MediaKit
ayeT-Studios

Self-Serve Mobile Advertising Platform

AYET STUDIOS

Mobile Advertising-
One solution for multiple purposes

Your Target

1 User Acquisition

2 Lead Generation

3 Brand Marketing

Acquire, engage and retain users for your app and grow your mobile business with our wide variety of campaign types.

Generate leads like account registrations or newsletter signups or drive direct sales with our lead generation campaigns.

Use different combinations of ad formats and bid types to drive awareness for your brand.

Our Solution

We make sure to reach the maximum relevant audience for your campaign targets by providing access to premium advertising inventory.

AYET STUDIOS

Campaign Types-
as individual as your target

① User Acquisition

Promote your **app** by tapping into vast supply of in-app and mobile web traffic.

Campaign type

- rewarded
- non-rewarded

Pricing

- CPC
- CPI
- CPA / CPE
- CPM
- CPV

Traffic source

- In-app
- Mobile Web

② Lead Generation

Generate leads and interactions for your **website**, **app**, newsletter or similar.

Campaign type

- rewarded
- non-rewarded

Pricing

- CPC
- CPL
- CPO / CPS

Traffic source

- In-app
- Mobile Web

③ Brand Marketing

Drive the awareness of your **brand** by accessing brand-safe traffic via real-time bidding.

Campaign type

- non-rewarded

Pricing

- CPC
- CPM
- CPV

Traffic source

- In-app
- Mobile Web
- Web

*CPC - Cost per Click | CPI - Cost per Install | CPA - Cost per Action | CPE - Cost per Engagement | CPM – Cost per Mille | CPV – Cost per View | CPL – Cost per Lead | CPO – Cost per Order | CPS - Cost per Sale

Ad formats –
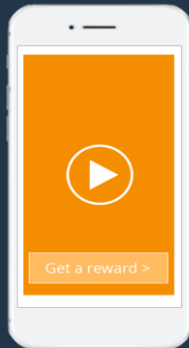# rewarded and non-rewarded campaigns

rewarded campaigns

Use rewarded ads to buy installs, registrations or leads for a pre-defined price. Drive user engagement and connect directly to premium publishers.

non-rewarded campaigns

Buy ad inventory in real time (RTA). With RTB you can bid on inventory for formats like banners, interstitials and videos via the OpenRTB protocol.

Mobile & In-App Ads

Offerwall   rewarded Video

+ 100
+ 250
+ 50
+ 150
+ 200

Get a reward >

Website Ads

Banner   Video

Mobile & In-App Ads

Banner   Interstitial   Video
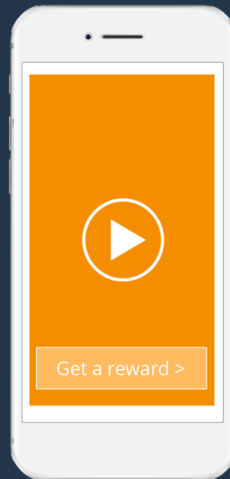
Ad Formats –
rewarded campaigns

rewarded campaigns

Mobile & In-App Ads

Offerwall

rewarded Video

Rewarded campaigns are preferably used to increase the awareness of your app or website.

It is commonly used in gaming apps, where user get rewards as in-app currency for e.g. watching a small video.

Pro´s:

- High conversion rates
- Low costs per conversion

Con´s:

- In comparison to non-rewarded campaigns the
- Less targeting options

Ad formats –
non-rewarded campaigns

non-rewarded campaigns

Mobile & In-App Ads

Banner   Interstitial   Video

Website Ads

Banner   Video

Non-rewarded campaigns are mainly recommended if you want to redesign or shape the image of your brand. This type of campaign contains next to standard banner ads also videos or interstitials.

Pro´s:
- User engagement is based on interest
- Detailed targeting options
- Improved traffic range

Con´s:
- in contrast to rewarded campaign the cost per conversion are higher

How do we ensure to reach the right target group?

ayeT-Studios can offer you a wide selection of targeting criteria to ensure that you reach the relevant and most important audience for you.

Should your campaign focus mainly on Germany, Europe or rather worldwide? You decide on the geographical focus of your campaign.

Or are you especially interested in just reaching a certain group of user?

No problem, you determine the attributes of your campaign!

| Location | Traffic-Category | Language | Device-Type |

What are our traffic sources?

Depending on the planned reach of your campaign we spread your campaign among different partners. Your brand safety is our top priority at any time.

Direct Traffic	Apps owned and operated by ayeT-Studios
Ad Networks	20+ direct integrations with leading SSPs, ad & affiliate networks
Ad Exchanges	Integrated with 4 ad exchanges to tap into vast programmatic inventory – e.g. Mopub, Appnexus, Smaato

Databased optimization-
we get the most out of your campaign

Customer Journey

ayeT-Studios Optimization

1. User sees an ad banner on the his or her Smartphone or PC

Evaluation which combination of publisher and ad format delivers the best results.

2. User clicks on this ad banner and get forwarded to the website

Evaluation of the click-rates and switching to sites with the highest click rate.

3. User registers for a Newsletter

Evaluation of the conversion-rate and switching to sites with the highest conversion-rate.

4. User buys eventually one of your products

Contact

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