

ABOUT **ADZARENA**

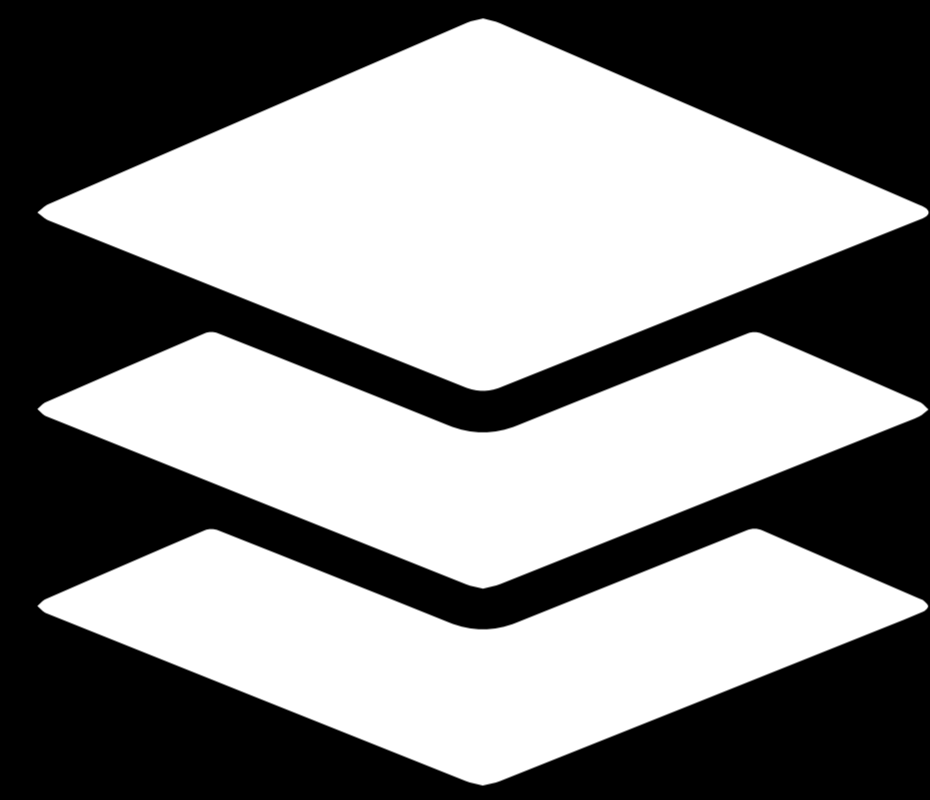
With 6000+ new apps published every day in the app stores, growing a community of highly-engaged users becomes the biggest challenge for apps developers.

We created a mobile advertising platform - called Adzarena - enabling app developers to find, connect and monetize their most valuable users in every corner of the world.

By leveraging our people-centered approach and predictive technology, ads of all sizes can finally focus on what their users want. Created by app developers and performance marketing enthusiasts.

