



mobinner

The home of modern digital advertising

Founded in 2017, Mobinner's goal was simple.. To provide a one-stop solution for all kinds of digital advertisers. Whether they were looking to promote a mobile game in Sweden or their ecommerce store in Indonesia, Mobinner's goal is to make sure that they get the traffic they need at a price point that can't be beat.

In order to achieve this dream, we have focused on two things above all else:

- 1** building excellent relationships with our clients
- 2** developing cutting-edge in-house technology to optimize customer outcomes



Partnerships built to last

We believe that success starts with solid relationships built on trust. And that is exactly the kind of relationship that we try to build with all of our partners - be they advertisers or publishers. We pride ourselves on our clear and constant communication and our transparency in all that we do.



In-house technology

After our relationships, our technology is the pride of the company. We strive to build as much as possible in-house. We've built our own Demand-Side Platform, Tracking System, and more all from scratch. This allows us to tailor our solutions to address customer needs better. Having our own in-house tech also gives us a leg up on much of the competition (who rely on third-party, one-size-fits-all tools).



A winning combination

This combination of strong relationships and cutting-edge technology allows us to stay one step ahead of the competition and offer our customers a superlative experience.

Welcome to Mobinner

We're happy that you're interested in our business
- the following is the short and quick introduction
to who we are and what we do

Our Services

Mobinner offers partners a diverse range of services in order to better meet client expectations. Our service rests on **three primary pillars**: our Ad Network, our Demand-Side Platform and our Internal media buying.

1

Premium Ad Network

Mobinner's team of performance marketing specialists works closely with our partner Ad Networks, DSPs, and SSPs, in order to get your product in front of high-quality consumers. Our performance marketing specialists launch, monitor, and optimize your campaigns every day to make sure that your Ad Spend is as productive as possible.

2

Demand Side Platform

Our Demand-Side Platform (DSP) is entirely in-house and was built from scratch by our excellent engineering team. With the Mobinner Demand-Side Platform, we can exactly control the minutiae of the impressions that we'll buy for your campaigns. Integrated with a variety of SSPs and Ad Exchanges, our DSP can bid on an enormous variety of traffic from all of the world.

3

Internal Traffic

Lastly, Mobinner offers select traffic that is available exclusively to our customers. This traffic consists primarily of premium push-notification subscribers. With this unique source of traffic, we can send engaged, high-quality users directly to your offers.

How it works

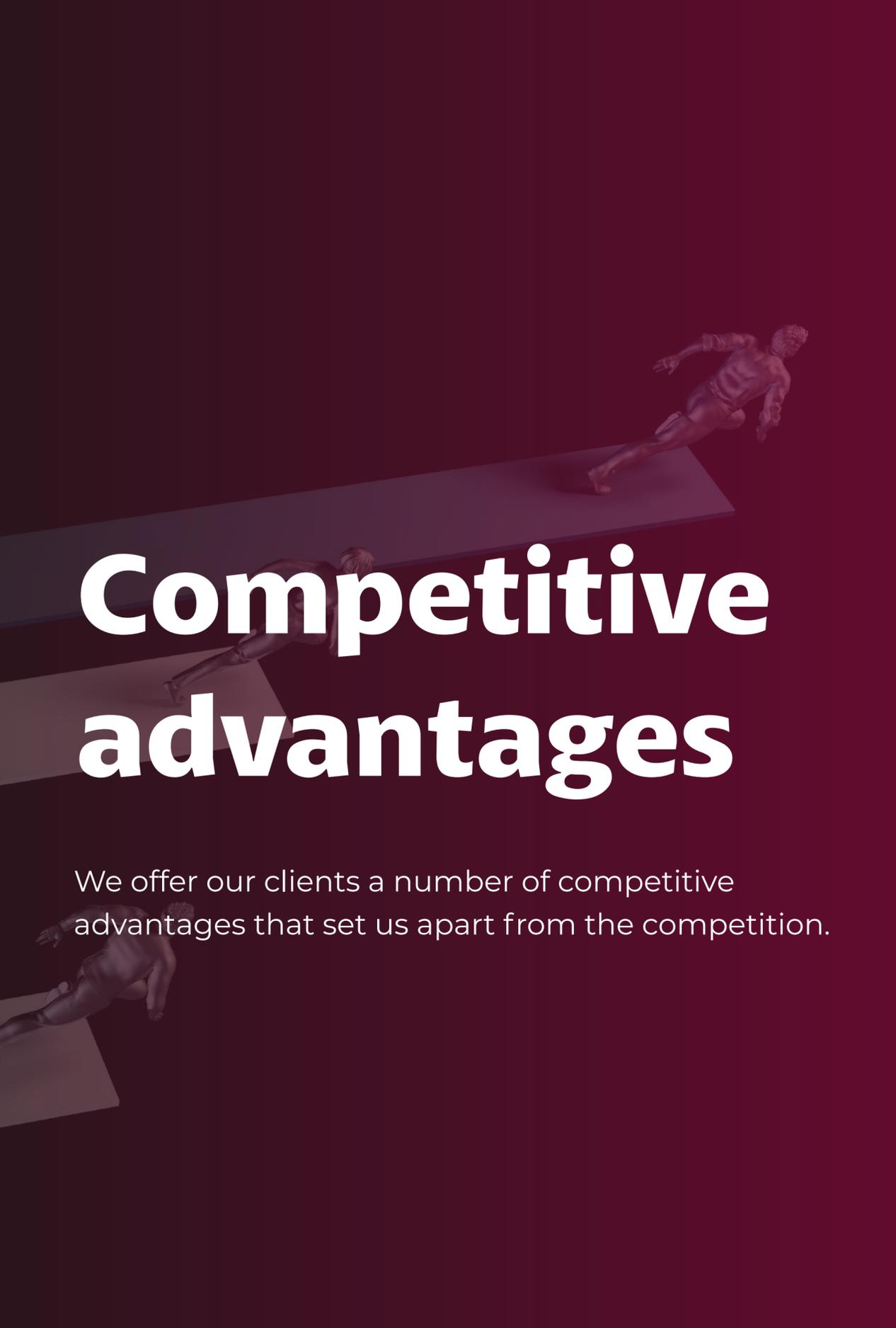
Most advertising partners work with Mobinner in one of two ways: the first and most common is on a managed basis. The other option is on a self-serve basis. Sign up with us, choose which basis you'd like to work on, and you're ready to go!

