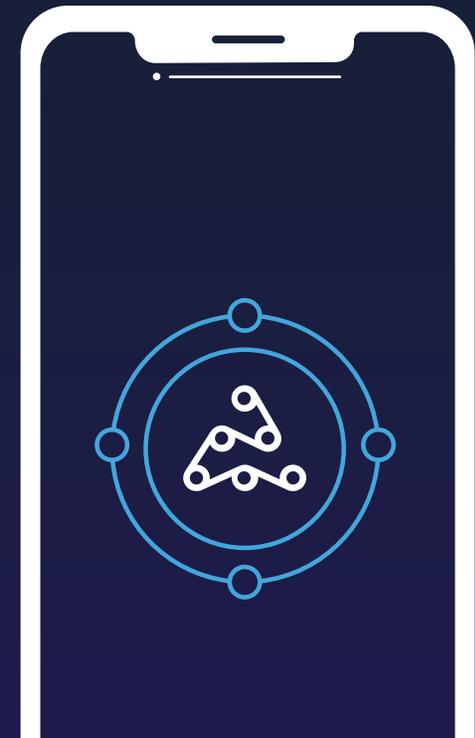
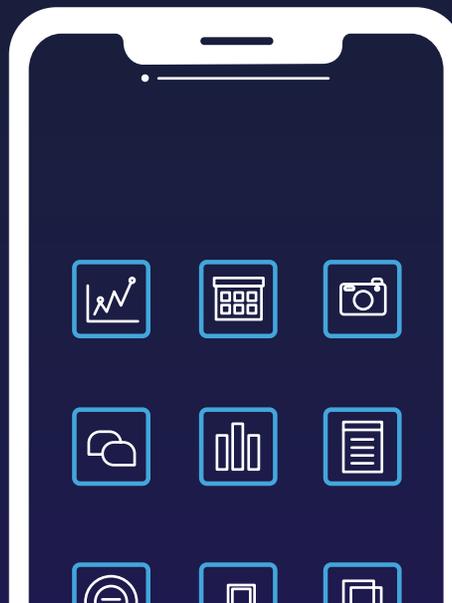
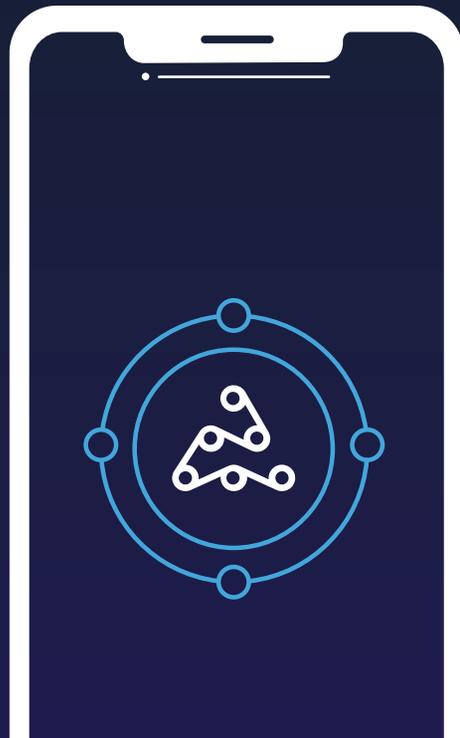




# A Complete Guide to AdAction Solutions

Explore How We Empower Mobile App Marketers  
with Performance-Based Marketing





# Driving Installs, Quality Users, and Conversions Since Day One

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Since AdAction's founding in 2013, it's been a leading performance-based platform, achieving substantial growth for our clients on a global scale. Our approach is to deliver quality volume with real-time, data-driven technology tools to optimize user acquisition (UA) campaigns and foster engagement.

We work with well-known brands and game developers, focusing on providing premium users to advertisers worldwide with owned and operated inventory as well as strategic partnerships.

## Why Are We a Performance-Based Platform?

Why should any advertiser or publisher invest in advertising that doesn't perform? The reality is that it's highly pervasive in marketing for mobile apps or any medium. Most mobile app marketers disperse ads in every medium, with only a portion of that investment dependent on the ad's performance.