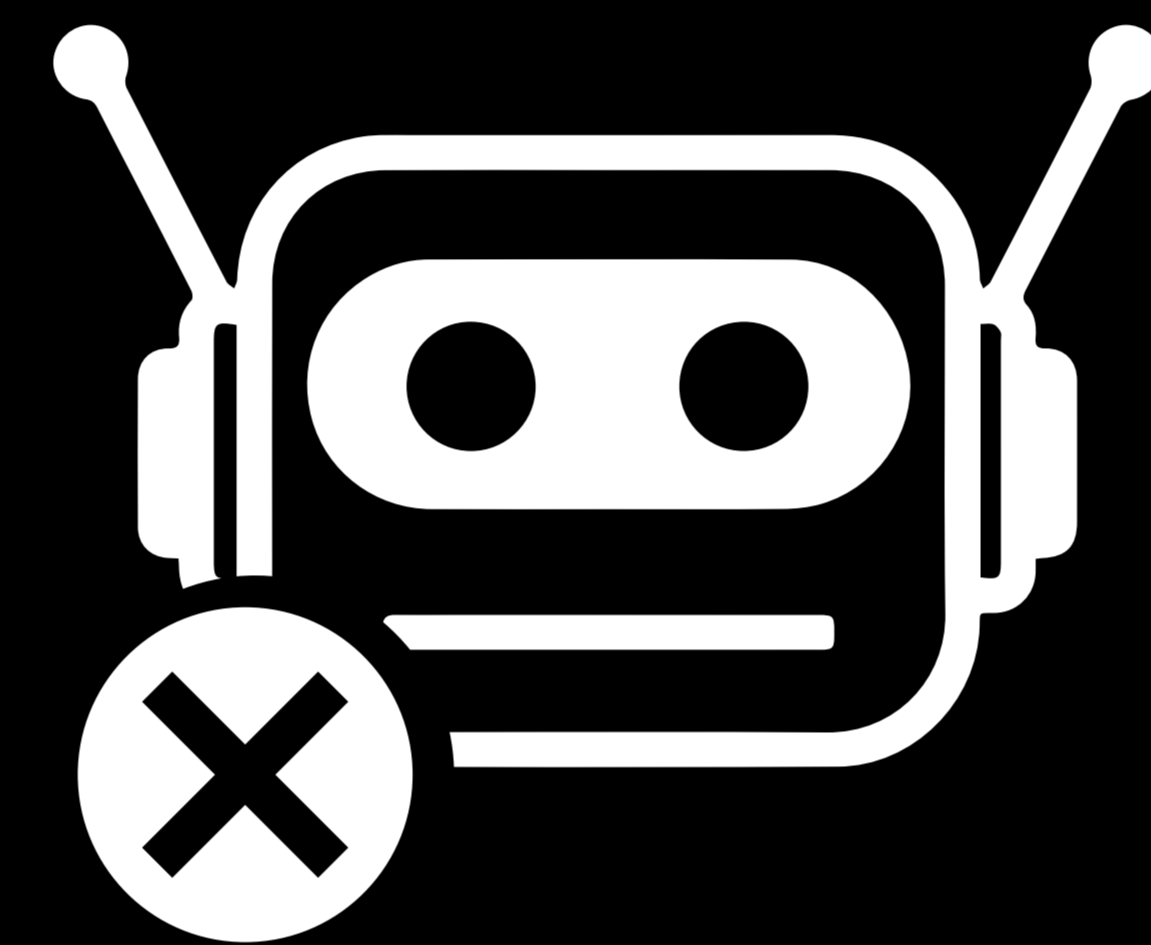


Challenges we make you overcome



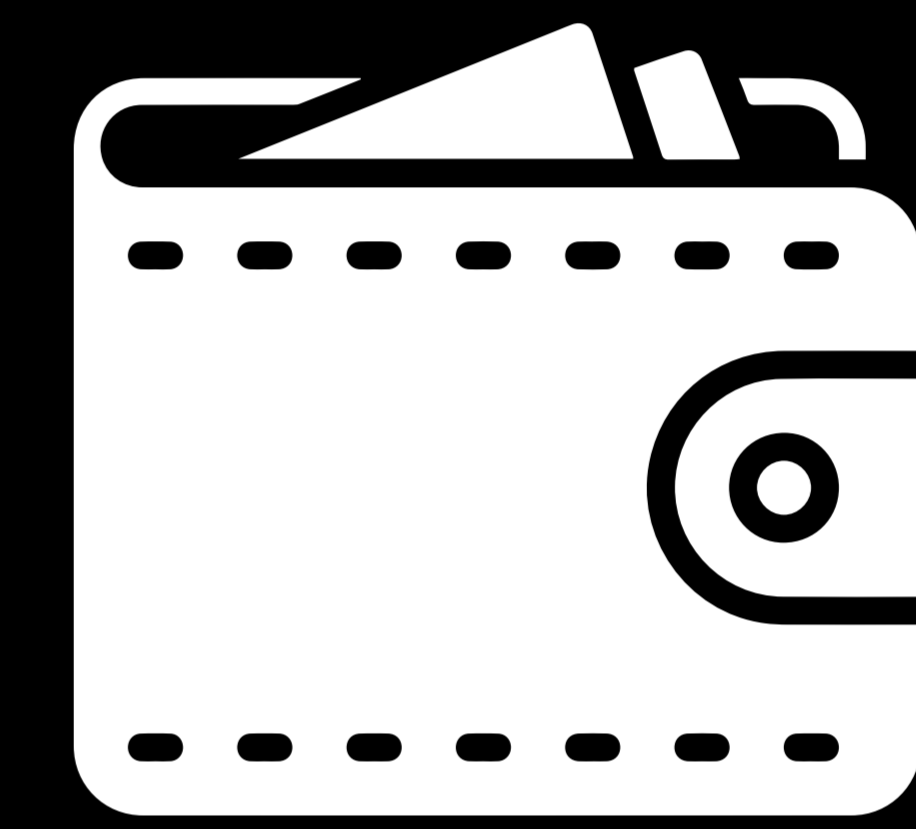
Transparency

You will know where your ads are being shown. nothing will be kept hidden from you



