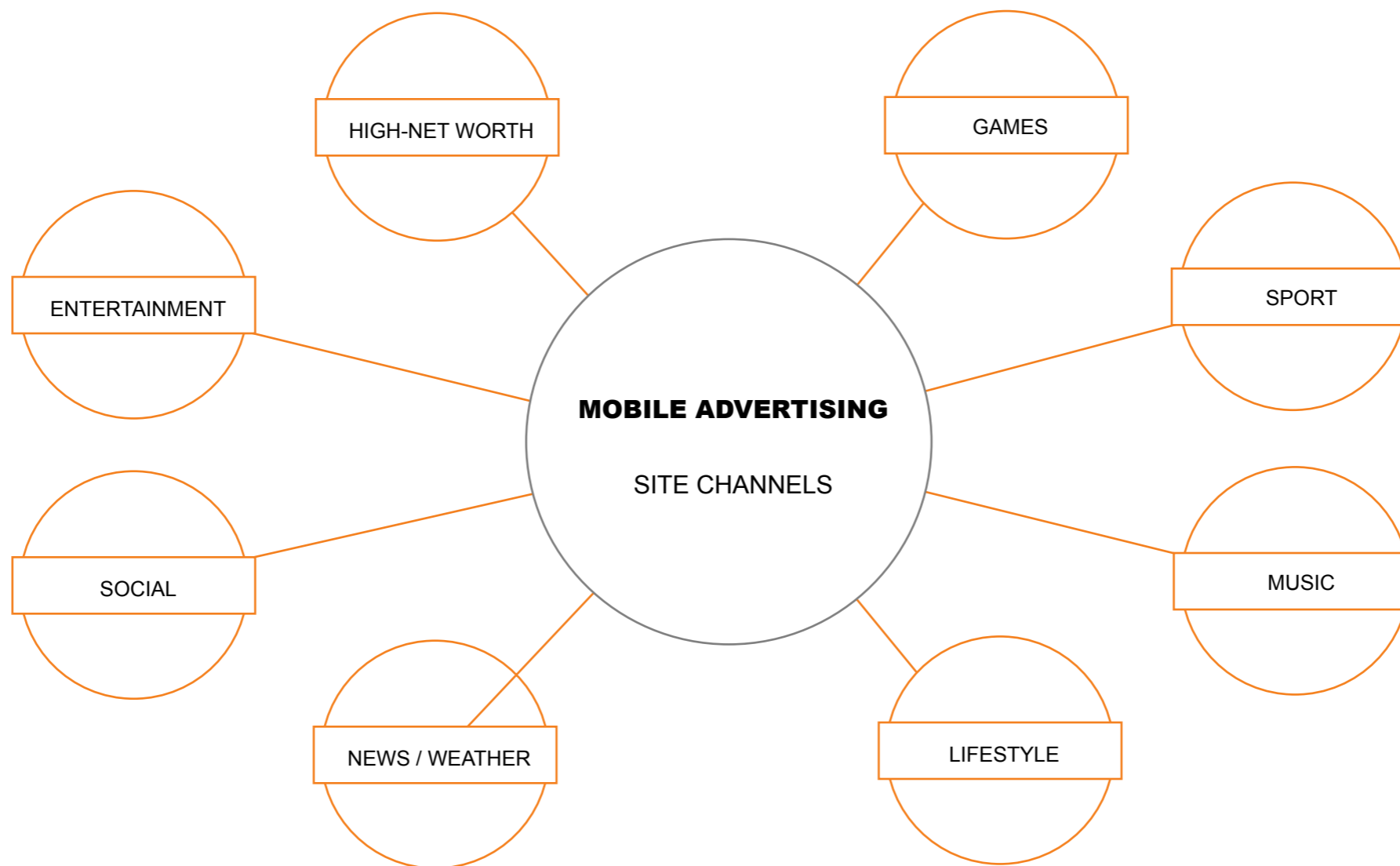
MONTHLY AVERAGE IMPRESSION



+ 175 ACTIVE COUNTRIES WORLDWIDE

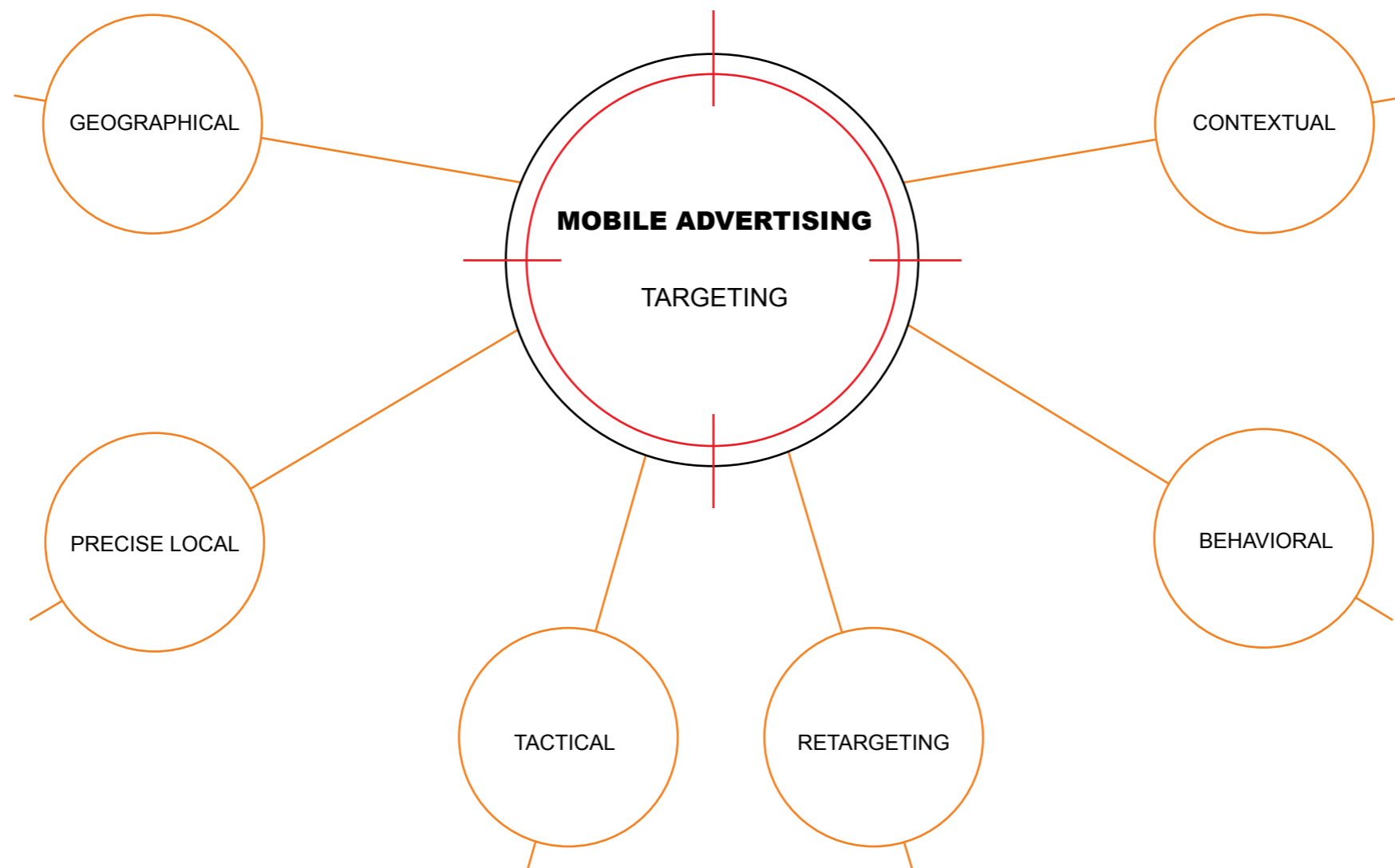
SITE CHANNELS

CHOOSE RIGHT CATEGORY FOR YOUR MOBILE ADS



TARGETING

MAKE YOUR MESSAGE MORE MEANINGFUL



GEO AND PRECISE LOCAL TARGETING

REACH YOUR CONSUMERS BASED ON THEIR LOCALIZATION

- IDENTIFIES CONSUMERS BY THEIR COUNTRIES
