

Maximize Your Ad Campaign Effectiveness & Acquire An Engaged Audience

We **connect** consumers with custom brand campaigns for guaranteed **engagement**



Cost Per Install



Social Media Engagement



Cost Per Sale



Cost Per Click



Cost Per View



Cost Per Action

Reach new audiences

Get direct access to **millions of consumers from 11 different countries** across hundreds of social networks, online games, loyalty reward programs and e-commerce sites that have well over 1 million unique visits a month.

Verticals:

- Gaming
- Ecommerce
- Charity
- Reward
- Social
- Subscription



Pay for performance, not just clicks

Connect with consumers in moments that matter with our custom brand solutions that are tuned to user engagement, not clicks. Whether it is an app install or a purchase, you're only required to pay when they engage. Our CPE pricing—combined with qualified user engagement—helps you to find new customers that are most interested in your brand and ensures you are getting the most out of your campaign.





Reward your audience for engaging

Enhance your message and reach your audience in new ways with our Event Tracking capabilities that allow you to identify, motivate and re-engage with consumers. These campaigns help to strengthen brand-to-audience relationships by driving deeper engagement to minimize churn and maximize customer Life Time Value.






















Example Event Tracking campaign: Sign up for a free trial. After free trial period ends, become a paying customer and get double rewards.

Target demographics of your choice

From stay-at-home moms to students who are gamers, we connect you and your brand to millions of consumers who are comprehensively profiled on **over 30 demographic, geographic and psychographic criteria**. By targeting a specific audience, you can tailor your message to maximize exposure, reduce cost, and increase overall performance. Below are just some examples of the criteria you can target. Read on to see the full list of our audience targeting capabilities.



Example audience targeting criteria:

- | | | | | | | |
|---|---|--|---|---|--|--|
| 
Gender | 
Birthday | 
Geo-Targeting | 
Income Level | 
Ethnicity | 
Medical Conditions | 
Education Level |
| 
Home Ownership | 
Marital Status | 
Employment Status | 
Language | 
Pets Owned | 
Car Ownership | 
Grocery Shopping |
| 
Business to Business | 
Country | 
Video Game Consoles | 
Computer Ownership | 
Cell Phone Type | 
Cell Service Provider | 
Children in Household |

AUDIENCE TARGETING

DEMOGRAPHICS



Gender

Male
Female

Birthday

Month
Day
Year

Geo-targeting / Region

Zip code
2-Letter State Code
MSA
DMA

Income Level

Less than \$24,999
\$25,000 – \$49,999
\$50,000 – \$74,999
\$75,000 – \$99,999
\$100,000 – \$124,999
\$125,000 – \$149,999
\$150,000 – \$249,999
\$250,000 or greater
Prefer not to answer
Social Grade

Ethnicity

Caucasian / White
African-American / Black
Asian / Asian American
Pacific Islander / Native American
Hispanic
Mixed Race
Other
Prefer not to answer

Country of Residence

United States
Australia
Brazil
Canada
France
Germany
Mexico
United Kingdom
Netherlands
Italy
Spain

Home Ownership

Own primary residence
Rent primary residence
Live with family member(s) in their residence
Live in student / University housing
Other

AUDIENCE TARGETING

DEMOGRAPHICS



Employment Status

Full-time
Part-time
Contract, Freelance or Temporary Employee
Self-employed
Semi-retired
Retired
Homemaker (at home full-time without children)
Stay-at-Home Parent (care for child / children full-time at home)
Full-time Student
Part-time Student (working more than 30 hours per week)
Part-time Student (working less than 30 hours per week)
Unemployed
None of the above
Prefer not to answer

Marital Status

Single, never married
Engaged
Married
Living with Partner / Common Law
Separated
Divorced
Widowed
Civil Union / Non-traditional Partnership
Prefer not to answer

Primary Language Spoken at Home

Chinese
English
Spanish
Other

Medical Conditions

Allergies
Arthritis
Asthma
Cancer
Cardiac issues
Crohn's
Depression
Diabetes (type 1 or type 2)
Eczema
Erectile dysfunction
High blood pressure
High cholesterol
Migraine
Obesity
Respiratory issues
Other

Education Level

High School
Some College / University
Undergraduate Degree
Graduate Degree
Junior High or Middle School
Some High School
Prefer not to answer

Children in the Household

Yes – They live with me
Yes – They do not live with me
No – I do not have children

AUDIENCE TARGETING

LIFESTYLE



Automobile Ownership

Yes

No

Automobile Year

2016	2010	2004
2015	2009	2003
2014	2008	2002
2013	2007	2001
2012	2006	2000
2011	2005	1999 or Older

Automobile Type

Compact Pickup Truck	Fullsize Pickup Truck	Hybrid SUV	Midsize SUV
Compact Sedan	Fullsize Sedan	Hybrid Truck	Minivan / Van
Convertible	Fullsize SUV	Luxury Sedan	Sports Car
Coupe	Hatchback	Luxury SUV	Wagon
Crossover / Compact SUV	Heavy-Duty Pickup Truck	Midsize Pickup Truck	Other
Electric Car	Hybrid Car	Midsize Sedan	Does not apply to me