Our philosophy to be performance-based translates to our passion for delivering a high velocity of quality users for every campaign. You should get what you pay for, and we want to maximize every dollar spent.

# The AdAction Story

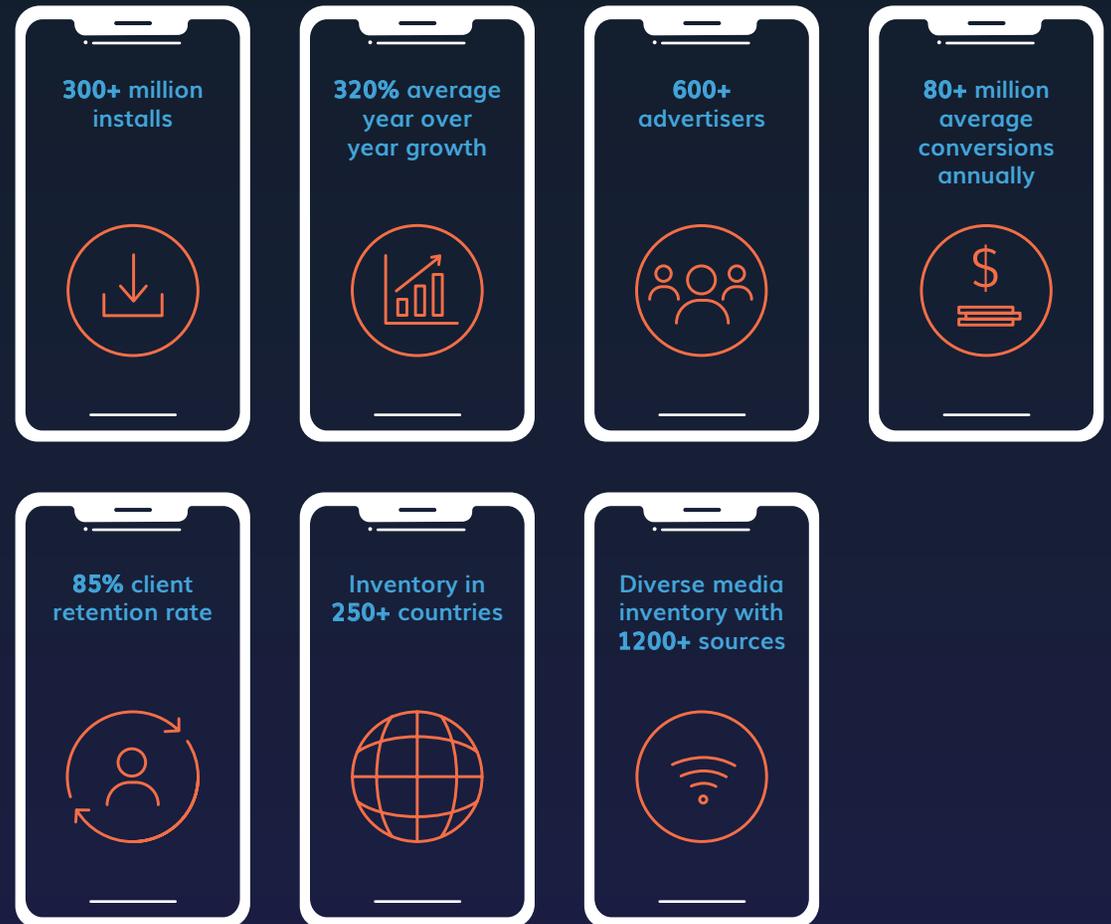
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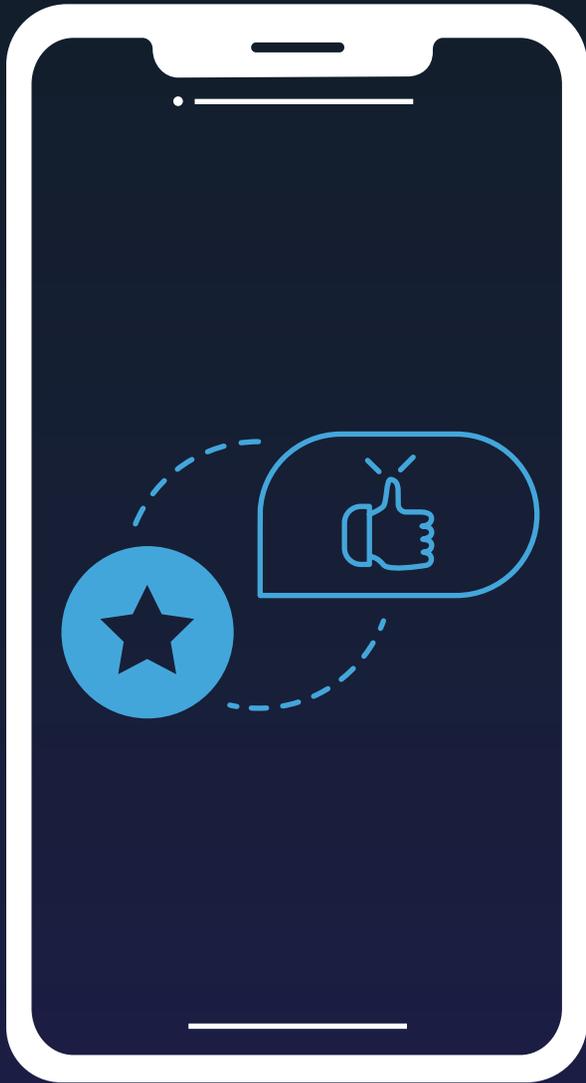
Founder and CEO Brian Fox literally wrote out the foundation of what would become the company sitting at a wooden picnic table at a hot dog stand. He started with three concepts—lead generation, local advertising, and mobile app marketing.

