

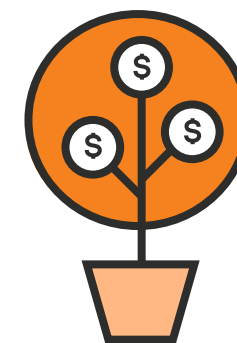


 **adsbalance**

Mobile Performance Marketing Agency

What is Eternal Performance?

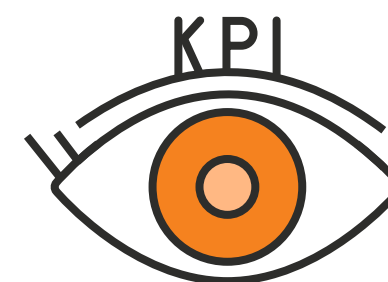
We



grow your
revenue 24/7



find solutions where
everyone's looking
for answers

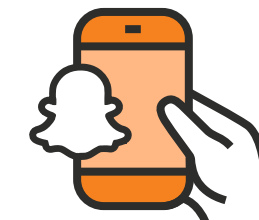


are the apple
of your KPIs

You



Come for
the Brand Lift



Stay for
real LTV



Come for a new
traffic source



Stay for the
quality users



Come for
good CPA

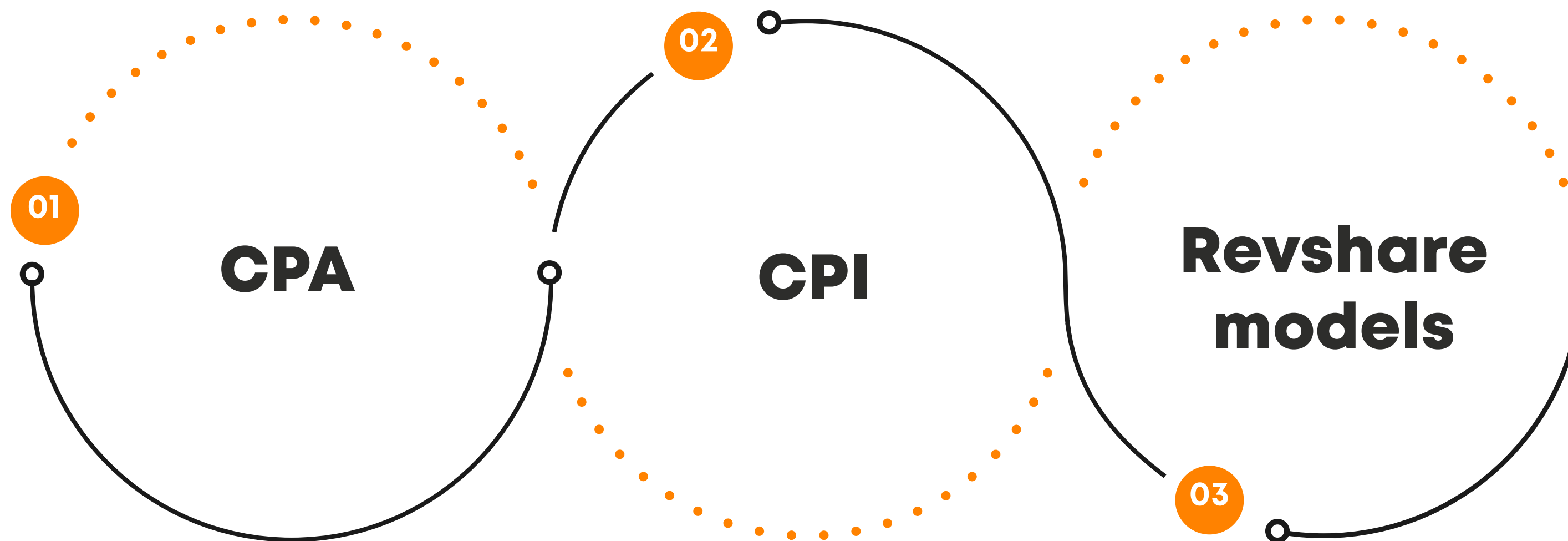


Stay for the
strategy

What we do

All types of media campaigns

We work with



