

gQ 2 markets

Your products. Our solutions.

presents



SELECTIV

TARGETED MOBILE ADVERTISING

The facts and the status of current mobile advertising



**EFFICIENTLY
INEFFICIENT**

51%

Traffic

So much Internet traffic is generated by mobile devices

60%

Engagement

Use of social networking sites from a smartphone.

72%

Development

Smartphone users downloading new apps every month.



Profile

Profiling of potential customers is rather static and based only on socio-demographics.



Location

The location is important throughout the whole purchase process, but location-aware advertising is lacking proper tools.



RTB

RTB is now used as a 'mechanical' protocol. There are no tools to analyze and manage, resulting in a very low CTR.

in numbers

210,000+ apps



21

Global advertising networks



60 billion

Data from the 65 billion impressions per month



1 platform

One place to run campaigns across multiple networks - one place to analyze all the results

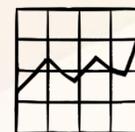
how it works



Campaign Planner



Real – Time Analysis



**Budget planing /
monitoring**



**Tracking and
optimization**



Profiling

Current and historical data allow profiling in pre-clicking mode



Location

Geo-profiling and Geo-targeting allow you to define the specific location of ad delivery.



Targeting

The combination of rich profiling and information about location allows a precise targeting.



Boosted RTB

Acquisition and analysis of input from multiple networks, presented in our platform as organized and consistent data.

complex campaign planning platform

Enter Business Address or Click on the Map:

Latitude: 52.230108 Longitude: 21.002687

Target Users radius

In the proximate area of my business (about 2.5 km around my business)

POTENTIAL CUSTOMERS

45,279

Last Hour

GENDER SPLIT

Female
60.55%

Last 7 Days

OS SPLIT

ANDROID
87.55%

Last 7 Days

Most popular apps in selected area:

10 records per page Search:

App Name	Store URL	Count
Mountain Bike Simulator	Open in Google Play	6258
Ask.fm - Social Q&A Network	Open in Google Play	6166
Ask.fm - Social Q&A Network	Open in Google Play	6166
Mountain Bike Simulator	Open in Google Play	6026
DJ Party Mixer	Open in Google Play	3168
DJ Party Mixer	Open in Google Play	3155
Ask.fm	Open in app store	2376
Ask.fm	Open in app store	2376
Enchanted Gems	Open in Google Play	1968
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AD SIZE SPLIT

320x50
76.26%

Last 7 Days

 **targeting options**

Selectivv platform offers multiple targeting options, which allow a deep user profiling, upon:

User:

- Gender – female / male
- User/device Language

**Apps:**

- Category – games / education / tourism / sport / business / fashion etc.
- Specific title – choosing a particular one from 210 000+ database apps

Location:

- point, street, city, country or worldwide; localized with a radius from 250 m to 20 km

Time:

- day / night / specific delivery hours

Device:

- Smartphone / tablet
- Operating System – android / ios / windows
- Mobile Operator – telekom / orange / vodafone
- Data connection method – GSM / WIFI

SELECTIVV targeting options

GEOtrapping

Innovative targeting option, allowing you to "grab" the people who visited a certain location, at a specific time, or during the last 2 weeks. By saving their unique Android/iOS ID you can, later on, deliver a campaign for precisely those people!

This valuable criteria allows you to retarget certain users who, by visiting a certain location/event, manifested a specific interest - and reach them via mobile in-app advertising.

For example:

- Conference for business people. 'Save' the users that were in that specific event location at the time of the conference and reach them afterwards with a dedicated message.
- All women who visited the mall last week. Send them in-app ads with a special 10% off discount available the next two days.
- All people who were at the airport this weekend. Send them 1 month later ads promoting special prices for city breaks.



 **targeting options****Apps installed**

Define your target profile even deeper, by type of apps on their devices.

Reach users upon a certain app title / app category they've accessed in the last days and send them mobile ads for related products / services – not only in the respective app, but in any other app they are using on their mobile!

For example:

- All the women who have accessed a pregnancy app in the last 2 weeks. Deliver them mobile ads (in any other app they open today) for baby care products.
- All people who have opened a ski app in the last 10 days. Deliver them ads for accommodation in mountain resort, in any other type of app they access today.

