



Result-Based Mobile Advertising

Measurability you can BANK on



Online
Advertising



Mobile
Advertising



Post-Click
Optimization

conversion@first impression

DMG is...



a trailblazer in ROI-driven Mobile advertising solutions
offering maximized profitability and monetization
through end-to-end control of campaign Results



Result-Based Mobile Advertising

Create
mobilizing
campaigns

Call
to action from
first impression

Capture
always-on
customers

Convert
clickers to
customers

- ◆ Founded in 2007
- ◆ Born out of 7 years experience in digital marketing
- ◆ International experts in result-based advertising
- ◆ Among the top 5 European Ad Networks
- ◆ Proprietary optimization technologies
- ◆ Over 350 clients worldwide
- ◆ Running campaigns in 25 languages
- ◆ Employing 85 interactive media professionals

About Us

- ◆ Total control of campaign results
- ◆ Professional consultation on strategy and creative
- ◆ Customized solutions tailored to client's needs
- ◆ Optimized conversion funnels through click-by-click tracking and optimization
- ◆ Various pricing models for best ROI
- ◆ Dedicated teams of mobile experts

Our Value

We Deliver Results

Creating high-speed ROI through a combination of:



Global mobile advertising network

Volume premium mobile publishers network
Cutting-edge targeting capabilities



Conversion tracking

Visibility, measurement, analysis & optimization
of entire campaign value-chain ensures maximum results



Sophisticated optimization via Traffiliate Technology

Proprietary management and optimization platform
for control of entire mobile campaign process



Unified reporting

Consolidates campaign data from all traffic sources
into single unified picture

Advanced Targeting Capabilities

- ◆ GEOs
- ◆ Carriers
- ◆ Traffic types: WAP, Wi-Fi
- ◆ Handset /OS
- ◆ User profiles: gender, age
- ◆ Day/Time



Creating the Optimal Traffic Map

◆ Global inventory:

- ◆ 52 countries
- ◆ Premium publishers
- ◆ International approach

◆ Diverse traffic types:

- ◆ On-deck & off-deck
- ◆ WAP , Wi-Fi
- ◆ In Apps (iPhone, Android & Symbian)



TRAFFILIATE Optimization Technology

- ◆ Dramatically increases conversion rates **by 200%**
- ◆ A powerful decision-making proprietary platform
- ◆ Provides monitoring, control, media aggregation, conversion tracking and unique optimization
- ◆ Serves each user-profile with the best-performing landing page, according to its pre-click information
- ◆ Simultaneously optimizes multiple landing pages for multiple traffic sources
- ◆ Unified reporting facilitates a single interface for the analysis of campaign's performance and effectiveness

Advertisers



Thank you!
Start your mobile campaign now!



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