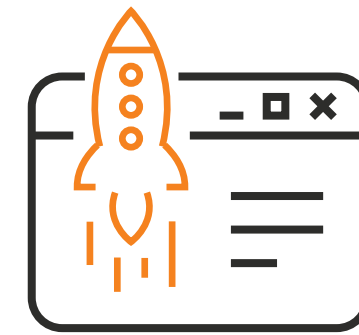
Strategy



Define
your goals

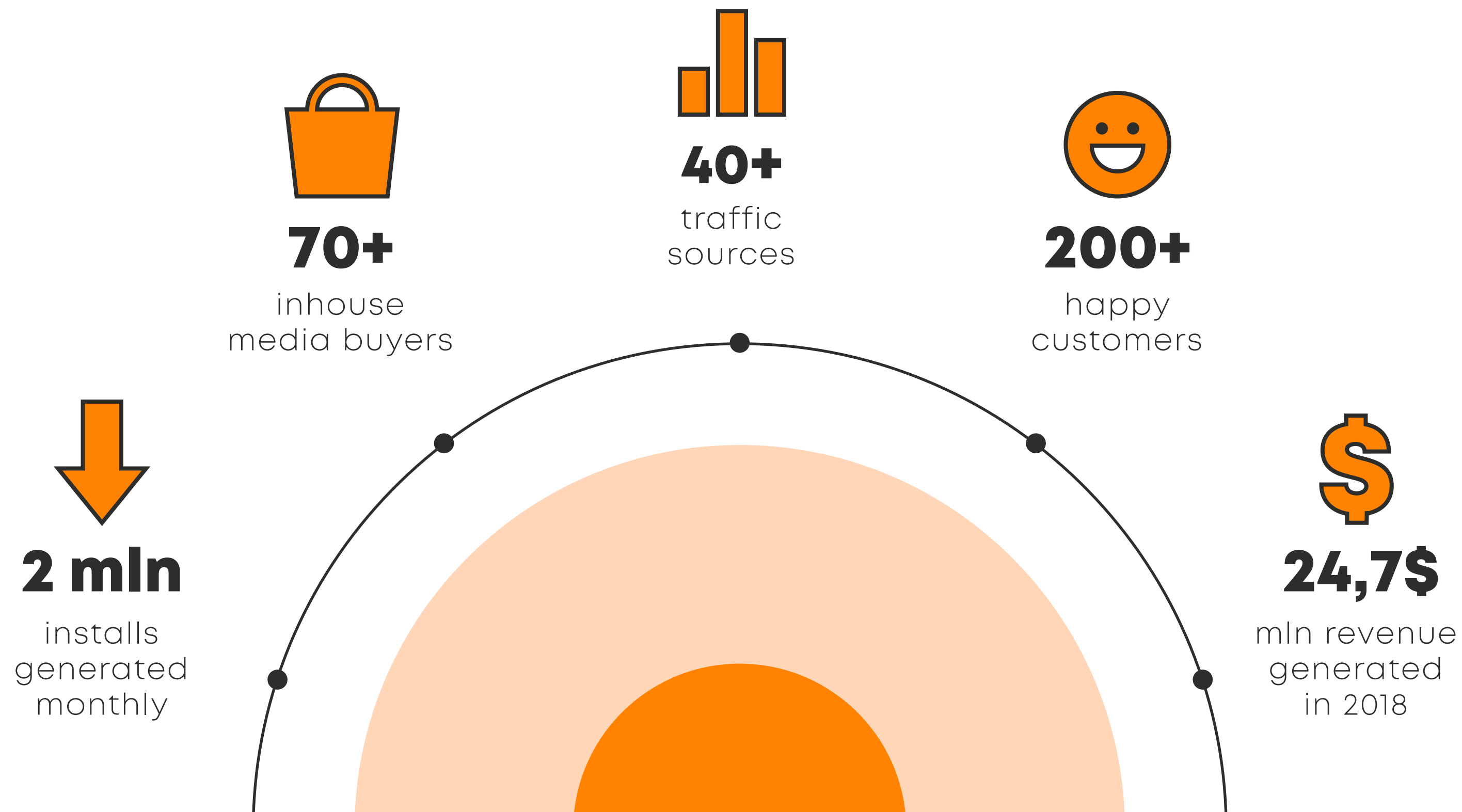


Find your
audience



Find the most
effective
medium





Worldwide app promotion

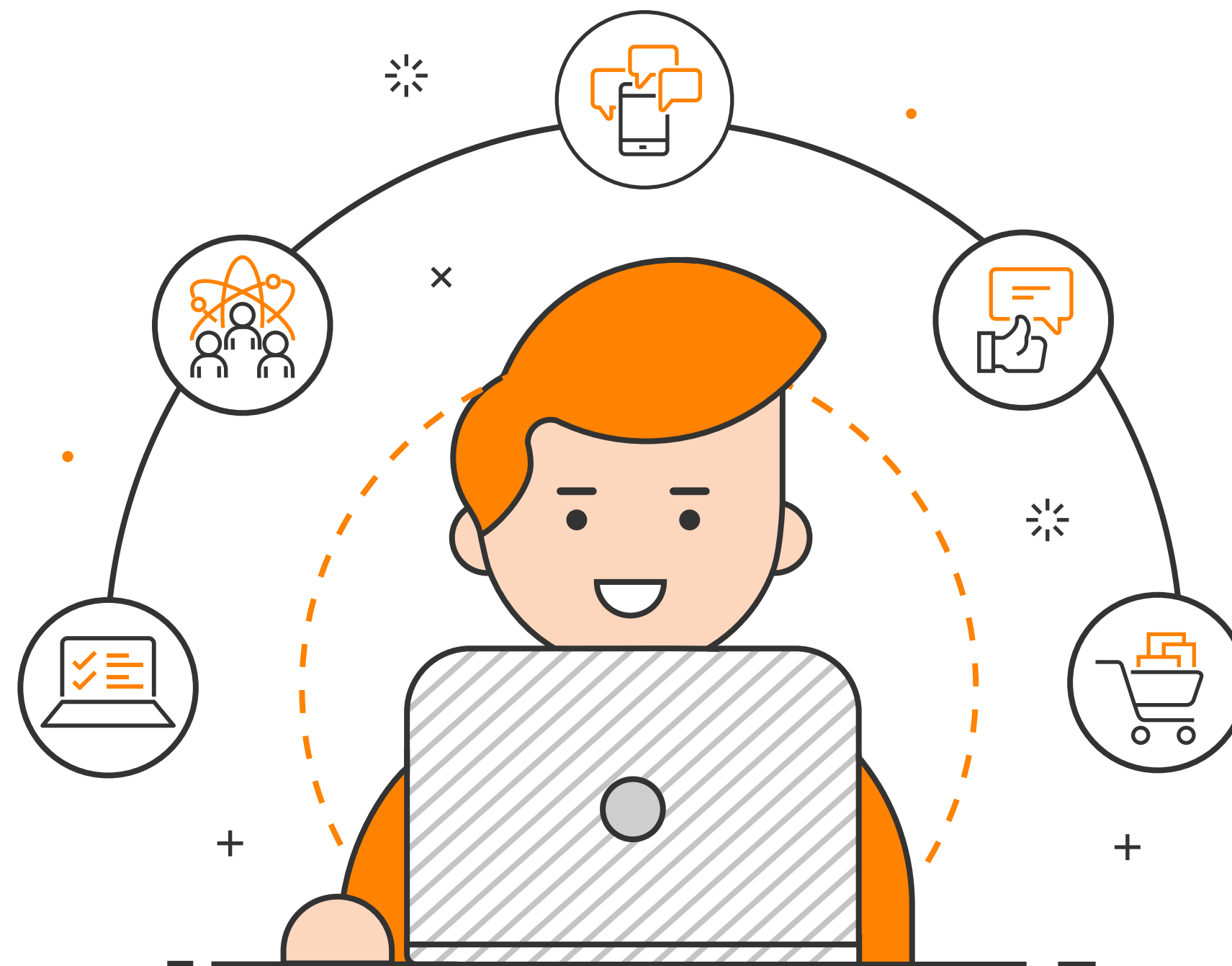


40+ traffic sources



70+ experienced media buyers

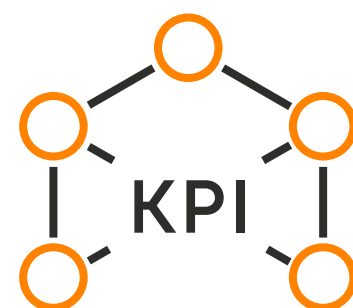
-  A team for every traffic channel (social, inapp, video, push, web)
-  Monthly performance awards for top teams and buyers achieving the clients goals
-  Platform certificates
-  In-house education



You pay for **good** **traffic** only



3-layer antifraud
protection



transparent KPIs
we usually exceed



partnerships with
trusted third-party
services

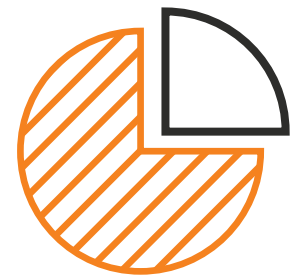


satisfaction
guaranteed



Performance influencer marketing

Influencer marketing problems:



Audience loss

Only 25% of the audience sees the advertised content



Off-target impressions

The content is seen by the uninterested users



paying for off-target impressions

That's what you shouldn't do

Influencer marketing problems:

- How do you control and improve the results?
- How do you scale a successful campaign?