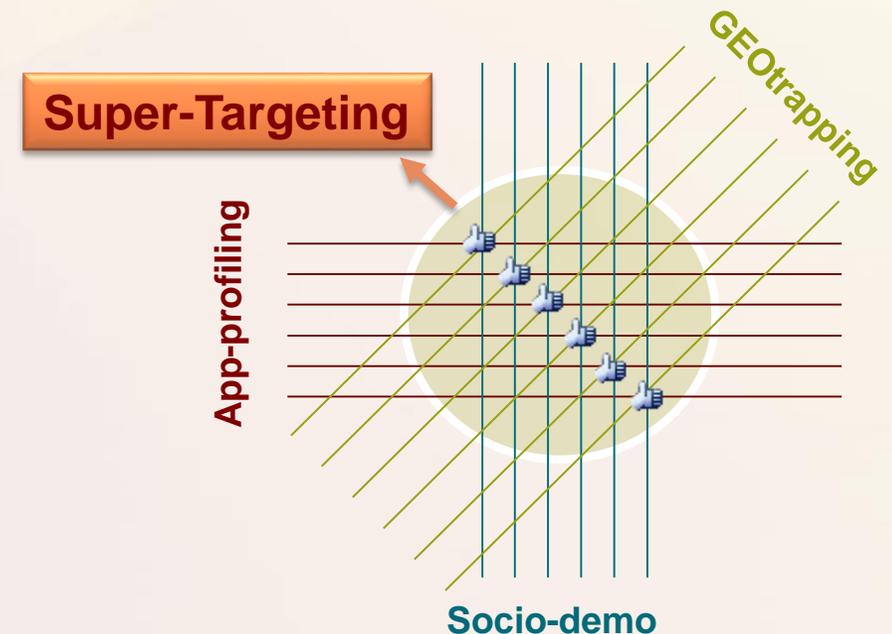
SELECTIVV targeting options

Cross-profiling and multilayer targeting

Combine several ways of targeting, in order to define precisely the target, deliver the ads with maximum accuracy and relevance and reach them very specific in place and time, to maximize their aperture to the ad message.

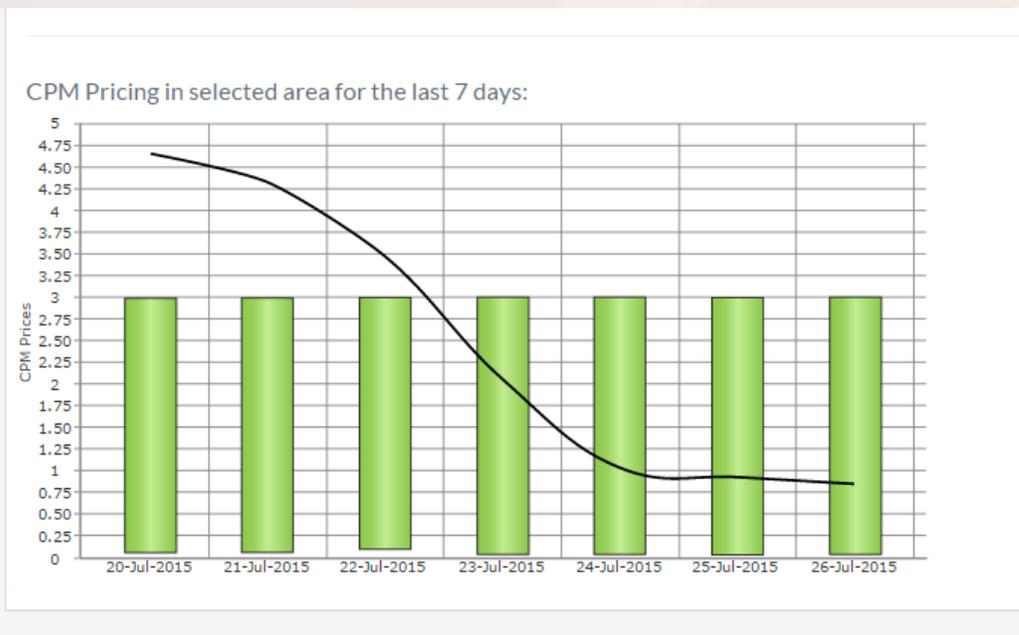
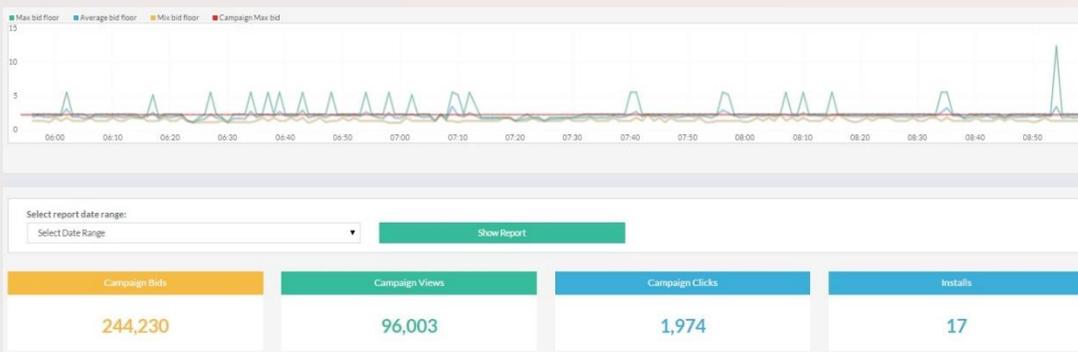
For example:

