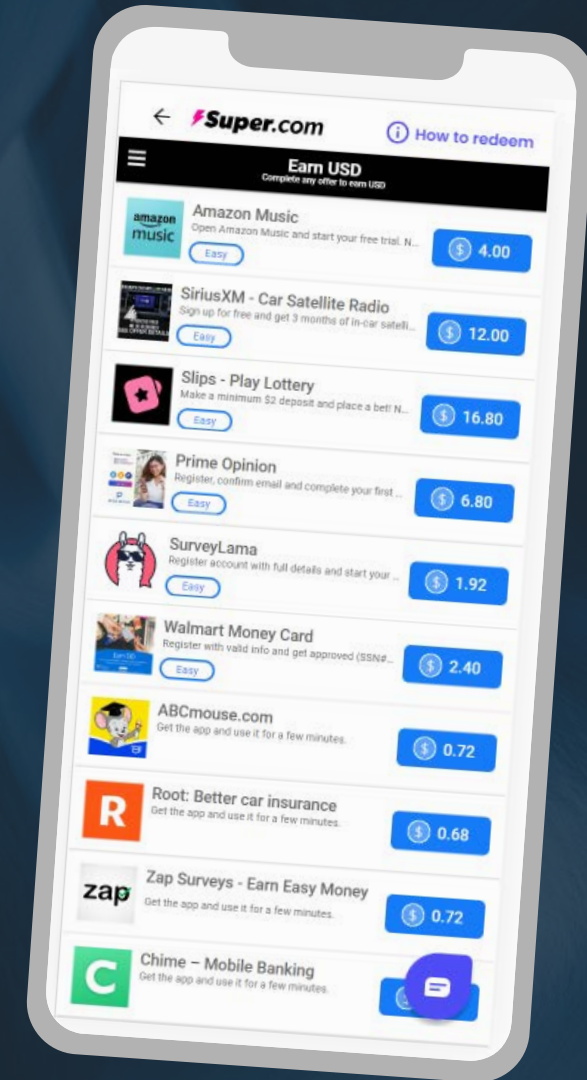


Offerwall
Media Kit

ALYX STUDIOS
2024

Offerwall (In-App & Web)

- Offerwalls are a substitute for spending real money (mini-shops). They help reach the people who are reluctant to make in-app purchases, but are equally engaged and looking for another way to premium content
- Offerwalls provide highly targeted campaign options. The advertiser can choose publisher partners (websites, app and games) which are most relevant to his product and yield the best results.
- The deep engagement pricing models provide a fair exchange. The advertiser pays only for the successful conversions and nothing more. Third party tracking is supported.
- Offerwalls are opt in and non-intrusive which ensures a positive brand perception





How Offerwall Mechanics Work

User

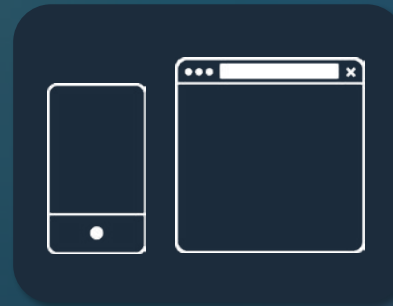


A user is visiting a website of

1

a publisher working with aye T-Studios.

Website

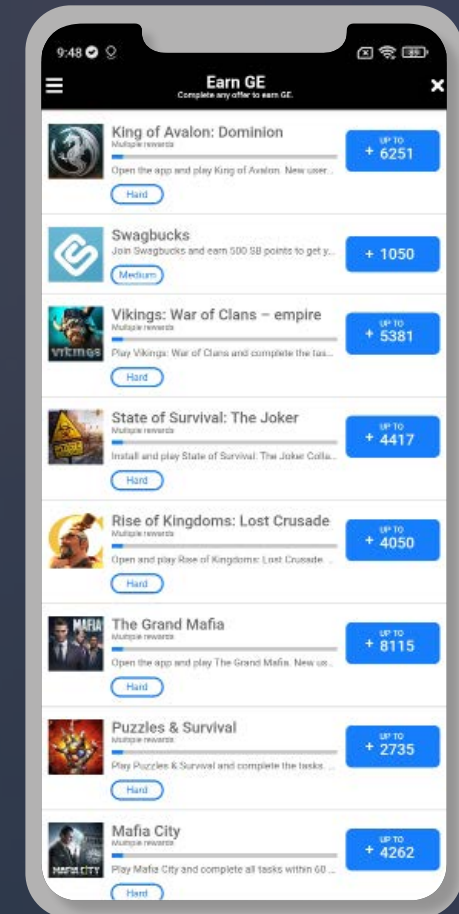


Publisher shows offerwall to user as

2

an alternative to access premium currency/content.

