

AppQuake

With over five years of experience in leading mobile advertising agencies and networks, our team has optimized workflows by eliminating inefficiencies and focusing on quality rather than profit. This approach ensures the best outcomes for our clients.

Integrated with the leaders:



Some of our results per verticals:

BANKING

900+

new clients **monthly**

ENTERTAINMENT

1500+

subscriptions **monthly**

LOANS

80+

unique requests **daily**

BETTING

1250+

FTDs **monthly**

ECOM

2500+

unique purchases **monthly**

UTILITIES

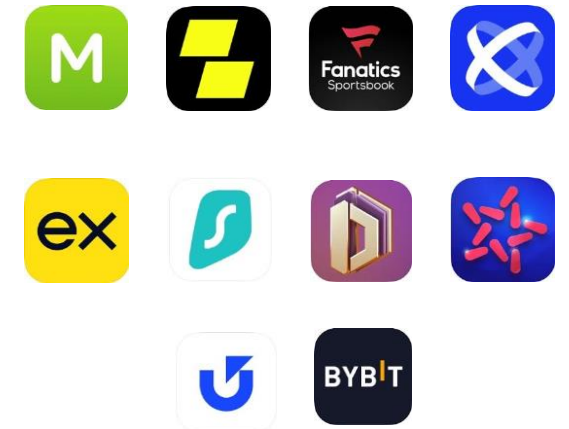
850+

registrations **monthly**

CRYPTO

500+

new trades **monthly**



Main models

01 CPM, CPC

02 CPI

03 CPL, CPA

Main sources

- ➔ AppQuake network
- ➔ Retargeting (running with user ID lists)
- ➔ Buying traffic in large DSPs and SSPs such as Unity, BigoAds, ironSource, Applovin etc.
- ➔ OEM
- ➔ Only trust