The focus became on performance-based marketing and how this approach can deliver exceptional results. In the last seven years, we've built an impressive team with individuals that are really good at what they do. Our solutions have evolved, as the app marketing landscape has. There's more emphasis on data-driven decision-making now. No matter where the users are, we'll be there, ensuring that our customers have the opportunity to attract and engage them.

## What Are Your Mobile App Marketing Goals, and How Are You Reaching Them?

To drive growth and engagement, explore all the solutions we offer to advertise and monetize.





## Advertise: Mobile Campaigns Built to Perform on Our Reward Platform

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Our carefully curated portfolio of solutions can align with your advertising goals. These offerings are available for both iOS and Android. Our Reward Platform is a proprietary, performance-based medium, connecting advertisers with engaged audiences.

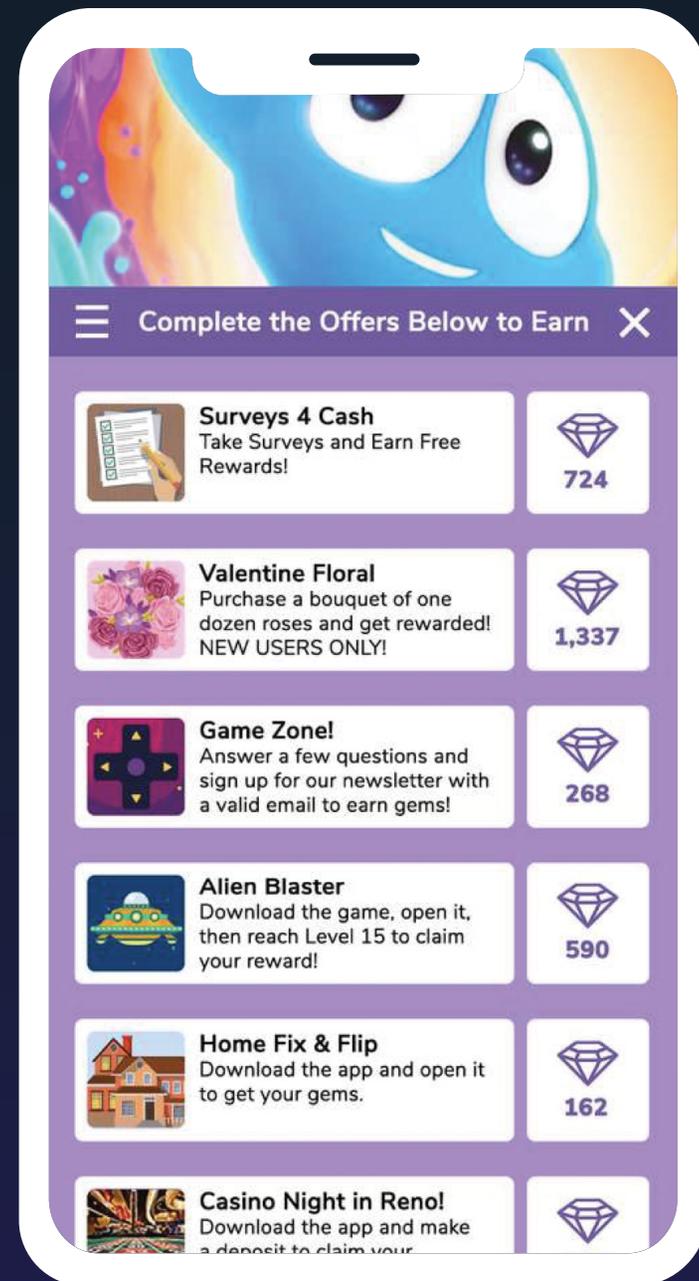
Advertisers rely on AdAction to help them attain their UA goals by driving downloads, gaining loyal, engaged users, and increasing app store visibility with reward inventory that reaches their target audience.