Solution:

**NEW IM STANDARD -
PaidSocial**

Influencer marketing

Paid Social Benefits:



Only the influencer's
target audience

+

audience
look-alikes



Content with
a blogger face



Precise targeting
possibilities

Organic Post vs Paid Social



Reach: 132400
Target reach: 25 000

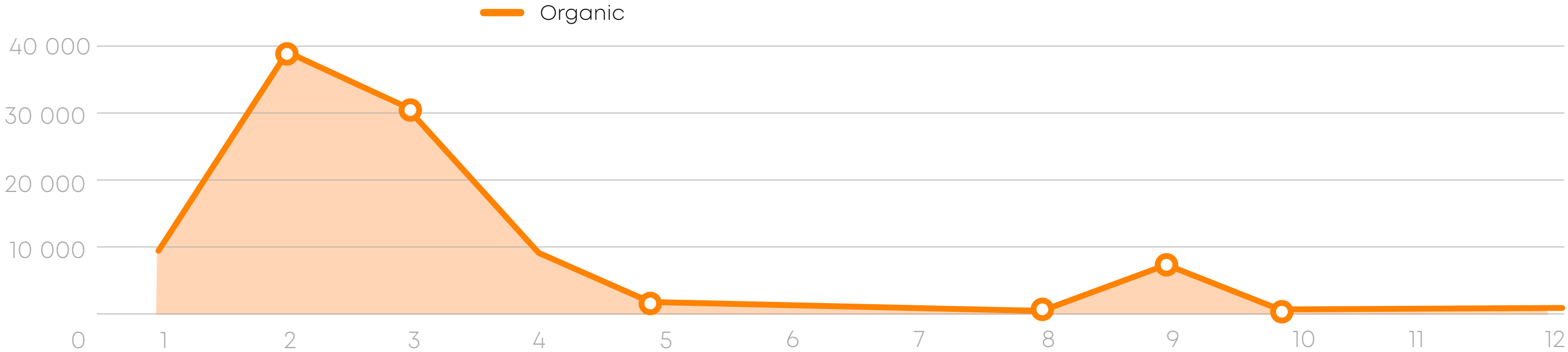
Views: 120000
Clicks: 871
Installs: 480
Trials: 315
Purchases: 102
ROI: 89%



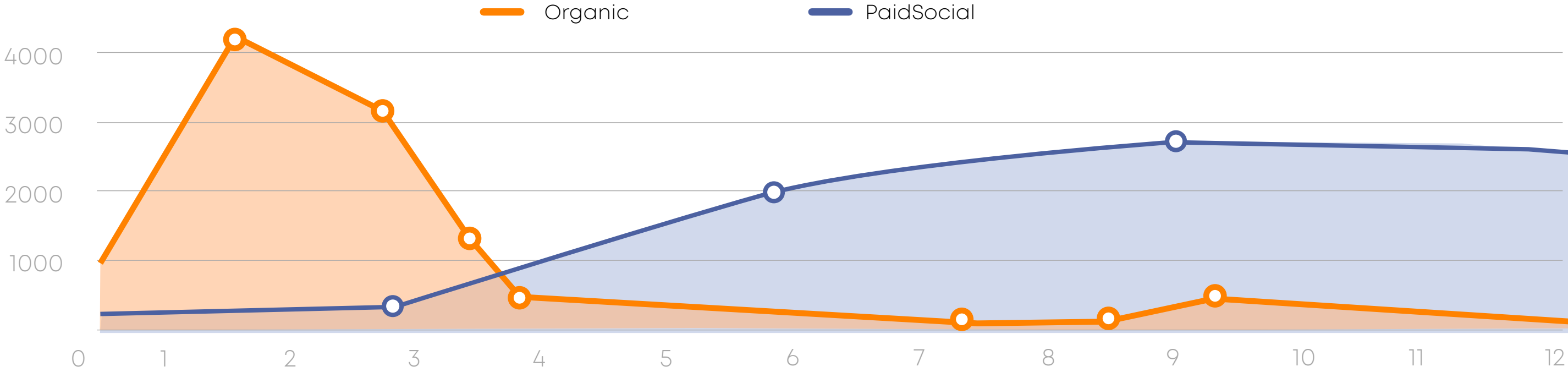
Target reach:
260 000

Views: 240000
Clicks: 5000
Impressions: 4500
Trials: 4000
Purchases: 2200
ROI: 215%

