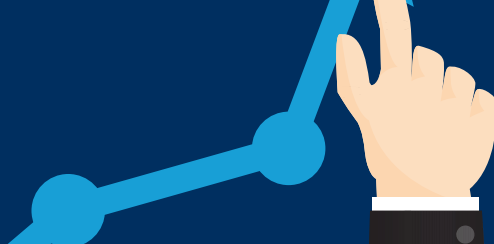




APP ENGAGEMENT KPI SURPASSED BY

500%

AMONGST TOP TIER USERS INCENT CPE CAMPAIGN ACROSS MULTIPLE TERRITORIES

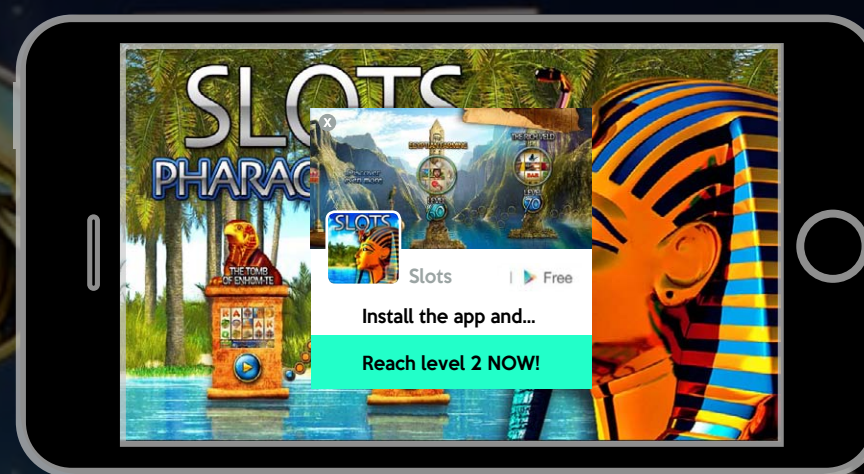


CHARACTERISTICS

Pharaoh's way is an Android / iOS Casual Game.

OBJECTIVE

Maximize cost effective acquisition of high quality users with a primary KPI gameplay to reach level 2.



THE SOLUTION

- 1 Woobi ran an incent CPE campaign aimed at engaging high-quality users to actually try the game, while driving low cost installs and maintaining a positive ROI throughout the campaign.
- 2 Implementing KPI driven optimization and advanced targeting capabilities combined with real-time tracking and hands-on optimization.



KEY BENEFITS INTEGRATING THE WOObI PLATFORM

- 1 KPI Driven optimization.
- 2 A wide range of solutions to build a tailored UA campaign (CPI / CPE).
- 3 Global reach.
- 4 Maximizing ROI and conversion rates.
- 5 Advanced targeting capabilities generating higher engagement rates and increased user retention.
- 6 Real time tracking and optimization.

RESULTS

100% Reached level 2

10% Reached or exceeded level 10!

- Real-time tracking, reporting and campaign performance data.
- Complete transparency throughout the campaign duration, enabling hands-on optimization.
- Enjoy the best of both worlds: a dedicated account manager alongside the complete control using a self-managed platform.



ADVERTISER TESTIMONIALS

“Woobi (formerly TokenAds) in a must-have provider. We are very pleased with Woobi's performance and we know our users are happy too.”

BIGPOINT Linus J. Mendes
SCP of Finance, Bigpoint

“Woobi (formerly TokenAds) made sure to understand our product and users, enabling perfectly tailored offers and immediate revenue.”

NORDEUS Branko Milutinovic
CEO Nordeus

“Woobi's channel was a perfect fit to amplify the awareness we needed in a short time frame. The campaign was an outstanding success and direct engagements generated from the distribution was jaw dropping!”

Live. Ben Hyde
Live Creative

“Woobi (formerly TokenAds) made our life much easier with their great account managers - we found their service to be at the highest level”

Perion Nir Rosner
Perion

WE DO IN-GAME ADVERTISING

We are an in-game advertising company specializing in branded video distribution through desktop, social & mobile games.



MONETIZING GAMES SINCE 2009



OPERATES IN 130 COUNTRIES

IN-GAME ADVERTISING FUELED BY DMA

1. DMA (Dynamic Mindset Advertising) is an algorithm based technology which is integrated directly into games.
2. DMA studies playing patterns and learns when and how to engage with a user.
3. It's about targeting precisely the right audience, at precisely the right moment, in precisely the right manner.
4. It's about creating the perfect user and brand experience.



GAMES
VIDEO
MEDIA