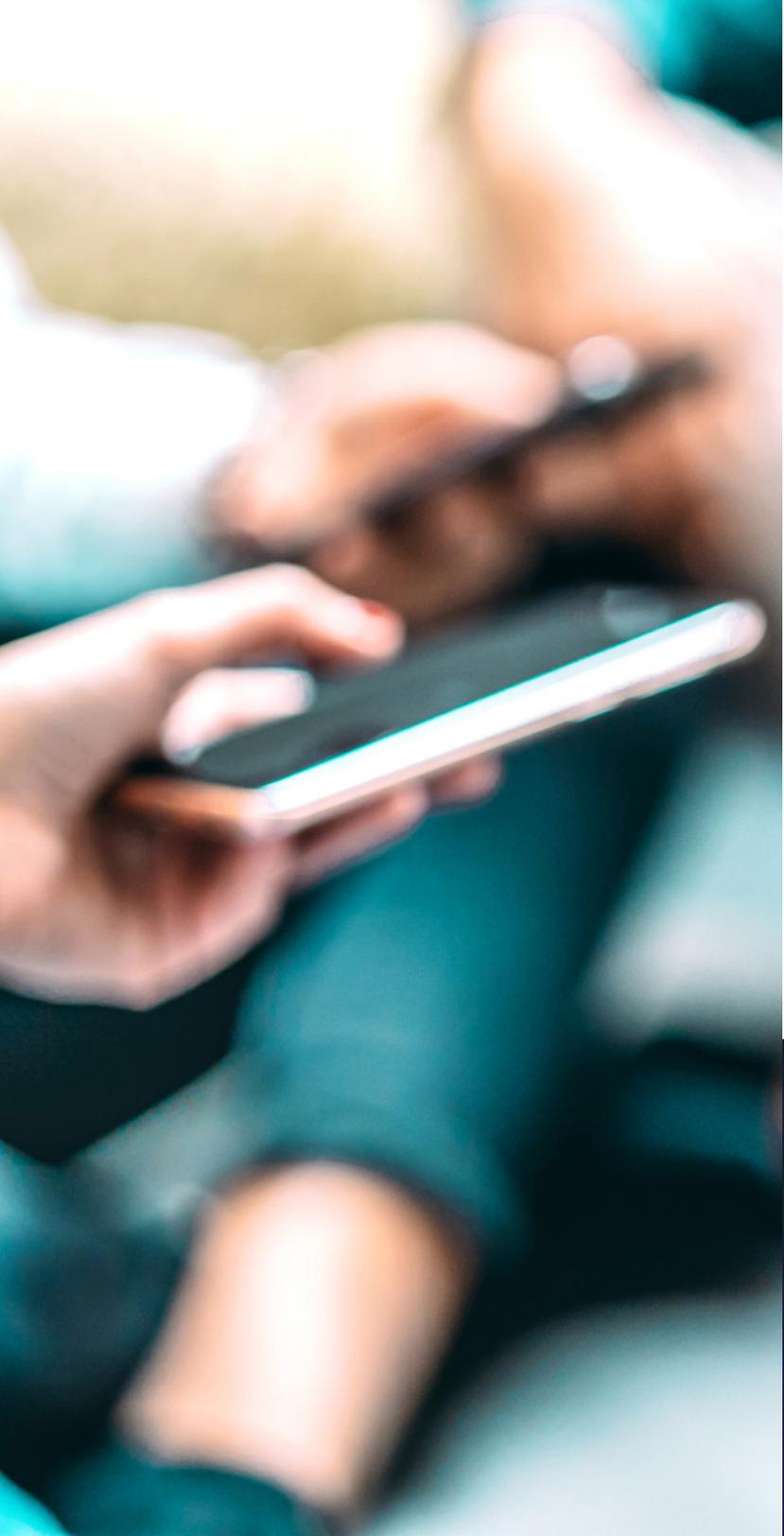
You can reach engaged audiences globally with our owned and operated Reward Platform as well as vetted rewarded partners. Our exclusive and incremental inventory enables our customers to lift engagement at all stages of the user journey.

