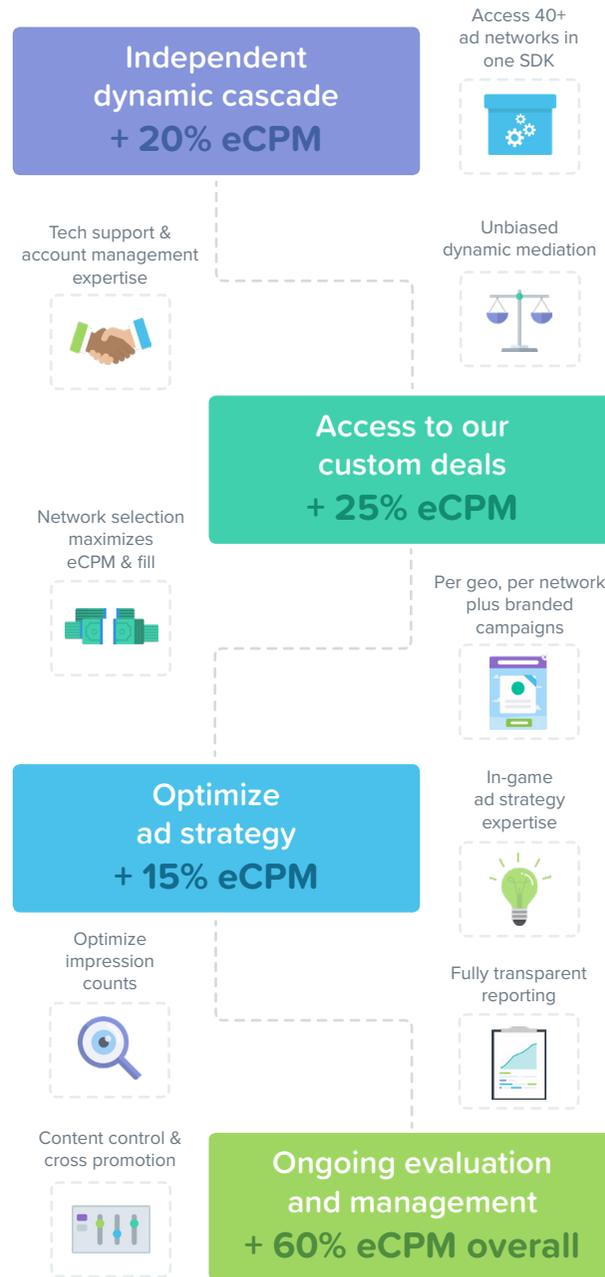


DYNAMIC & UNBIASED smartads mediation



MAXIMIZING AD INCOME



OPTIMIZING AD MEDIATION

FIVE FACTORS FOR OPTIMIZING IN-GAME AD MONETIZATION USING SMARTADS MEDIATION

\$ eCPM

eCPM optimization is a key consideration when deciding which ad networks to use. It has obvious potential to make a difference to your overall ad revenues. The trick is to balance available eCPMs from the best performing networks on a per game and per geo basis, whilst maintaining the highest possible fill-rate.

\$ Fill rate

Mediation is the key to fill rate. By using a waterfall that jumps from one network to the next until you get an ad served, you can significantly increase your fill rate.

\$ Rewarded ad engagement

On average, fewer than 30% of players engage with rewarded ads. Click through and install rates directly impact eCPM values – smartads provides a great opportunity to make significant monetization gains through the testing/optimization of ad placement, design and reward levels.

\$ IAP Loss

The biggest threat to the total game economy is rewarded ads cannibalizing IAP purchases that may otherwise have been made. Our uniquely holistic approach to mediation allows you to track the impact of your ad strategy across all revenue streams.

\$ Player retention and ad frequency

It's important to make advertising an integral part of the game experience. The only way to confidently do this is to track each player's engagement with ads and see how it affects their in-game behaviors, such as IAP expenditure, longevity and playing style.

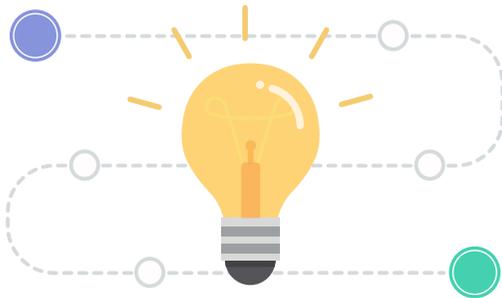
A NEW APPROACH

Smartads takes a new approach to ad mediation that is truly independent of any ad network – combining dynamic mediation, the best available eCPM deals, player analytics and ad strategy to maximize income while protecting the player experience.

It's widely held that in-game advertising inevitably increases player churn. However, recent studies show that an overwhelming majority of players are willing to engage with ads in exchange for rewards and an effective ad strategy is vital to game profitability.

Our process combines real-time intelligent mediation across many networks to maximize fill rates, and player-centric ad placement to maximize impressions without impacting on retention.

Consolidating traffic allows us to negotiate the best eCPM deals from ad networks on your behalf and we provide an ever-expanding roster of branded ads to drive the game economy.



TECHNICAL CONFIDENCE

- Single SDK with ever-expanding capabilities
- Compatible with Android, iOS, Unity
- Implementation support
- Experienced engineering team

THE SDK



- Easy setup and integration
- 40+ Ad Networks
- Dynamic cascade
- Highest performing ad formats
- Fully customizable dashboards
- Advanced analytics and targeting tools

TOTAL CONTROL

- Actively manage blacklisting
- Manual cascade overrides
- Proactive account management
- Rapid response and reporting

THE SERVICE

- ✓ Unbiased & honest mediation
- ✓ Dedicated account management
- ✓ Strategy recommendations for optimization
- ✓ Access to unique deals with best possible eCPM and fill rate
- ✓ Holistic analysis of whole game economy
- ✓ Tech support and fast issue resolution



CONTACT US FOR A DEMO

To find out more about anything contained in this leaflet, or to see smartads mediation in action:

Visit our website www.deltadna.com
or email us info@deltadna.com