Fraud

30% of your marketing budget will no longer be used to fight fraudulent installs with our own built technology



Unprofitability

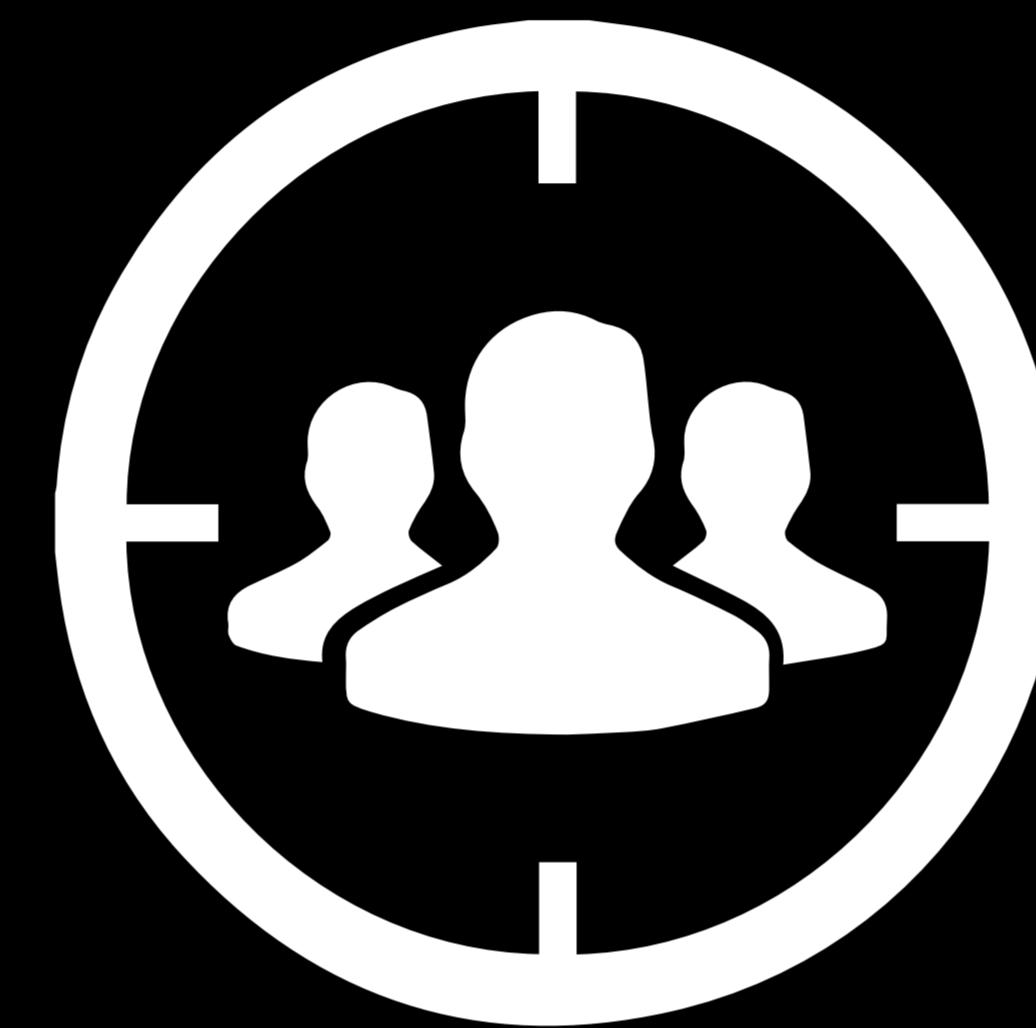
Hyper targeted audiences and exciting creatives will allow conversion to happen. thus more revenue