# Offerwall and Featured Placement Inventory

Offerwalls are non-intrusive ad units that are key in user acquisition (UA). They also drive user engagement at every stage of the user journey from top-funnel events like registrations and lead gen to deep-funnel events like paid subscriptions and purchases. They reward users for engagement and keep them on the app. Offerwalls serve as an alternative to get the attention of users that ignore banner ads.

Feature placements describe a standalone ad on the reward platform. We recommend them for advertisers that want the spotlight on their ad. Leveraging feature placements can drive additional volume and scale.





# Reward Campaign Types

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Explore reward campaign types that can help you reach your UA goals, including rank management and improved engagement for positive ROAS (return on ad spend).

## Burst Campaigns: Drive Volume Based on Keyword and Categories Boosts

Burst campaigns are short, concentrated keyword and category campaigns to drive UA, often resulting in a bump to app ranking. This increase then leads to organic lift because of improved visibility. Many apply burst campaigns at targeted times when relevant, including seasonality, special events, and in response to increasing demand.

Sustain momentum post-burst with smaller scale paid advertising and employing engagement and action rewarded ads.

## App Rank and Burst Campaign Successes

- “Bursting” into and maintained Top 3 positioning for numerous keywords and verticals, including Social Casino, Card, Utility (VPN), Social Networking, and more.
- Exceptional organic lift and app store visibility for Shopping App clients during peak e-Commerce periods.
- Driver of app visibility for countless clients launching new apps, including 50K installs a day to achieve the top spot in Gaming categories.

## CPE Campaigns: Guide Users to Complete In-App Actions

We design cost per engagement ads to drive users to complete a specific in-app action post-install. Select the precise action you want users to take and only pay when it happens.

It's an excellent way to increase engagement for tutorials, registrations, adding a payment method, and other key actions. Maximize scale without risk or compromise on the quality of conversions. CPE campaigns are versatile and work for early and deep funnel engagement.

## CPE Use Cases and Results

If you're looking for ideas to leverage CPE campaigns, consider these use cases that provided positive ROAS for clients.

- Shopping Apps: Credit Card Storage Completion Resulted in More Repeat Purchases
- Gaming: Deep Funnel User Retention and 60% ROAS by Day 90
- Finance: Consistent Registration/First Deposit Conversions
- Utility/VPN: 7-Day Free Trial Doubled