App Quake network

TRANSSION

vivo

APPLOVIN

unity Ads

oppo

ironSource
FROM UNITY

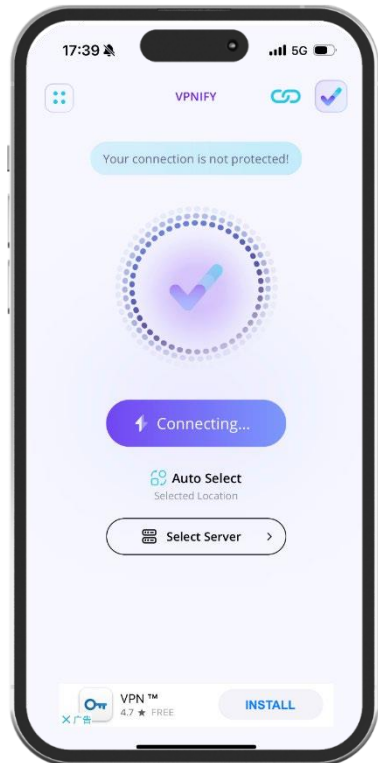
mi

BIGO Ads

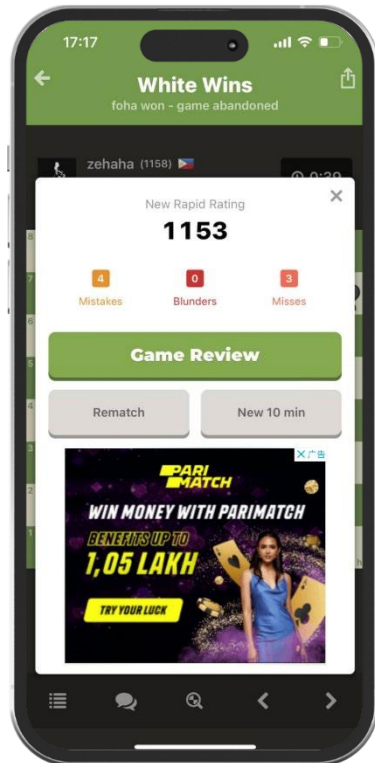
SAMSUNG

Vungle

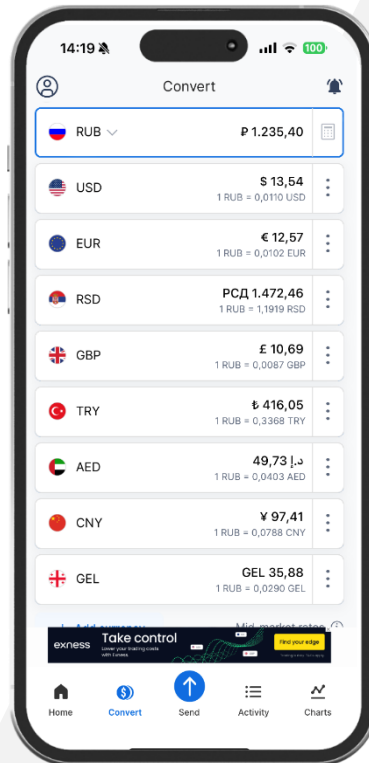
Placement example: apps names



VPNIFY



CHESS - PLAY AND LEARN ONLINE



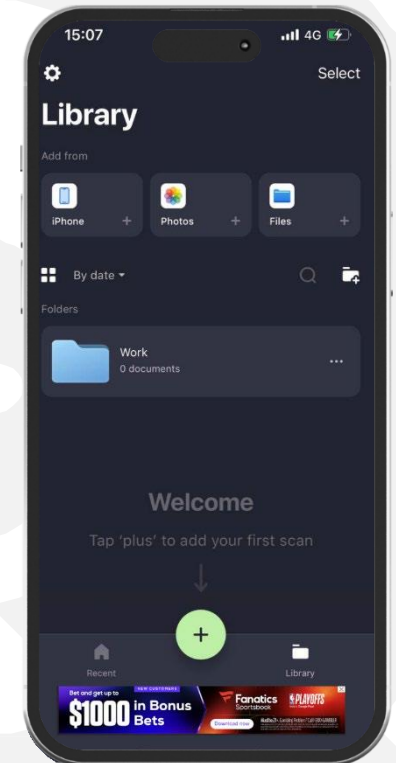
XE.COM



SPEEDTEST



BITCOIN TICKER



SCAN HERO

Placements examples: banners

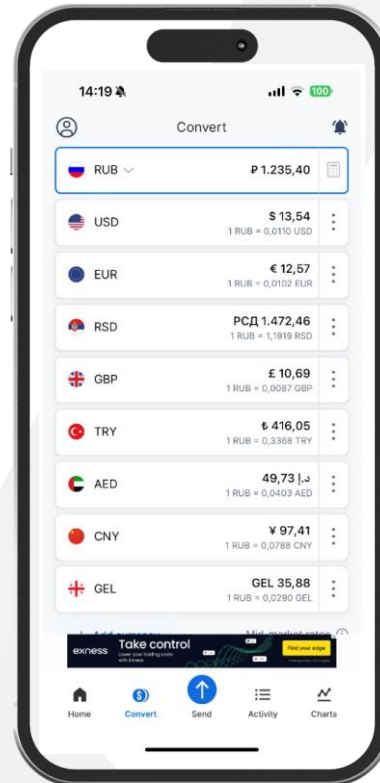
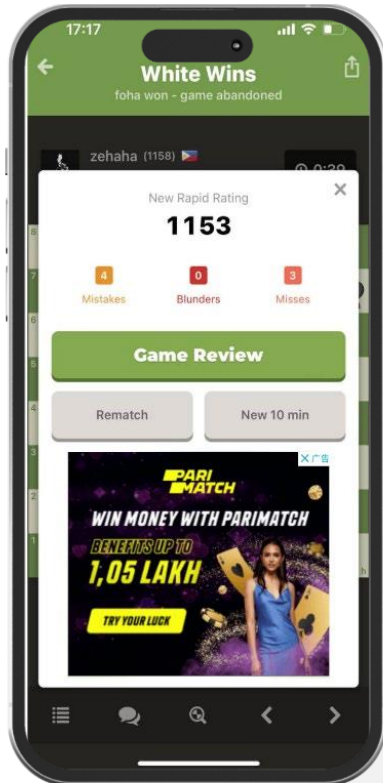
Basic types of placements:

BANNERS

static image of the creatives

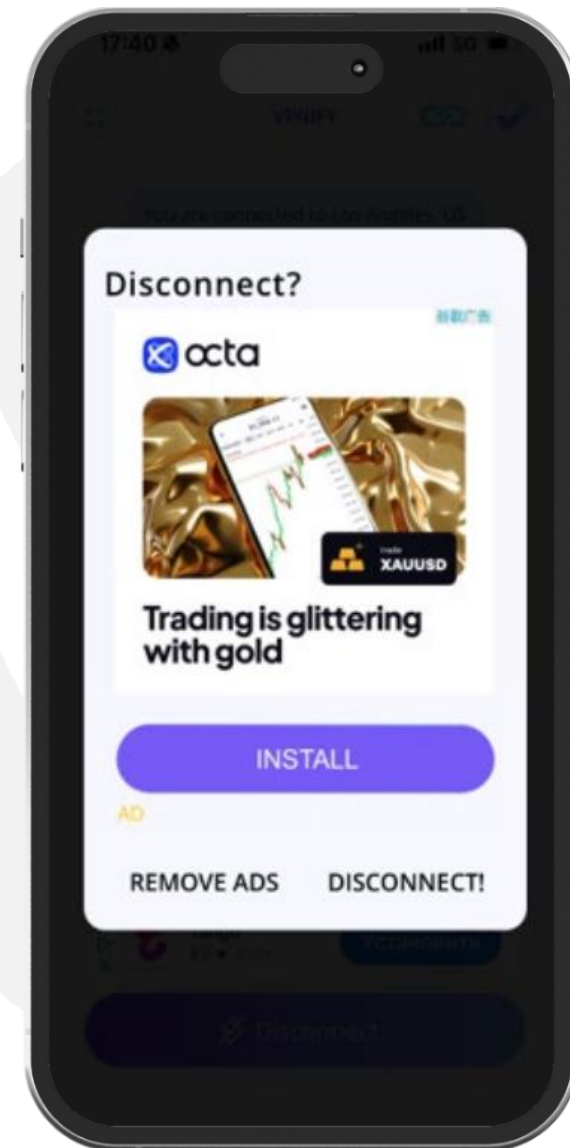
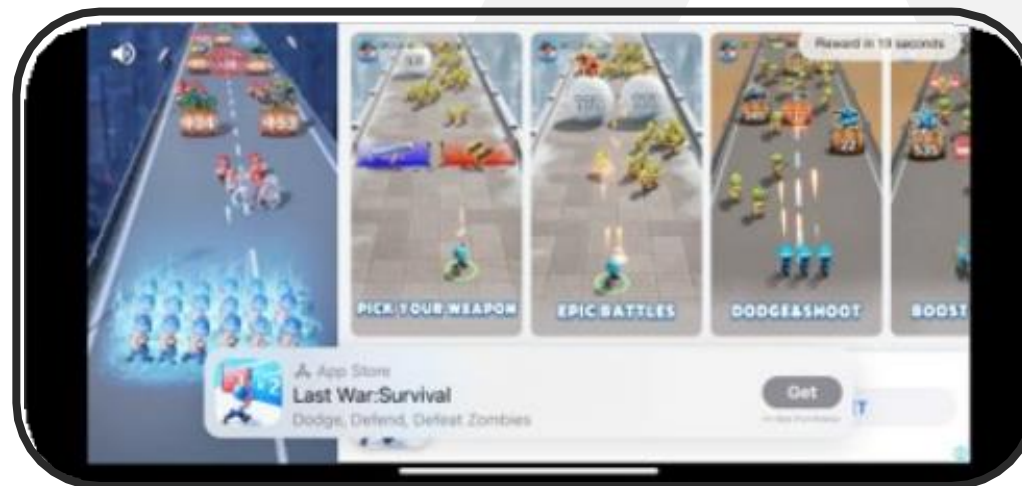
VIDEO