- All the women who have accessed a pregnancy app in the last 2 weeks + have visited the mall last weekend + live in a certain neighbourhood + are accessing social media apps after office hours.





detailed statistics and analysis tools



Campaign CTR by Device Model

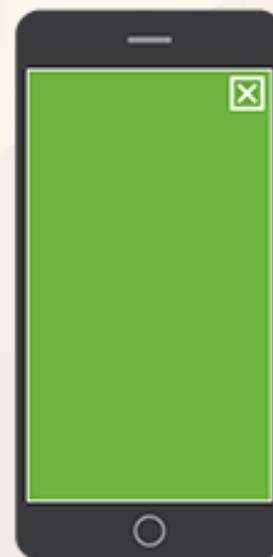
Device Model	views	Clicks	CTR	Installs	Spend	eCPM	Bid	eCPI	Actions
samsung GT-S7580	79	3	3.80%	0	\$0.33	\$4.24	\$7	\$0	🔍 ✕
Sony Ericsson LT18i	13	3	23.08%	0	\$0.06	\$4.96	\$7	\$0	🔍 ✕
LGE LG-E400	11	3	27.27%	0	\$0.05	\$4.92	\$7	\$0	🔍 ✕
samsung GT-I8260	60	3	5.00%	0	\$0.25	\$4.10	\$7	\$0	🔍 ✕
samsung GT-S7560	55	3	5.45%	0	\$0.27	\$4.83	\$7	\$0	🔍 ✕
Sony ST26i	45	3	6.67%	0	\$0.25	\$5.45	\$7	\$0	🔍 ✕
samsung GT-B5330	10	3	30.00%	0	\$0.05	\$5.29	\$7	\$0	🔍 ✕
samsung GT-S5830	9	3	33.33%	0	\$0.05	\$5.54	\$7	\$0	🔍 ✕
samsung SM-G350	53	2	3.77%	0	\$0.23	\$4.39	\$7	\$0	🔍 ✕
samsung GT-S6310	14	2	14.29%	0	\$0.07	\$5.18	\$7	\$0	🔍 ✕
Sony ST23i	14	2	14.29%	0	\$0.06	\$4.07	\$7	\$0	🔍 ✕
ZTE ZTE Blade III Pro	4	2	50.00%	0	\$0.02	\$4.92	\$7	\$0	🔍 ✕
Totals	2,230	54	2.42%	0	\$8.52	\$3.82	\$Infinity		

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Close



multiple advertising formats



Case study #1

Media Shakers - France

Client Category: Interactive Agency

Target: promotion of the app

Goal: conversion

When using single ad networks: ~0,5%

When using Selectivv – April 2015: 2,8-3,6%

ACCOUNT STATS

Select report date range:

Past Month

	▲ Campaign Name	↕ Views	↕ eCPM	↕ Clicks	▼ CTR	↕ Installs
S	Game of war android	77100	\$4.45	3361	4.36%	6
S	Skout US iOS	16499	\$3.28	136	0.82%	1
S	Kim Kardashian: Hollywood (category)	151084	\$2.77	5494	3.64%	10
S	Taichi Panda US Ios	73849	\$3.10	2137	2.89%	7
S	NYTimes - Open	26565	\$3.54	748	2.82%	3
S	Candy Crush Soda Saga (copy)	206156	\$2.82	6679	3.24%	19
S	Top Eleven 2015 - Be a Soccer Manager -UK	68923	\$2.86	1911	2.77%	9
S	Soda Saga iphone US	172785	\$4.75	16143	9.34%	42
S	Candy Crush Soda Saga	234122	\$2.94	12507	5.34%	41