### **CPA Campaigns: Amplify Lead Gen Efforts**

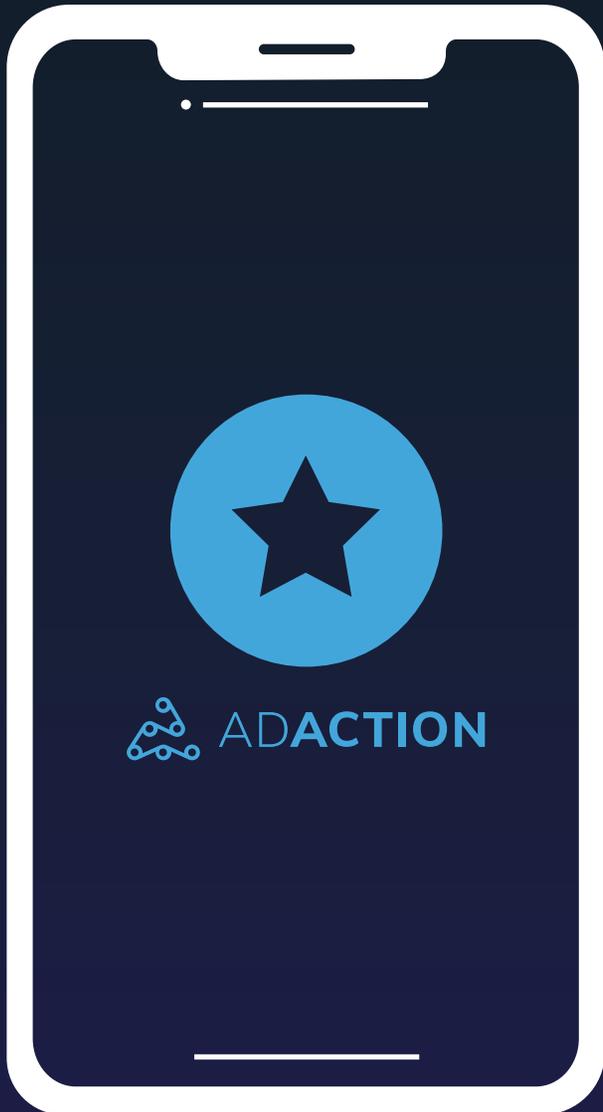
As a subset of CPEs, cost per action (CPA) campaigns are ideal for lead generation, as they are web-based. Use them to entice users with free trials, subscriptions, donations, and other lead gen opportunities.

### **CPI Campaigns: Boost App Discovery and Downloads**

Cost per install (CPI) campaigns provide advertisers with high volumes of new users. Your cost is only for completed installs and opens. Expect a large number of installs

### **iOS Rewarded Campaigns—Yes, We Can!**

We can support iOS rewarded campaigns, a true differentiator for our advertisers. Due to only having in-app inventory, other platforms aren't able to support iOS app campaigns. We're able to support these by having a vast inventory of high-quality mobile-web publishers, in addition to our in-app inventory.



## Why Choose AdAction's Reward Platform?

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- Access our owned and operated Reward Platform as well as vetted partners for greater reach.
- Engage users with exclusive and incremental inventory.
- Leverage performance-based tactics to ensure greater ROAS.
- Run iOS rewarded campaigns, something other platforms can't support.
- Acquire and retain users with a variety of tactics from one partner.
- Choose from a variety of campaign models.
- Receive highly customized recommendations from our experts.
- Reach users across the globe with inventory in 250+ countries.

# Monetization: Leverage Quality Ad Inventory to Drive Revenue

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We operate one of the leading Reward Monetization Marketplaces, AdGem, as well as offer monetization platforms through third-party partnerships. Our advanced technology delivers an exceptional native ad experience for users and drives quality at volume for both developers and marketers.



## Premium Demand

Reach captivated users globally to maximize your ARPDAU and eCPMs with the industry's top advertisers.



## Earn More

Increase monetization revenue among your user base when players engage with high-performing ad units.