Offerwall



User Reward

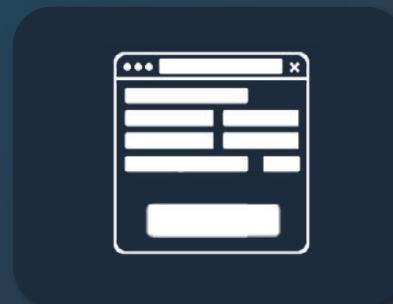


User completes offer and turns into client.

4

Virtual currency is paid out to user in return.

Advertiser



User picks offer from offerwall and gets

3

redirected to advertiser's product.



Traffic Insights

550 +
Active Publishers

13.5 Mio +
Unique MAUs

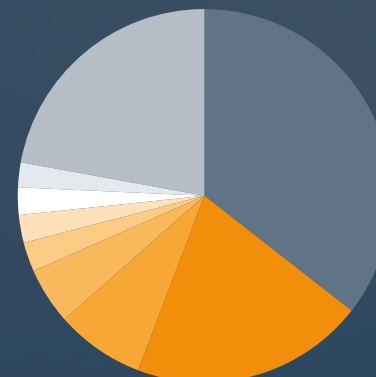
3.000 +
Active Campaigns

Traffic by OS



■ Android
■ Web
■ iOS

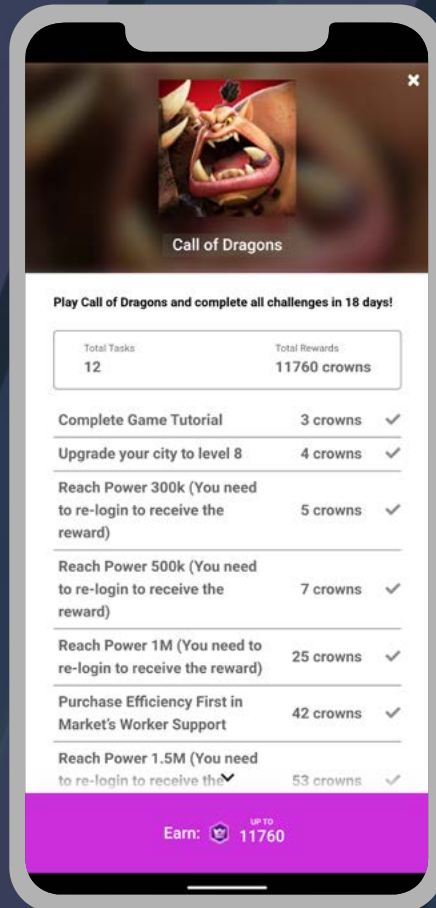
Traffic by Country



■ United States ■ France ■ Germany
■ UK ■ Canada ■ Italy
■ India ■ Brazil ■ Other



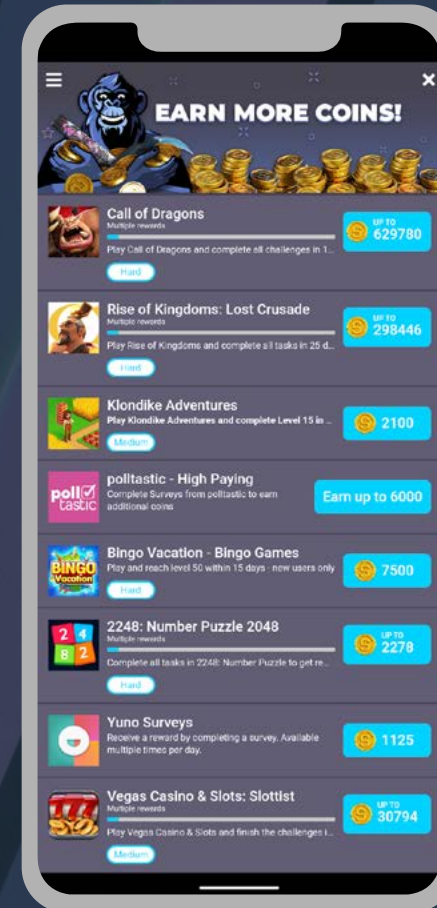
Campaign Types



CPE Multi-reward

Multi-reward CPE is the type of campaign offering the deepest engagement.

Rewards are split into parts to ensure a steady level of engagement over a long period.



CPA Single reward

For CPA - single reward campaigns the advertiser defines an event the user has to reach, like playing until level 5 or making a purchase.

Those campaigns help to drive user engagement.

