

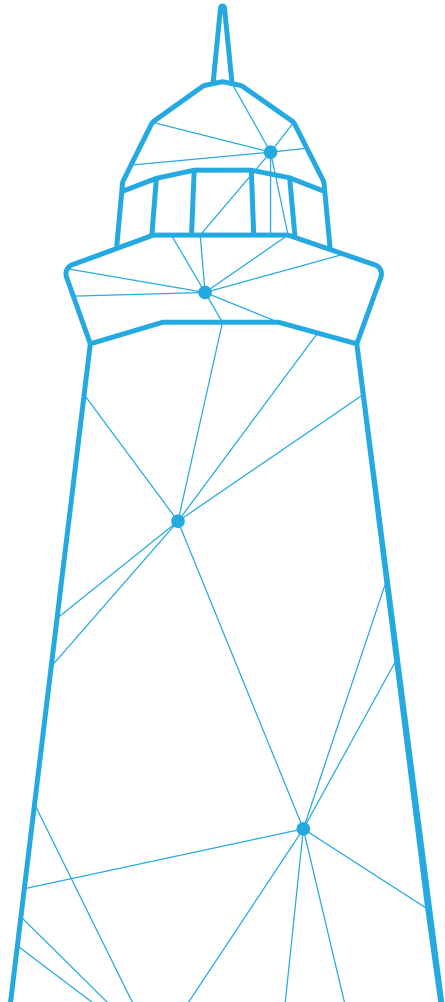
Revenue Acquisition for Mobile Apps

AdQuantumm

Who We Are

AdQuantum is an established and highly experienced marketing agency of more than 30 in-house UA managers combined with a proprietary marketplace for creatives production, with over 300 engaged designers

Since launching in 2015, AdQuantum has successfully executed over \$400M in media spend with strict ROI benchmarks, enabling us to offer risk-free revenue and profit share models



Why Us



Interests alignment

Our own profit model is based on generating a new revenue stream for our clients



Creatives generation service included

Our marketing assets design team produces over 2000 new creatives on a monthly basis



New Revenue Stream

Adding AdQuantum as a marketing resource to the clients' UA portfolio, allows our partners to explore new revenue sources with minimal investment

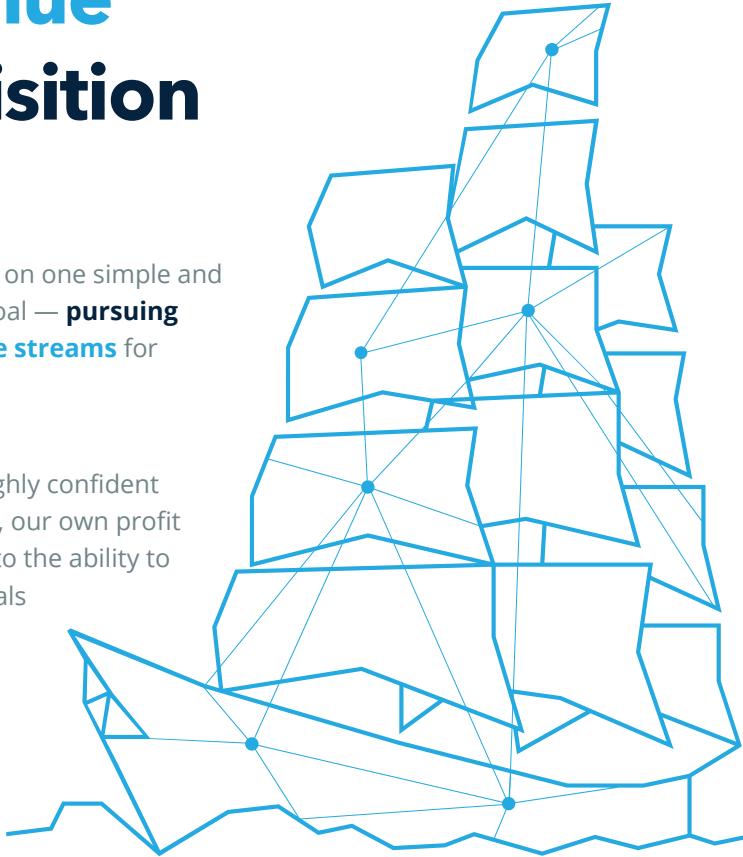


Transparent terms with no obligations

Revenue/Profit Share models guarantee that any overspend is fully insured and covered by us. In any scenario, you will always have the ability to unilaterally terminate the contract with just 48 hours notice

Revenue Acquisition

- We're focused on one simple and transparent goal — **pursuing fresh revenue streams** for your business
- Since we're highly confident in our success, our own profit is strictly tied to the ability to reach your goals



What we offer:

- ————— Financing guarantees and revenue flow coverage
- ————— Full transparency on all sources and spendings
- ————— We take on the risks of testing new business hypotheses for you
- ————— We take care of all marketing assets
- ————— Our payout only comes after we have actually acquired new revenue for you

What we expect of you:

- ————— Integrated attribution platform and in-app events analysis
- ————— Possessing an in-depth unit economy understanding and paying users profile
- ————— Full understanding of your LTV and retention metrics



Evil Clicker

\$3,000,000

in net revenue

Dec 2018 vs May 2019

Background

Idle Evil Clicker by Red Machine Group is a simulation clicker game. The player builds torture machines, hires demons and collects souls.

Results

AdQuantum generated \$3,000,000 in net revenue for Idle Evil Clicker during the first 6 months of collaboration.

