



MOBILE ADVERTISING CREATIVE FORMAT

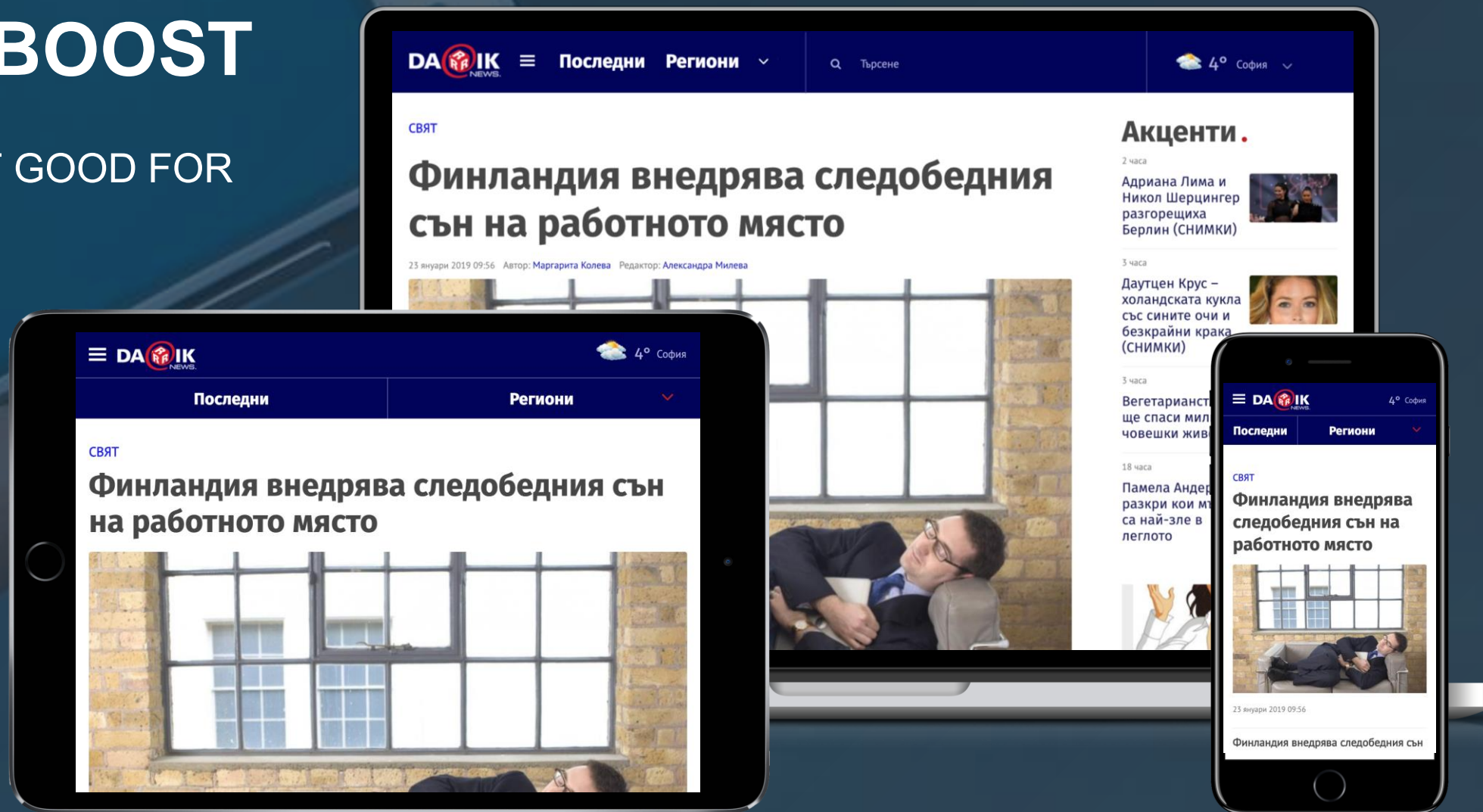


MOBILE ADVERTISING

MOBILE IS POWERFUL SECOND SCREEN AND
IMPORTANT USER DECISION INFLUENCER

NATIVE BOOST

INVISIBLE ISN'T GOOD FOR BUSINESS



MOBILE SHIFT

FOLLOW YOUR USERS WHERE
THEY ARE

	Desktop	Mobile	App
ABV	2 797 030	1 532 721	512 488
	58%	32%	11%
Sinoptik.bg	770 507	903 390	267 595
	40%	47%	14%
Vbox7	1 211 334	2 117 650	166 050
	35%	61%	5%