Case study #2

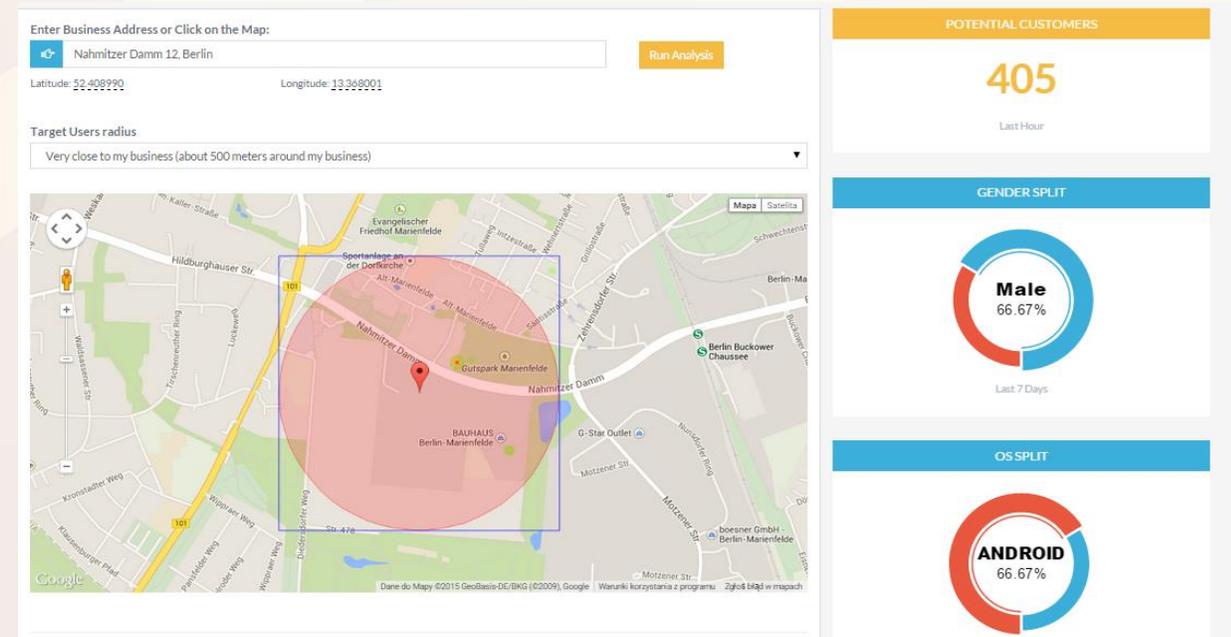
Microsoft Azure - Germany

Client Category: IT Company
Target: promotion of training

Goal: Collect 200 participants to the free training

Results after 30 days traditional display campaign: 90 users

Results after 3 days Selectivv campaign: 110 users



Case study #3

FMCG - Poland

Client Category: industry leader FMCG

Target: promotion of their mobile app

Goal: getting as many installs as possible

Better installation cost per user (CPC) in selected category;
lower installation cost per OS platform.

Position in Google Play before the campaign: 95th

Position in Google Play after 6 days of the campaign: 32nd

Position in App Store before the campaign : 91st

Position in App Store after 1 day of the campaign: 1st



Case study #4

Orange - Romania

Client Category: Telecom

Campaign: Orange Hot Spot Predeal

Objective: promote WiFi hot spot in Skiing resort Predeal

Specific mobile campaign objective – increase traffic on Orange campaign landing page

Target: Winter sports passionate

We created 2 sub-campaigns.

The first one targeting all the people in RO who have accessed a ski app in the previous 2 weeks.

The second one delivering in app ads to all the people located near the closest cities / resorts to Predeal (using geo-targeting).

Results: 1 million impressions delivered in 5 weeks of the campaign (only Wednesday-Sunday).

Very good CTR – 3.31% , much higher than the classic online.

Thank you for your interest in



Contact:

sales@go2markets.eu