the most popular creative format for game placements



Placements examples: rewarded

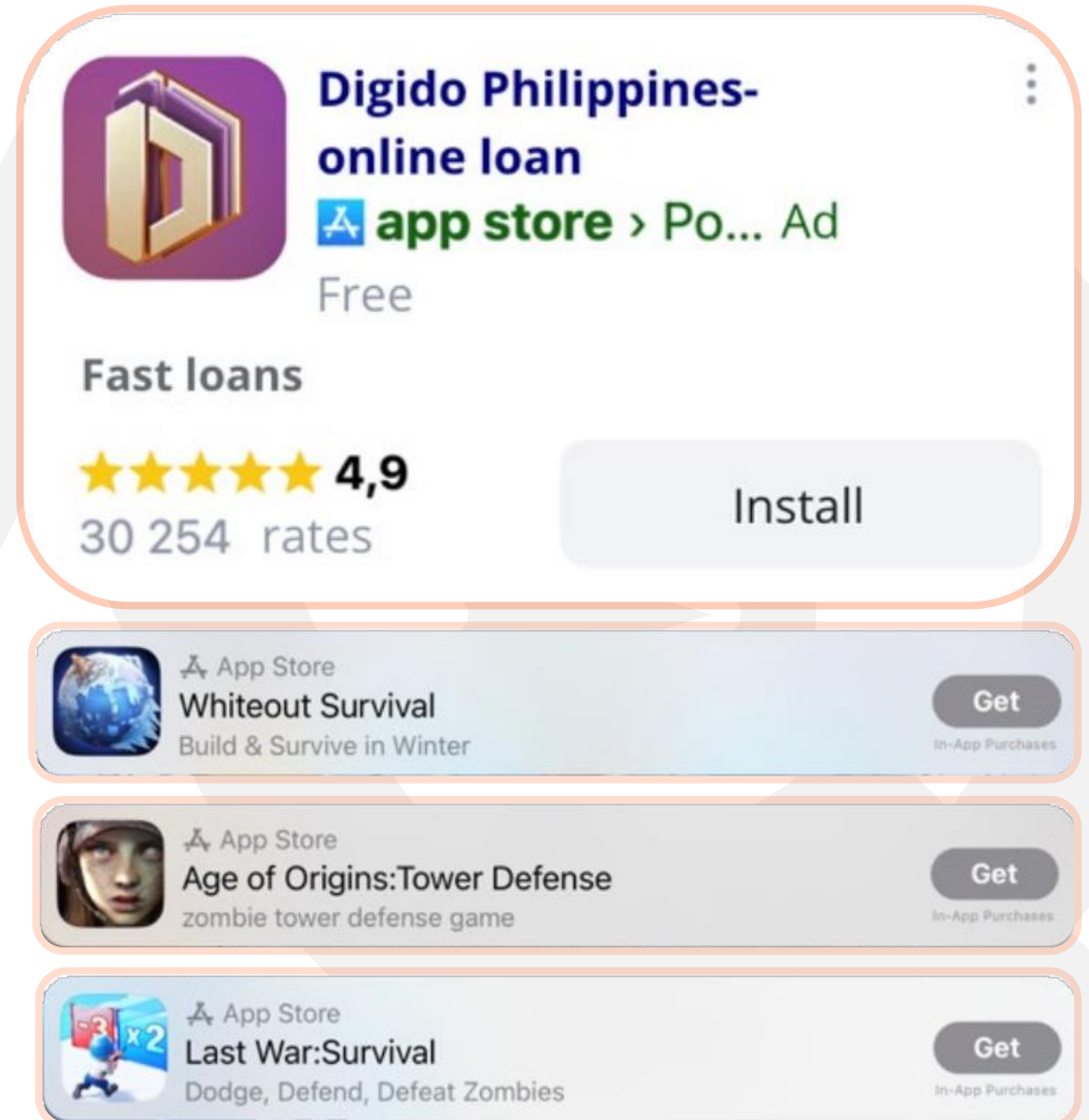
Reward type - creatives appear after performing a certain action in the application, is effective both for point targeting and for general coverage