Vesti.bg	1 044 086	1 380 194	58 892
	42%	56%	2%
Gong.bg	620 694	845 970	130 724
	39%	53%	8%
Edna.bg	524 132	765 113	7 077
	40%	59%	1%
Dariknews.bg	563 976	1 162 287	14 653
	32%	67%	1%
NOVA	680 799	1 490 527	
	31%	69%	0%

OVER

2.8mln

real users mobile
reach

OVER

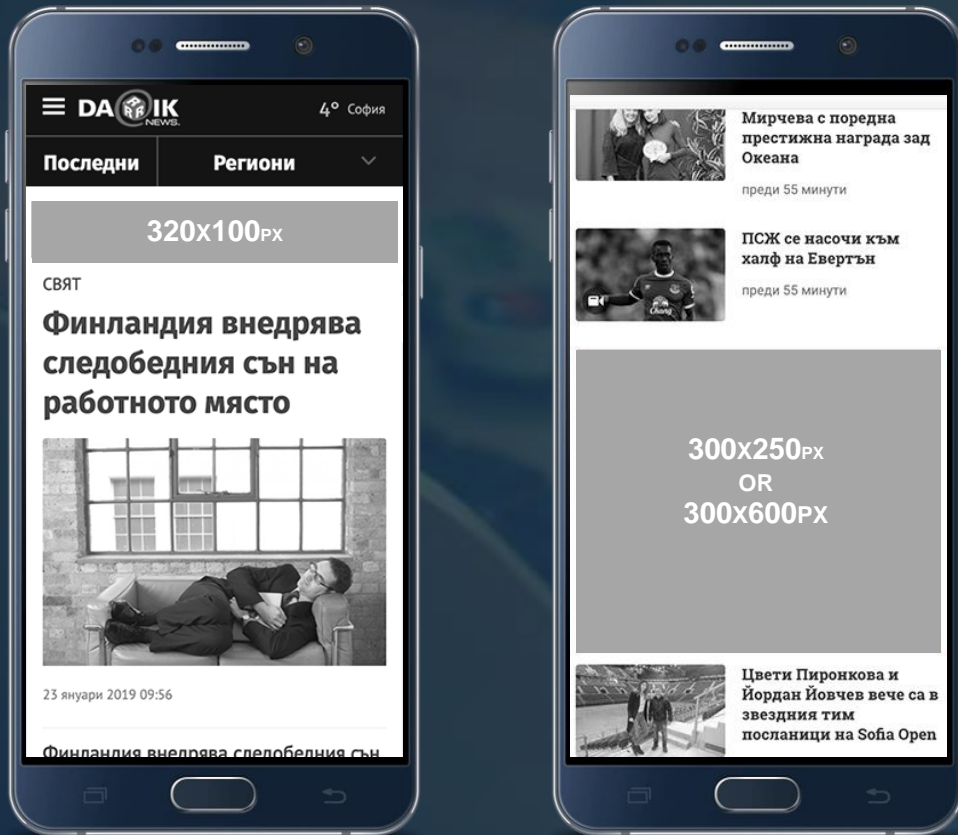
500ths

users on mobile
apps

Mobile rise is driven by increasing
penetration of mobile devices and mobile
services.