Managed Account

With this account option, the advertiser receives an Account Manager who handles the launch and management of all campaigns. He or she also serves as the primary point of contact between the advertiser and Mobinner. In short, the Account Manager is responsible for advertiser success.

Self-Serve Account

This is a new option for advertisers that allows partners to log in, upload, and launch their campaigns at their leisure and without any intervention on our part. Naturally, the Mobinner team remains at the advertiser's disposition, should he have questions or concerns!



Competitive advantages

We offer our clients a number of competitive advantages that set us apart from the competition.

Pure Performance

If we are promoting your offers on a performance basis, then you only pay on real performance. Many digital advertising companies who offer performance payments really just let you set a target cost per conversion, and an algorithm tweaks that eCPM to get as close to it as possible (e.g., Facebook).

That's not how we do it. With Mobinner, when we say you pay for performance, we mean it. If your offer doesn't perform, you don't pay.

One-stop Digital Advertising

We offer our clients an unparalleled selection of conversion options and traffic sources. With Mobinner, you can buy traffic on a traditional CPM/CPC basis or on a performance basis (e.g., CPA, CPI, CPE, CPS, Revenue Sharing).

Furthermore, we have both desktop and mobile traffic for all verticals in all Tier 1, most Tier 2, and a wide range of Tier 3 countries. Our selection of traffic sources and types is very diverse, ranging from push notifications to email to interstitial.

Strongest GEOs

While Mobinner offers global traffic, these are our strongest GEOs.

North America

 US  CA

Europe

 GB  FR
 DE  IT

Near West

 SA  UAE

Southeast Asia

 TH  VN
 PH  SG
 MY

Supply channels

Mobinner offers a wide variety of traffic sources through which we receive hundreds of millions of impressions per month and drive tens of thousands of conversions per day.

Mobinner offers the following kinds of traffic:



Display



Push Notifications



Popunder



In-App



Popup



Native



Email

Competitive advantages

We offer our clients a number of competitive advantages that set us apart from the competition.

Premium Publishing Partners

Over the last few years, we have developed strong relationships with industry-leading supply partners and have been able to leverage past performance into preferred relationships. These relationships give us unparalleled access to traffic and significant leeway when it comes to setting up campaigns. We pass all of these perks on to you.

Total Transparency

We pride ourselves on being upfront and transparent in all aspects of our partnerships. From the initial contract to regular quality reporting, we try to be as transparent as possible in everything we do.

Constant Communication

We believe that the foundation of any durable relationship is clear and constant communication. All managed advertising partners at Mobinner are assigned a dedicated Account Manager and have unfettered access to the Advertising Operations Manager should further assistance be needed.

Partners



Contact info

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Case studies

client:

Amazon Prime Video



Challenge

Rapidly acquire new users for Amazon Prime Video in an environment already dominated by competitors.

Campaign Model:

CPA Action: Registration

GEO:  US  UK  IT
 FR  DE  ES



Solution

Focus on the conversion of existing **Amazon Prime** customers and moving these partially acquired customers to Amazon's video streaming service.

Result

Achieved an average daily campaign revenue of over **5500 USD** (Q4 2019).

client:

Lazada



Lazada

Challenge

Bring a high percentage of new and existing Lazada customers to their mobile application on iOS and Android.

Campaign Model:

CPI (Install and Open) iOS, Android

 **GEO:** Various Southeast Asia



Solution

Mobilized a number of select regional partners and sent a high volume of converting traffic to the campaign.