Views



Conversions



PaidSocial

Campaigns performance comparison for a Finance product

Placement	Views	Clicks	CTR	CPV	CPC
Organic Classic IM	682216	11092	2%	0,018\$	1.11\$
PaidSocial	195197	23227	12%	0,015\$	0.12\$

Growth compared to organic placements:

+ 178%

Targeting
coverage

- 20%

CPV

- 87%

CPC

+ 594%

Clicks

Results:

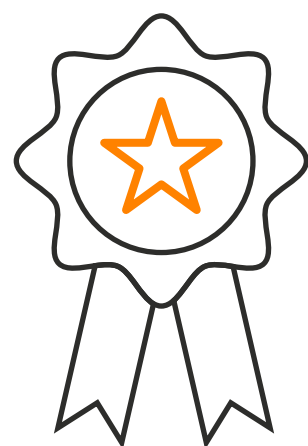
PaidSocial allows you to control and scale the results of classical Influencer Marketing campaigns.

PaidSocial

- The ability to reach 100% of a blogger's audience
- An increase in the number of relevant impressions of blogger's advertized content
- The ad campaign optimization made transparent

Are you a growth **hacker?**

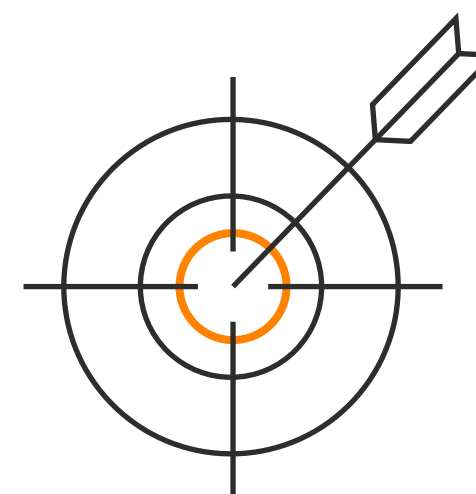
Subscribe to our social media channels for



Education



Lifehacks



Market insights





Joom

second Chinese eCom after
AliExpress in Russia

November 2017—ongoing

More than 10000 purchases

Revenue Share/No Caps

RU, BY, KZ < 200% 0wARPU

MT, CY, UA, DE, FR, ES, GB, PL, PT, MD, US, IT — 180% 0wARPU

RO, NO, DK, FI, BE, EE, SK, IE, CZ, GR, AT, LT — 150% 0wARPU



Jumia

Africa's biggest eCom

November 2019—ongoing

Africa's biggest eCom

RevShare

More than 150 purchases/daily right

from the start for each GEO

(13+ African countries)



Sendo

Vietnam's biggest eCom

March—June 2019

TikTok as a main source
CPA (purchase) - CR to
Purchase - more than 25%
50000 installs/month



Lazada

the largest eCom in Southeast Asia

January 2018—ongoing

IN 357 000 orders 75 000\$ revenue
MY 125 000 orders 100 000\$ revenue
VN 57 000 orders 22 000\$ revenue
PH 908 000 orders 346 000\$ revenue
TH 453 000 orders 363 000\$ revenue



Lost Island: Blast Adventure

Goals: CPI <13\$ for blogger placements
Create and implement a scenario for making users involved (comments/in-game actions)

CPI (result): \$3.58

IM integrations examples:

- https://www.youtube.com/watch?v=_0mw-yfZMWE
- <https://www.youtube.com/watch?v=LjMr6Ef145o>
- <https://www.youtube.com/watch?v=CMVvQS6urlw&feature=youtu.be>
- https://www.youtube.com/watch?v=jIIAG6Ggc_o



Raid: Shadow Legends

Goal: CPI less than 1.5\$ for an Influence Marketing Campaign

USA CPI (result): \$1,13

RU CPI (result): \$0,22

IM integrations examples:

- <https://youtu.be/4X00cSrTOPQ?t=100>
- <https://www.youtube.com/watch?v=xX4D8anW4Rk>
- <https://www.youtube.com/watch?v=KnKnIucNrmU&t=1s>
- <https://www.youtube.com/watch?v=4X00cSrTOPQ&t=100s> (edited)



Hustle Castle

Period: 2019

Budget: 1 500 000\$

Goal: attract new paying* users (Tier 1, Tier2)

22 000 - Facebook

5000- Douyin Tencent

3000 - Unity

Avg. ROAS - 3 weeks

*paying is client-defined and subject to NDA



Got any questions?

sales@adsbalance.com