Netinfo sites are shifting to mobile first usage

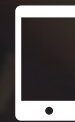
HIGHER ENGAGEMENT



GET HIGHER ENGAGEMENT WITH YOUR ADS

Standard banners are taking big part of the visible part of the screen. That's why users are more likely to see and engage.

Standard banner CTRs on



MOBILE

0.32%



DESKTOP

0.15%

- STANDART BANNER
- RICH MEDIA
- VIDEO ADS
- 360 NATIVE

ALL ADVERTISING FORMAT

AND ALL TARGETING OPTIONS

- RETARGETING
- CONTENT VERTICALS
- BEHAVIORAL SEGMENTS

MOBILE RICH MEDIA

OUT OF THE BOX EXPERIENCE



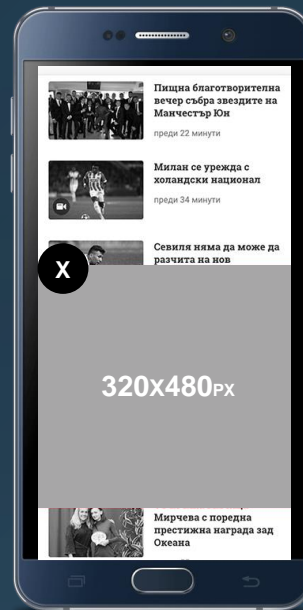
INTERSTITIAL

Full screen transition ad with more than 1% average CTR%



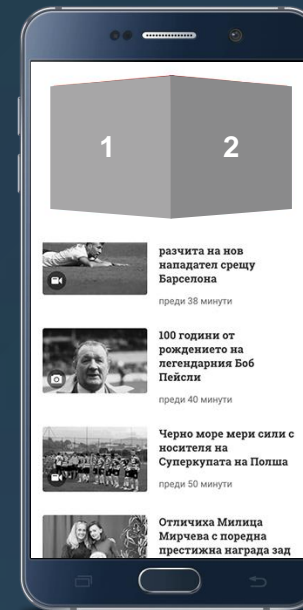
ADHESION

Expandable to 320x480px, locked to bottom of the screen



PARALAX

Bellow the content branding exploring two layers parallax effect



SPINCUBE

Rotating visuals going out of the layout

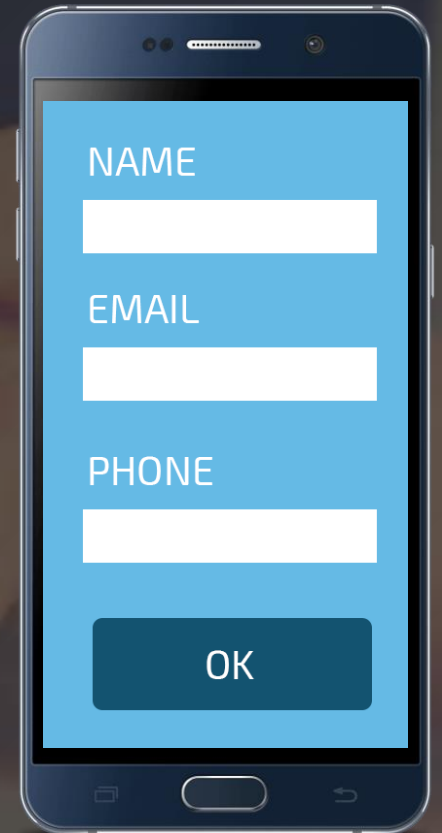
WHY MOBILE?