- LOCATE CONSUMERS AT SPECIFIC LAT/LONG COORDINATES
- PRESENT LOCATION-SPECIFIC OFFERS TO YOUR EXACT AUDIENCE REQUIREMENTS AND THEN LEVERAGE OUR BROAD NETWORK TO SCALE TO OVERALL BRAND OBJECTIVES



BEHAVIORAL AND CONTEXT TARGETING

REACH CONSUMERS AT MOMENTS WHEN YOUR BRAND CAN PROVIDE VALUE

- REACH CONSUMERS BASED ON WHAT IS HAPPENING AROUND THEM AT THAT MOMENT

SAMPLE SEGMENTS

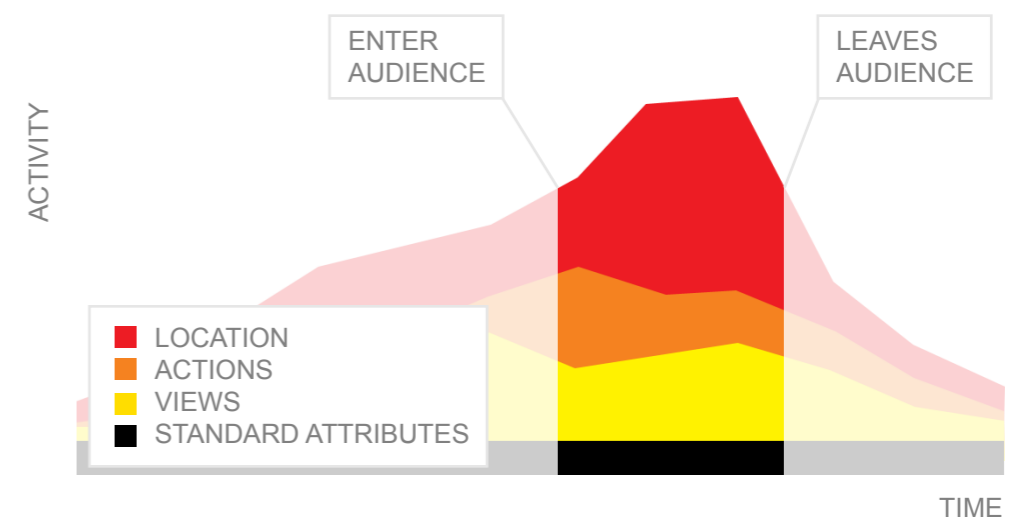
- MORNING COMMUTE
- HOLIDAY WEEKEND
- STADIUM EVENT
- IN YOUR PLACE OF BUSINESS
- IN A COMPETITOR'S PLACE OF BUSINESS

IN-MARKET AUTO BUYER CASE STUDY

ON A CAR DEALERSHIP LOT

INTERACTING WITH AUTO CONTENT

BROWSING CAR BUYING CONTENT, AUTO NEWS & REVIEWS



TACTICAL TARGETING

NEED YOUR BUSINESS GOAL A SPECIFIC USER OR DEVICE?