Protect your app and get quality traffic



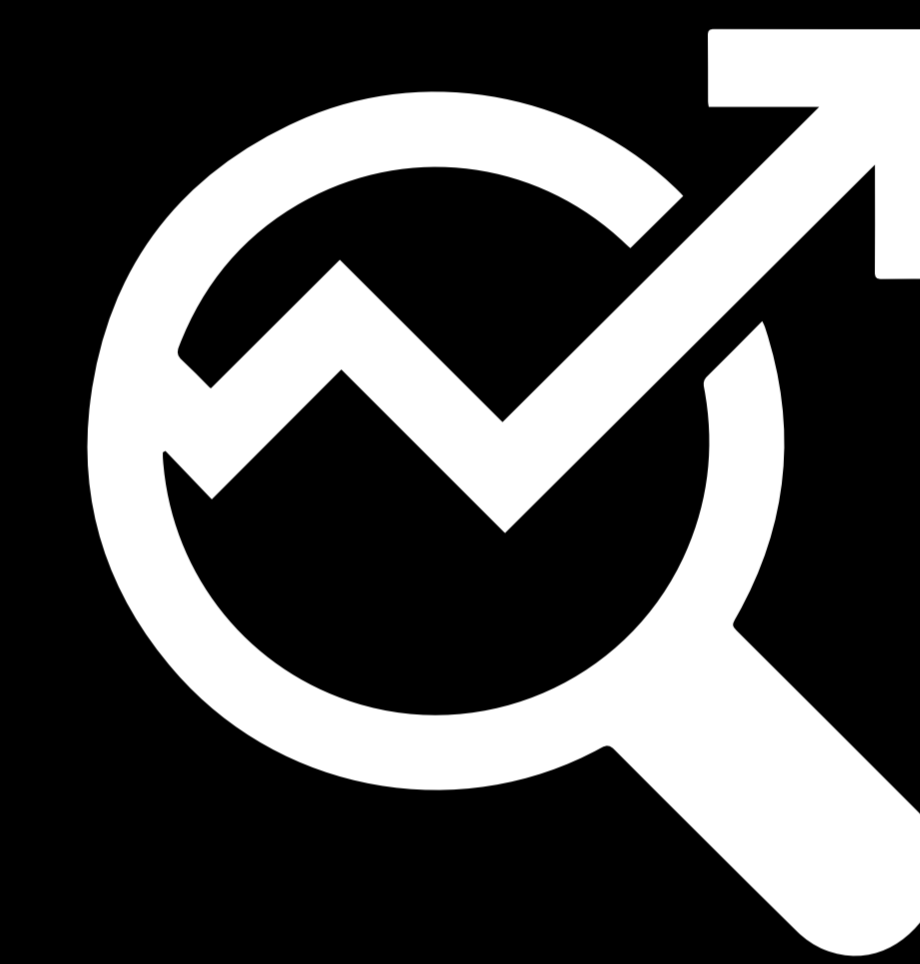
Protect Your App

Get transparency on ad placements and protect your app brand



Smart Targeting

Leverage advertising technology to enable quality engagement



Ad Optimization

Convert with exciting creatives and acquisition costs will drop

Wide range of targeting options

Device Type

Phone, Tablet

Operating System

Android, iOS

Device OS System

Version of the operating system

IP Targeting

Target specific IP addresses

Carrier

Company Provider

Country

Available in the App Store

City

Find users in a specific state

State

Find users in a specific state

How we find your perfect user

Advanced Business Intelligence

We have access to valuable data: demographics, retention, competition, top performing creatives that work best for you

Advanced User Targeting

We use Facebook, Google AdWords, Media Buying, Direct Buys, Organic Traffic and Network Buying to find your perfect user

Unique User Profile

Now, we have your perfect user and can start running hyper targeted campaigns



Design Expertise



Benefit from our Innovative creatives

Creative Optimization

Evidence-based Design

Interactive banners. Videos. Interstitials. Offer walls. App discovery. Native ads and Overlay info to maximize your conversions.

Highly-Engaged Users

Deliver engaging ad experiences to your users, resulting in high conversion and more revenue per ad shown.



Media Buying



Start hyper – targeting users

Lookalike Audiences

Thanks to Google Advertiser ID, we target users that fit your requirements with the help of lookalike audiences

What can you expect:

- Higher ROI
- Lower cost
- Full transparency



Direct Buy



Choose where your ads are being shown

Probability Score

Probability for your app to be downloaded per targeted user. You know what results to expect before even running the campaign

Direct Buy from App Owners

Together we select the apps where your ads will be shown. Your investment is safe with us



Efficient Retargeting



Get your best users back

Retargeting

Identification and targeting of users that have shown interest in your app

What to expect:

Increased app retention and in-app purchases of existing users



THANK YOU FOR YOUR INTEREST

Reach out to us directly, get to know
what we can do for your app!