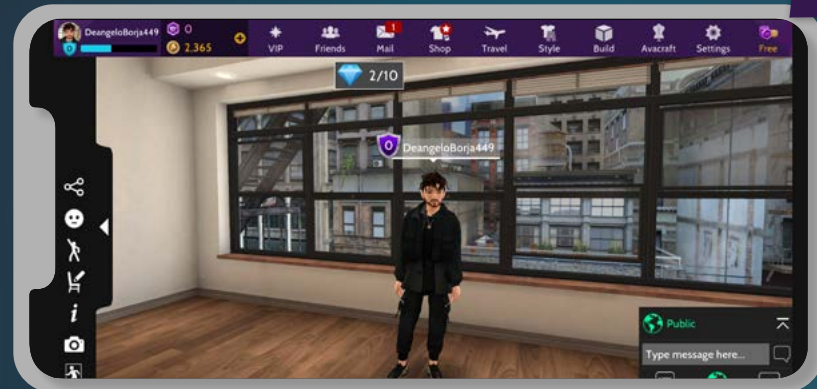
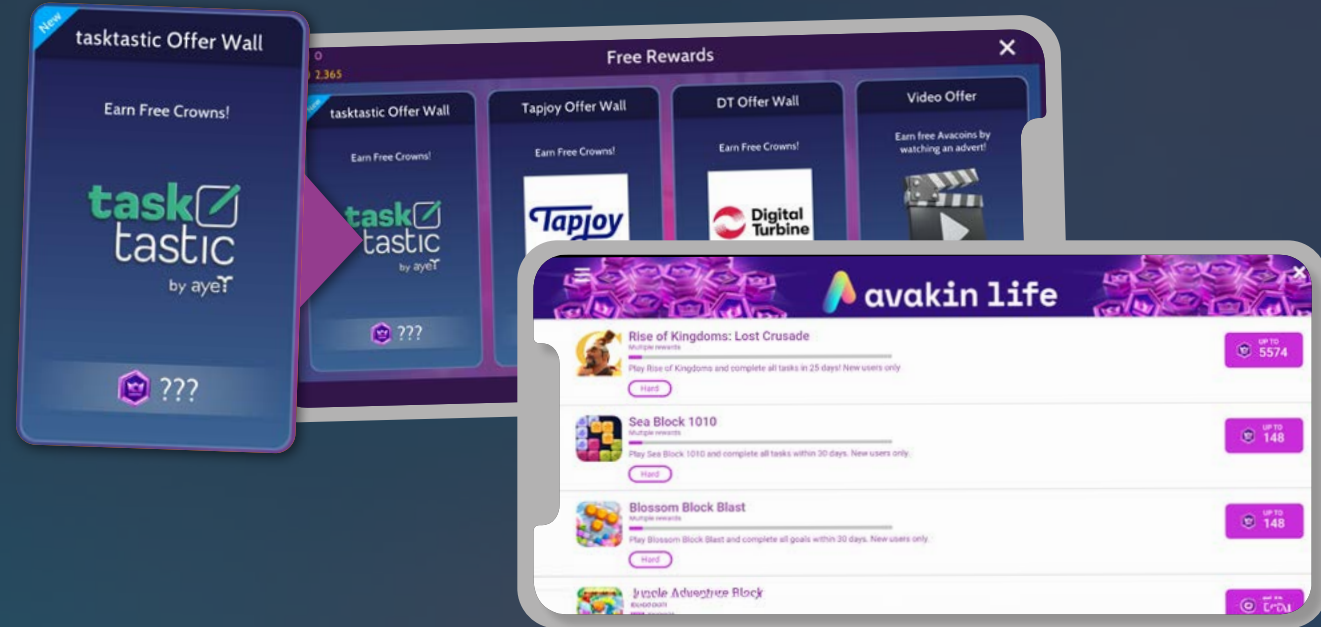


Integration Example

Avakin Life

Avakin Life is a virtual world simulation game where players can create and customize their avatars, design their homes and socialize with other players.

With 100M+ downloads it is a very popular virtual social experience.



The Offerwall integration is a classic mini shop alternative positioned in the top bar, accessible on all screens and marked with a free icon.

Players can complete offers and be rewarded with the premium in-game currency - Avakin Crowns.



Our Clients

ayeT-Studios works with over 725+ Advertisers and successfully ran more than 200,000+ campaigns.

Take a look at a few of our selected clients.





Tracking Providers





ayeT's Publisher partners

Meet some of our 550+ Publishers

Some of the premier mobile and web developers work with ayeT-Studios.



Assets owned and operated by ayeT-Studios

Reach a unique audience by choosing myCashery



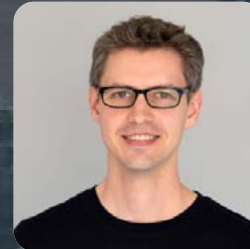
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