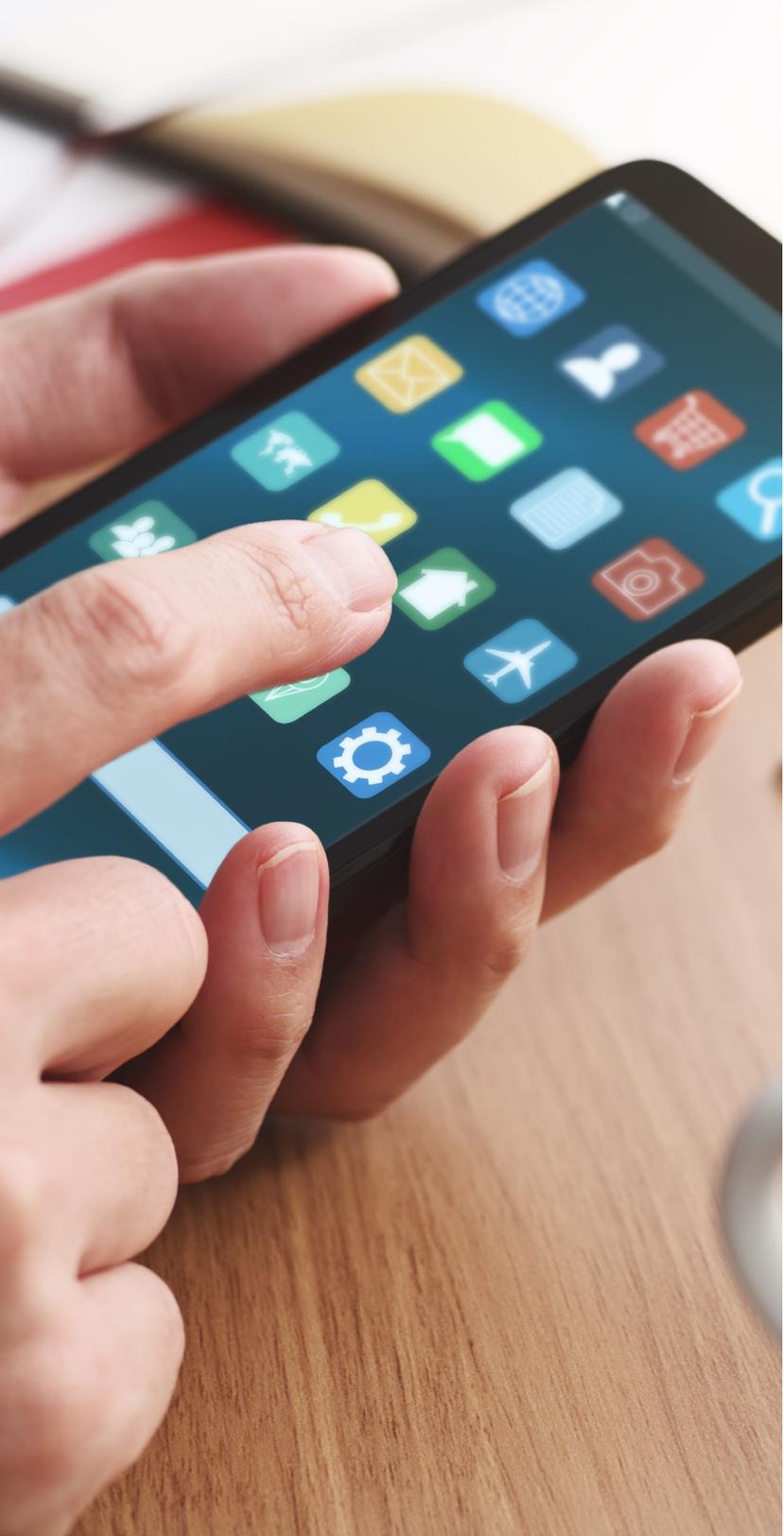
## Direct Expert Access

Partner with our team of dedicated, in-house experts, providing responsive, reliable support to improve efficiencies, including valuable documentation.



## Real-Time Reporting

View analytics in real-time for complete transparency with immediate, in-depth results.



# Offerwalls for Monetization

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Drive incremental revenue, boost user engagement and UX, and maximize non-paying users with the industry's most-profitable, non-intrusive ad units. With custom branding options, offerwall presentation seems organic and not at all like an ad.

## How It Works

Offerwalls are 100% user-initiated and allow users to interact with ads relevant to them. You can scale according to the value of the offer. The more important the action is to your goals, the higher the in-game currency you can award.

Offerwalls sustain in-app activity when users receive them at critical times, such as when virtual coins are low or players need a boost to make it to the next level.

# What Makes Our Offerwall Inventory Unique

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Generate more ad revenue: Apps using offerwalls typically have a much higher eCPM (effective cost per mille) than those that use rewarded video alone.



Provide a better in-app experience with less ads.