Automobile Brand

Acura	Dodge	Jeep	Mercedes-Benz	Saab
AM General	Ferrari	Kia	Mercury	Saturn
Aston Martin	Fiat	Koenigsegg	MINI	Scion
Audi	Fisker	Lamborghini	Mitsubishi	Smart
Bentley	Ford	Land Rover	Nissan	Spyker
BMW	GMC	Lexus	Oldsmobile	Subaru
Bugatti	Honda	Lincoln	Panoz	Suzuki
Buick	HUMMER	Lotus	Plymouth	Tesla
Cadillac	Hyundai	Mahindra	Pontiac	Toyota
Chevrolet	Infiniti	Maserati	Porsche	Volkswagen
Chrysler	Isuzu	Maybach	Ram Trucks	Volvo
Daewoo	Jaguar	Mazda	Rolls-Royce	Other

AUDIENCE TARGETING

LIFESTYLE



Pets Owned

Bird
Cat
Dog
Fish
Reptiles / Amphibians
Insects / Arachnids
Small Animals (Hamsters, Gerbils, Mice, etc.)
Horse
Livestock (Goats, Pigs, Cattle, etc.)
None of the above

Amount of Grocery Shopping Done Personally

All of it
Most of it
Some of it
Only a small part of it

AUDIENCE TARGETING

ELECTRONICS



Cell Phone Type

Phone – Mobile (Not Smartphone)
Phone – Smartphone
None of the above

Cell Service Provider

Alltel
AT&T
Boost Mobile
Cellular One
Cricket
Go Phone (by AT&T)
Jump Mobile
Leap
MetroPCS
Net10
Sprint / Nextel
StraightTalk
T-Mobile
Tracfone
U.S. Cellular
Verizon
Virgin Mobile
Other

Video Game Consoles

Microsoft Xbox 360
Microsoft Xbox One
Nintendo DS / DS Lite / DSi / DSi XL
Nintendo Wii
Sony PlayStation 2
Sony PlayStation 3
Sony PlayStation 4
Sony PSP / PSP-3000 / PSP Go
Other
None of the above

Computer / Peripherals Owned

Computer – Desktop (Mac OS)
Computer – Desktop (Windows OS)
Computer – Netbook
Computer – Notebook (Mac OS)
Computer – Notebook (Windows OS)
Computer – Tablet (e.g., Apple iPad)
Home Network (Wired)
Home Network (Wireless)
Printer – Inkjet
Printer – Laser
Printer – Photo
Printer – Inkjet Multi-function
Printer – Laser Multi-function
Scanner
None of the above

AUDIENCE TARGETING BUSINESS-TO-BUSINESS



Business Employee Size

1 - 49
50 - 249
250 - 499
500 - 999
1,000 - 1,999
2,000 - 4,999
5,000 - 9,999
10,000 - 49,999
50,000+

Business Travel (Within Last 12 Months)

1-2 times
3-5 times
6-9 times
10 or more times
None

Occupation Title

Board Director
C-Level Executive
Company Owner / Founder
Junior Manager / Supervisor / Team Leader
Middle Manager / Department Manager
Non-managerial employee
Partner
Senior Manager
None of the above

Occupation Department

Accounting / Finance
Administration / Management
Administrative / Clerical
Communications / PR
Compliance / Risk Management
Creative / Media
Customer Service
Design / Engineering
Developer / Programmer
Facilities / Maintenance
Human Resources
Information Technology (IT)
Legal
Logistics / Planning
Market Research
Marketing / Advertising
Operations / Production
Purchasing / Procurement
Quality Assurance / Quality Control
Research & Development
Sales / Business Development
Security
Training & Education
Warehousing / Shipping / Transportation
None of the above
Not Applicable

AUDIENCE TARGETING BUSINESS-TO-BUSINESS



Occupation Industry

Agriculture / Forestry / Fisheries
Appliances or Home Furnishings
Architecture / Building / Construction
Automotive or related industries
Computer Software / Hardware, Programming, Application Development
Drugs or Pharmaceuticals
E-commerce or Internet Commerce
Education
Electronics, Semiconductors, or Instrumentation
Financial Services, Banking, Insurance
Foods, Beverages, Packaged Goods, FMCG
Governmental Agency
Healthcare, Medical Services, Hospital, Medical Laboratory
Hotel, Hospitality, Tourism
Industrial Machinery, Equipment, or Products
Legal Services
Marketing, Advertising
Medical Equipment or Medical Devices
Office Equipment or Business Machines
Real Estate
Restaurants and Food Service
Retailing, Wholesaler, Distributor
Services
Systems and Networks
Telecommunications
Transportation
Web Development, Hosting, or Internet Service Provider
Other

QUESTIONS? FEEL FREE TO CONTACT US

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