Placements examples: auto-ad

One of the most popular placement formats in In-App stream, not so good with specific targeting, but it is an absolute leader for maximum audience coverage and volume growth

Auto-advertising collects information about the application directly from the store: logo, name, text, rating, etc.



The image displays a mobile app store interface with an auto-ad and three recommended apps. The auto-ad is for 'Digido Philippines-online loan', which is free and has a 4.9 rating from 30,254 users. Below it are three app recommendations: 'Whiteout Survival', 'Age of Origins: Tower Defense', and 'Last War: Survival'. Each recommendation includes the app's icon, name, a brief description, and a 'Get' button.

App Name	Price	Rating	Number of Rates	Action
Digido Philippines-online loan	Free	4,9	30 254 rates	Install
Whiteout Survival	In-App Purchases	-	-	Get
Age of Origins: Tower Defense	In-App Purchases	-	-	Get
Last War: Survival	In-App Purchases	-	-	Get

Approach: main workflow

CPA model

In-app affiliate procurement occurs under CPA for issued orders (issued loans) and manual optimization by CR from install to the required action

1st week



LAUNCHING

- Launching CPA campaigns with in- app affiliate
- Launching CPI/CPA campaigns with in- app Self-service

Always



OPTIMISATION

- Monitoring the launch of campaigns from the first stage of the funnel - clicks/impressions/installs
- Daily monitoring of fraud
- Disconnection/sources restriction/adjustment of site id, for the regulation improvement
- Audience analysis DAU/MAU

Every week



ORGANIC CONTROL

- Tracking the stand out rates of networks connected to the offer
- Introduction of Validation rules for networks exceeding the indicators
- Tracking of paid and organic traffic indicators by day

3rd week



SCALING

- Scale and budget for efficient networks
- Testing new networks
- Using dynamic rates for partners and sources

Always



FRAUD CONTROL

- Tracking of fraud traffic strictly according to the regulations on a daily basis and partners black list extension

Approach: fraud fighting

Fraud - performing or intercepting the actions necessary for the advertiser (installation, purchase, etc.) by bots, fraudulent programs or persons uninterested in buying a product. Advertising platforms, intermediaries or aggregators can resort to such a measure to fulfill KPIs on the quality/volume of traffic.

Types of fraud

- **CLICK SPAM** – attribution the installs to other sources by generating multiple fake clicks
- **BOTS** – generating events by bots or mobile farms
- **Incent** – events committed for a fee (additional tool for approved campaigns only)
- **CLICK INJECTIONS** – interception installations from other sources by sending a fake signal to the tracker at the time application downloads using malware.
- **SDK SPOOFING** – simulating installation and other events by cracking SDK code within the application

How do we fight fraud

We use antifraud tool - Protect360 (or similar)



