



40%



CLICK TO INSTALL RATE!

INCENT CPC CAMPAIGN TOWARDS GENERATING DOWNLOADS

CHARACTERISTICS

Skype is an application that provides video chat and voice call services globally.

OBJECTIVE

Driving cost efficient high volumes of quality installs within a short time frame.



THE SOLUTION

WOobi RAN A CLICK BASED CAMPAIGN WITH A PRIMARY KPI OF GENERATING DOWNLOADS.

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

40% CLICK TO INSTALL RATE

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 playin g patterns and learns when and how to engages 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