Result

Over **5,000 USD** revenue per day and tens of thousands in new sales for a period of **2 months** (End of year holidays).

client:

Lazada



Lazada

Challenge

Set up a sustainable stream of consistently converting customers directed to Lazada's ecommerce stores in various Southeast Asian countries.

Campaign Model:

CPS / Revenue Sharing

 **GEO:** Various Southeast Asia



Solution

By leveraging long-term regional supply partnerships we were able to capture this traffic at a lower-than-average cost and higher-than-average volume.



Result

Achieved an average daily revenue of over

4000 USD (Q4 2019).

client:

Postmates



Postmates

Challenge

Rapidly and consistently deliver quality customers to a client operating in a highly competitive market in a high-cost GEO.

Campaign Model:

CPE (Cost per Engagement)

Engagement in this case being the customer's first delivery.

 **GEO:**  US



Solution

Aggregated a high number of smaller mobile supply sources to reach new customers at a reasonable cost.



Result

Over **3,000 USD** revenue per day for a period a year.

client:

Instacart 

Challenge

Bring new, engaged customers to an established player in the grocery delivery business.

Campaign Model:

CPE (Cost per Engagement)
Engagement in this case being the customer's first delivery.

 **GEO:**  US



Solution

Targeted mobile users in dense localities who were most likely to be interested in the then niche grocery delivery business.

Result

Over **5,000 USD** revenue per day for a period of around 6 months.

client:

Namshi  **نمشي**
NAMSHI

Challenge

Create a sustainable stream of converting customers for Namshi's Saudi and Emirate ecommerce sites.

Campaign Model:

CPS / Revenue Sharing

Conversion on order placed.

 **GEO:**  Saudi Arabia  United Arab Emirates



Solution

By leveraging local partnerships and an in-depth understanding of the industry, we carved out a durable market niche and helped the client expand their operations in a time of growth.

Result

Over **3,000 USD** revenue per day and tens of thousands of sales daily for a period of around 6 months.

client:

Almosafer  **المسافر**
Almosafer

Challenge

Drive a steady stream of new customers to Saudi Arabia's premier online travel booking service.

Campaign Model:

CPS / Revenue Sharing

Conversion on order placed.

 **GEO:**  Saudi Arabia



Solution

By buying traffic from Saudi-specific sources visited by affluent consumers and frequent travelers, we exceeded our initial targets and created a sustainable customers acquisition mechanism for the client.

Result

Over **3,000 USD** revenue per day and tens of thousands of sales daily for a period of around 6 months.

client:

**carinsurance.net /
insure.com /
autoinsurance.com /
liberty mutual**

Challenge

Generate high converting auto / health/ home insurance leads

Campaign Model:

CPL / Desktop / Mobile

 **GEO:**  US



Solution

Segmented our mailing list to include only pre qualified users (age group, car owners, home owners, etc..) resulting in the most precise targeting capabilities an email campaign can achieve.

Result

Over **300K USD** revenue worth of leads in the first month of campaign launch.

client:

Cashapp 

Challenge

Deliver traffic on a CPC that the advertiser will then back out to a sweepstakes CPL.

Campaign Model:

CPC / Desktop / Mobile

 **GEO:**  US



Solution

CPC was slightly unorthodox to the traditional Mobinner business model but through various adjustments of our traffic source and system setup, we were able to accommodate the client's needs.

Result

Steady **3,000 USD** revenue per day for nearly a year and counting.

client:

AAG Revers Mortgage



Challenge

Deliver qualified leads of users who would be eligible for a reverse mortgage loan.

Campaign Model:

CPL / Desktop / Mobile

 **GEO:**  US



Solution

With started with very selective ad placements to ensure every lead generated was a confirmed home owner and gradually branched out to larger sources to scale.

Result

Steady **3,000 USD** revenue per day to date.

client:

Mymobilesecure



Challenge

Aquire new users for various geos worldwide.

Campaign Model:

CPI - Android

 **GEO:**  US  UK  IT  MX
 FR  CA  ES  IN
 NO  BR  AR



Solution

Understanding the sensitive nature of utility campaigns, we ran only clean and approved creatives to focus on user retention rather than quick installs that generally won't back out into sales..

Result

4,000 USD revenue per day spread across multiple geos.

client:

Twitter



Challenge

Maintain client's targeted ROAS and KPIs while delivering high volumes of traffic.

Campaign Model:

CPE - Registration

 **GEO:**  US



Solution

Build a CPE (cost per engagement) model for the client where Mobinner charges them only when a user installs Twitter app and completes registration. It allowed the advertiser to maintain a positive ROAS.

Result

+5,000 USD revenue per day and hundreds of thousands in new Twitter account openings.

client:

Norton



Challenge

Reach a strict KPI of 20% install to paid subscription rate right from the start.

Campaign Model:

CPI - IOSt

 **GEO:**  US



Solution

1. Gather a premium lookalike audience base on historical data of users who showed high engagement with similar apps.
2. Build eye-catching, mobile Native ads.

Result

KPI overreached, Unlimited advertising budget unlocked, and millions of new users acquired backed by a positive ROAS.