INVISIBLE ISN'T GOOD FOR
BUSINESS

ALL FORMS ARE AUTOFILL POWERED WITH CUSTOMER
CONTACT DATA – PHONE, EMAIL, ETC



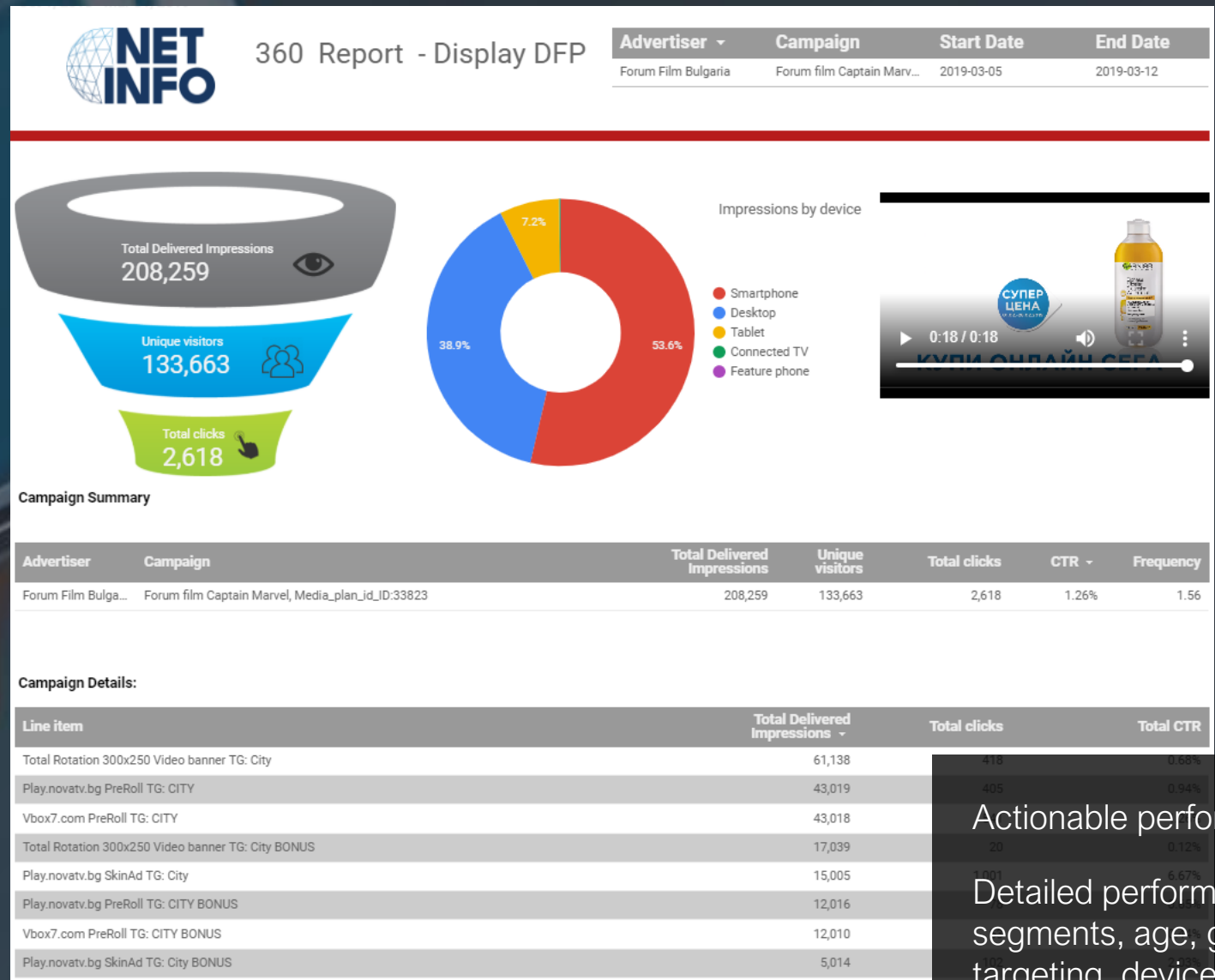
Embed your lead
generation form directly
into interstitial



Collect easily
customers

REPORTING AND ANALYSIS

TRANSPARENCY OF THE PERFORMANCE



Actionable performance data

Detailed performance data by segments, age, gender, geo targeting, devices, day hour, etc.



INNOVATE
WITH US!

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