Proprietary Software + Expertise + Experience
Used for optimization



Optimization at the level of publishers



Placement-level optimization



Pausing sources that could not be optimized
in the allotted time



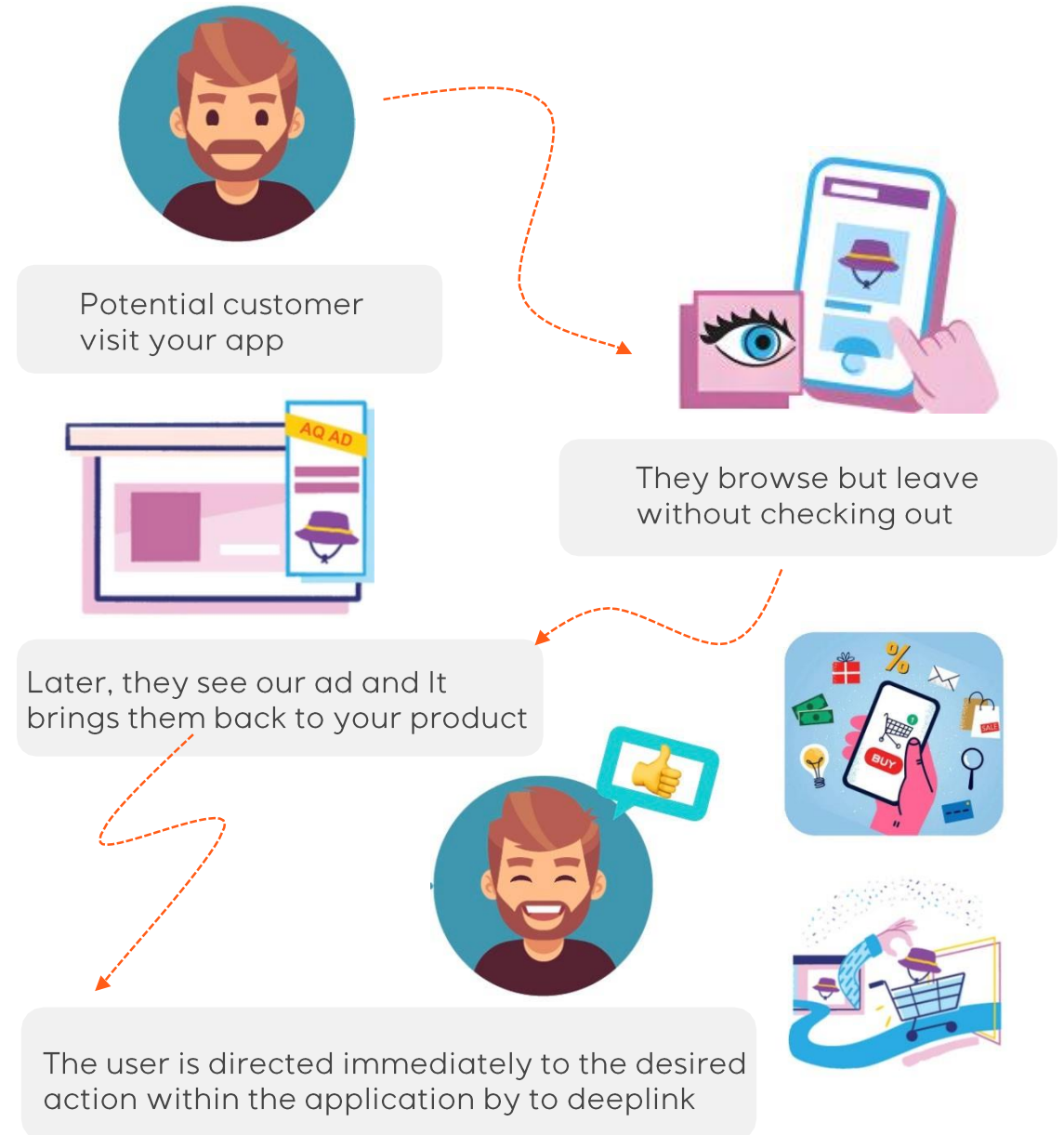
Sharing others clients expertise

Approach: retargeting

Launch retargeting campaigns aimed at users who installed the app but didn't take the required action

Advantages

- 01 Reduced CAC (Customer Acquisition Cost)
- 02 Working with Appsflyer Audience
- 03 Work on the provided advertiser's users ID list
- 04 Competitor applications targeting
- 05 Using an assembled database from active UA campaigns





SALES TELEGRAM

@Kristina_KH85



SALES SKYPE

Kristina_AppQuake



EMAIL

kristina.kh@appquake.net

Interested to see the media
plan for your vertical?
Please contact us