Keep users on the app longer, so they don't quit when they are out of coins or at a point in the app where they can't proceed.



Collect more monetized players: Offerwalls are an alternative to monetize users who don't complete IAPs (in-app purchases).



Boost IAPs: Once users engage with reward ads, they then become much likelier to make an IAP, 10-14 times, according to a study.



Receive earnings without fees: Offerwall revenue isn't subject to platform fees. If a user buys virtual coins via an offerwall, publishers receive the full amount.

# Why AdAction?

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In a world of options, why do so many mobile app marketers choose AdAction?

In a word, it's the value we provide them. Our commitment to providing optimized, incremental, and scalable campaigns to help you reach UA and other strategic goals is part of our culture and every relationship we create. Here's what makes our platform and processes different from other solutions.



## Industry Pioneer

The mobile app marketing industry is very young, and we've been leading efforts for over seven years. That tenure is substantial in such a field that's ever-changing and evolving. Our team includes subject matter experts that understand all the aspects of delivering high-quality conversions at volume.



## Support from Experts at Every Step

We are a client-centric organization that fosters collaboration and communication. Our sales and account management teams commit to supporting our clients through every step of the process transparently and professionally. We are always striving to exceed expectations, answer tough questions, and provide expert recommendations.



### Fraud Protection

Ad fraud is a serious concern in mobile app marketing, burning through billions of advertising dollars, and skewing user profile data. From malicious bots to fake users to mobile device farms, fraud can be rampant without proper protocols. We belong to the industry working group, Coalition Against Ad Fraud (CAAF), helping to educate and address mobile ad fraud. We strongly commit to actively preventing fraud and ensuring compliance for all our clients.



### Customized Media Plans

Performance-based marketing isn't cookie cutter. We develop programs that align with your goals, target users, and KPIs. We already work with advertisers in almost every vertical and have achieved high results. This experience positions us to develop a strategic path to hit your objectives and deliver incremental traffic.



### Proprietary Reward Inventory Hitting Unique User Bases

We own and operate our reward inventory and use it to support incremental scale for campaigns driving downstream engagement. We are able to hit a unique user base that isn't accessible on other platforms. Most of these are pulling from the same buckets of users. With our Reward Platform, you can engage with users that other platforms don't have.



### User Flow

Intuitive monetization profiling identifies payers and introduces them to customized messaging and experiences as well as enables programmatic post-install optimization in real-time.

# What Our Customers Are Saying



*"Our apps have significantly risen in the ranks with AdAction's knowledge of the competitive mobile landscape and ability to construct individualized, dynamic campaigns that focus on our target goals and provide strong return on our investment."*

**Sarah Monschein**  
Mobile Marketing Manager Funstage



*"AdAction's monetization platform, AdGem, has been an essential resource in maximizing our ad revenue. It's been a pleasure to expand our long and successful relationship with AdAction."*

**Andy Jennings**  
Marketing Manager, PerBlue



*"We've had great account support, the team at AdAction understands our platform and our goals, and they've helped us find new ways to drive quality users to the app."*

**Neale Halliday**  
Chief Customer Officer, Snibble

# What Our Customers Are Saying



*"AdAction has been a very strong network to work with, and their experience in the music category has made them a reliable resource. Our partnership will only continue to grow from here."*

Apple Music



*"AdAction is very adept at getting us great value for our spend, they're proactive, and respond quickly to our needs."*

Skout



*"AdAction's account management is impeccable. We have enjoyed working with the team and appreciate their dedication to our business and reaching our campaign goals."*

HotelTonight



*"AdAction offers us a high volume of users in several geos at the most reasonable cost."*

Guillaume Motte  
Traffic Manager for Foxintelligence

# Recognition and Affiliations

We are proud to be a member of these groups and recognized as a best place to work.



# Our Clients and Partners

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We work some of the most notable brands in a variety of verticals, including gaming, entertainment, sports, finance, retail, technology, and more.



# Performance-Based Mobile App Marketing That Works

We're an all in one platform that delivers solutions for advertising and monetizing. Let's talk about how we can work together to meet your goals.

Connect With Us Today

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info@adaction.com

VISIT ADACTION.COM



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