16,000,000

installs worldwide

GEO

USA, Germany, UK, FR, Canada, Australia, Netherlands, Sweden, Austria **+12 other countries**

Me. BetterMe

100K trial subscriptions

Feb 2019 vs June 2019

Background

BetterMe is the fastest-growing family of Health & Fitness apps on the US market. With over 35 million installs and social media community of over 6 million.

GEO

Tier 1 countries
Most performing
GEO: **USA**

Results

AdQuantum and BetterMe continue to cooperate since the end of January 2019.

100K

trial subscriptions
(Feb 2019 - June 2019,
iOS & Android)

50%

of all partner traffic
(BetterMe has more than
10 external partners)

85%

of all Facebook traffic
(excluding in-house
media-buying)



Hustle Castle

Paying users x7.5

Apr 2018 vs July 2018

Background

Hustle Castle is a game about castle management combined with real-time battles, that allow the use of skills with the use of on-screen buttons.

GEO

Tier 1 and tier 2 countries

Results

AdQuantum is still a preferred outsourced app marketing partner to My.com in 2019.

7.5x

paying users
(on traffic acquired by AQ)

10.8x

revenue growth

5.5x

lifetime value
(on traffic acquired by AQ in the USA)



Joom

Revenue x5

Sep 2017 vs June 2018

Background

Joom is a worldwide online marketplace with a wide selection of products from China.

GEO

RU, BY, UA, UK, US,
GB, PL **+15 more**

Results

In June 2018 **AdQuantum** delivered a **50%** increase in installs compared with the previous month across the iOS & Android platforms combined.

640K

installs

May 2018 — Jan 2019

29%

conversion rate

(from click to install
for Facebook)



PlayKot

Revenue \$15K/day

Sep 2018 vs Jan 2019

Background

Playkot is one of Russia's leading mobile game developers. Games like SuperCity, Warzone, and Age of Magic are undeniable hits, but there's still enormous opportunity for continued growth.

GEO

Tier 1 countries, Asia
+ rest of world.

Results

Between September 2018 and January 2019, Age of Magic was generating \$15,000 of revenue a day from traffic acquired by **AdQuantum**

200K

installs

\$15K

revenue per day



Delivery Club

23,000 first orders

July 2019 vs Dec 2019

Background

Delivery Club is the leader of the food-tech industry in Russia. The service is available in 120 Russian cities.

GEO

Moscow,
Saint-Petersburg

Results

AdQuantum generated 23,000 first orders for the food-delivery app Delivery Club during our 6 months of collaboration, beating the target by 24%.

23K

first orders

19%

conversion rate
(from installing to the first
order for Facebook ads)

1.97%

AVG CTR
(within 6 months on
traffic acquired by AQ)

Testimonials

“Really impressive conversion rates”

AdQuantum high qualified team and their extensive experience in acquiring good quality traffic helped us to increase our customer base and sustain growth. Their creative approach and constantly strive to find new ways to boost our campaigns ended up in really impressive conversion rates and we managed to reach incredible results. We hope for long-term cooperation with AdQuantum in the future!



Oleg Khaustov,
Marketing Director,
[Delivery Club](#)

“#1 user acquisition partner”

Our partnership with AdQuantum started in early 2019 and they quickly established as our #1 user acquisition partner. Out of 100+ agencies and Facebook partners we've tested in our journey, AdQuantum outperformed all of them by providing a unique level of commitment and focus on results on par with our in-house team. Their professionalism embraces the culture of mutual transparency and trust which helps them amass an in-depth understanding of our products and identify scaling opportunities.



Rustam Kurbanov,
CMO, [BetterMe](#)

“Exceptionally proficient”

AdQuantum has really proven to be exceptionally proficient in driving large volumes of high quality traffic and paying users with a high retention rate to our apps. They have demonstrated strong and efficient capabilities in the fields of UA and marketing assets design. We consider that cooperation with AdQuantum is effective and fruitful.



Yana Morozova,
Media Buying Director,
[Mail.Ru Group](#)

“Keep growing our revenue every month”

JOOM started to work with AdQuantum on a CPI basis. After getting familiar with our product AdQuantum offered us to work on a CPO model. That involves less risk for us and helped to increase our revenue by almost 5 times. Now we have switched to a LTV-based model and keep growing our revenue every month. They are driving a significant amount of traffic from Facebook, Adwords and DBM and have a leading position at the top of our traffic providers.



Yuri Ivanov,
Co-Founder,
Joom

“Sky-high traffic quality”

Our company has been collaborating with AdQuantum for a few months, we really enjoy the sky-high traffic quality they provide us. AdQuantum has a good team of high-level professionals, who can launch any campaign in the shortest terms with immense volumes. Just in a couple of months AdQuantum became our top partner. I can definitely say that AdQuantum is a partner who you can rely on. They really care about your business and do all their best to help your business grow. Thank you friends!



Ekaterina Ionova,
Global External
Vendors Manager,
Binomo

“High level of responsibility”

Verv (form. RedRockApps) and AdQuantum have been partners since March 2017. We admire the partner's ability to meet our goals, work independently and take a minimum amount of our time. AdQuantum shows a high level of responsibility and absolute readiness to solve any problems.



Maryia Kapshul,
Agencies Manager,
Verv

Certified partners of

Ad platforms



Iron Source



Google



myTarget



Vungle



TikTok



Snapchat



Facebook Ads



AppLovin



Unity



Pinterest

We are based at

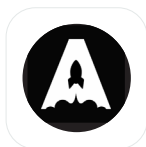
 London

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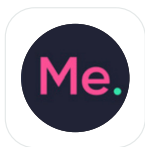
More of our clients



Adsetica



My.com



BetterMe



AppQuantum



IQ Option



Fither



Brethe



Nekki



Radish



OctaFX

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AdQuantum

**Let's make
money
together!**

2021