- REACH CONSUMERS BASED ON THE CHARACTERISTICS OF THEIR MOBILE DEVICE & CONNECTION

SAMPLE SEGMENTS

- IOS
- ANDROID
- COMPETITIVE ROADBLOCKS
- PACKAGE UPGRADES
- PREPAID CARRIERS
- FEATURE PHONES
- HANDSET UPGRADES



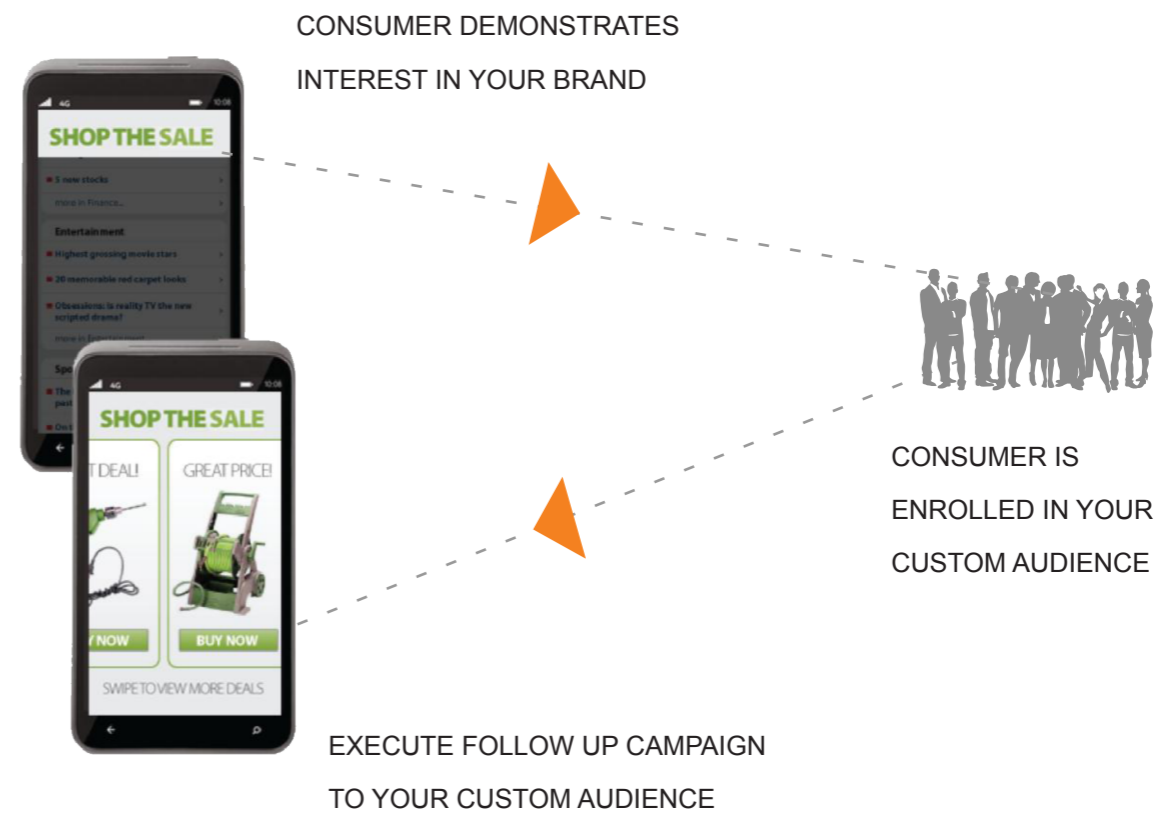
RETARGETING

DRIVE YOUR BUSINESS LOYALTY & DEEPEN RELATIONSHIPS

- REACH CONSUMERS WHO HAVE EXPRESSED INTEREST IN YOUR BRANDS & PRODUCTS

POSSIBILITIES

- LOYALTY GENERATION
- APP RETARGETING
- APP ENGAGEMENT
- PROGRAM
- REMARKETING



AD SPECIFICATIONS

TECHNICAL REQUIREMENTS FOR STANDARD MOBILE BANNERS

- A STANDARD BANNER AD IS AN AD UNIT THAT CAN BE A STATIC OR ANIMATED IMAGE. SUPPORTED SIZES:

DESIGN DIMENSIONS	MAX FILE SIZE
300X250	1 MB
728X90	1 MB
480X60	1 MB
320X50	1 MB
300X50	1 MB
216X36	1 MB
168X28	1 MB

ANIMATION REQUIREMENTS
2-5 SECONDS PER LOOP/ 3 LOOPS MAXIMUM
MUST BE DELIVERED AS AN ANIMATED GIF