



valo

MOBILE APP USER ACQUISITION
AND MONETIZATION PLATFORM



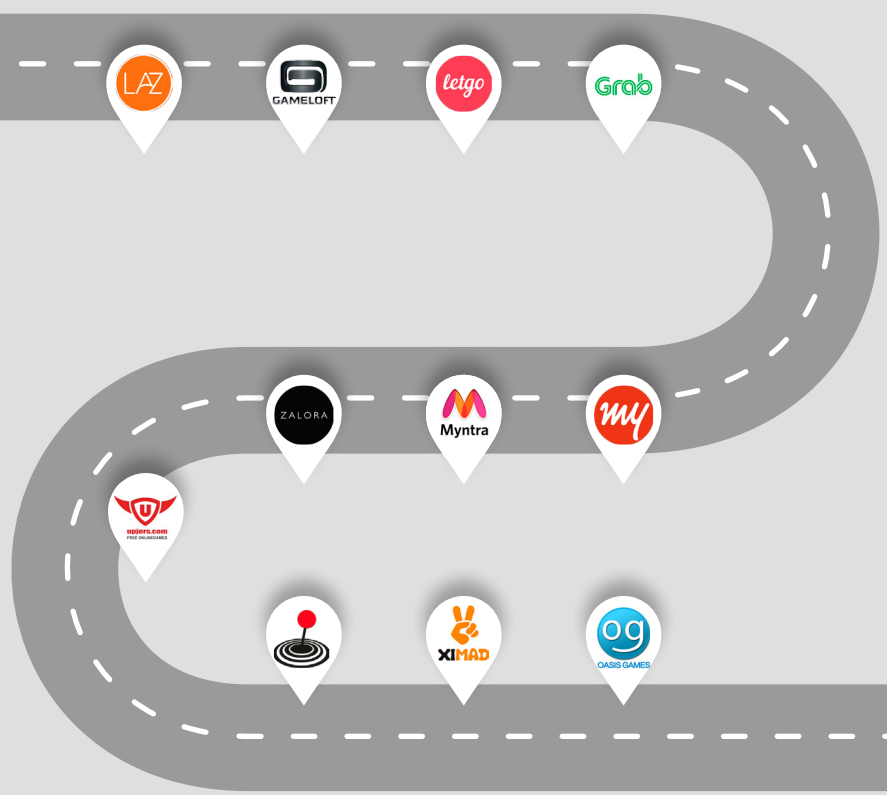
MEDIA KIT









MOBILE APP USER ACQUISITION AND MONETIZATION PLATFORM

PARTNERS THAT TRUST US:

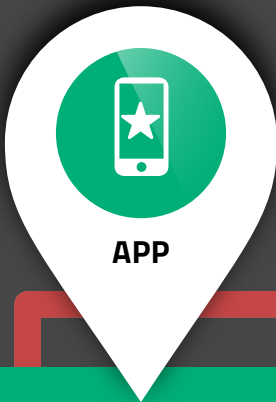


-  **DIRECT TRAFFIC** 3 →
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DIRECT TRAFFIC



Volo makes a direct connection between app developers and targeted audience.



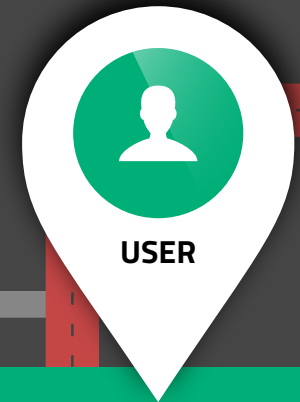
APP



VOLO



PUBLISHER



USER



ADVANTAGES:

Large and Global Scale



No Re-Brokering

Brand Safety




Quick and Precise Adjustments

Relevant Audience



HIGHLY ENGAGING AD UNITS 4

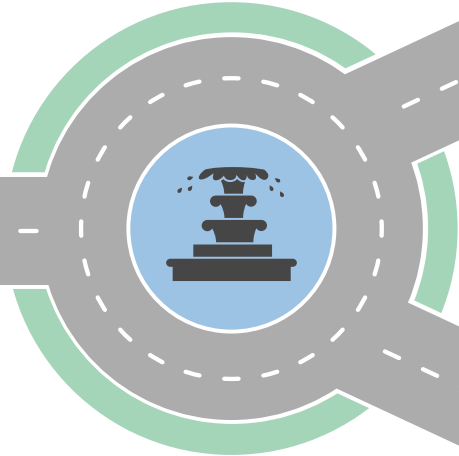
 Volo only serves the most engaging ad units:



VIDEO ADS

4X HIGHER
User Engagement

35% HIGHER
Chances to
Generate inApp
Purchases



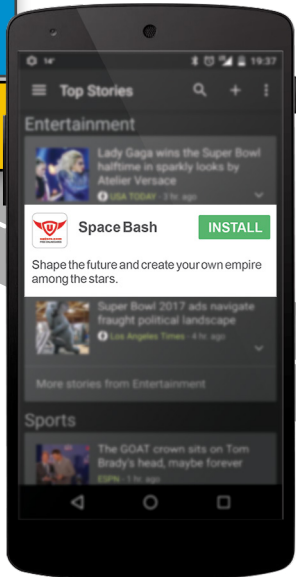
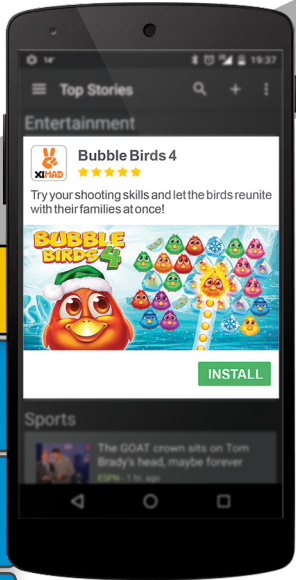
NATIVE ADS

25% HIGHER
Engagement Rates

53% HIGHER
Positive Impact

ORGANIC FEELING


NATIVE INFEED

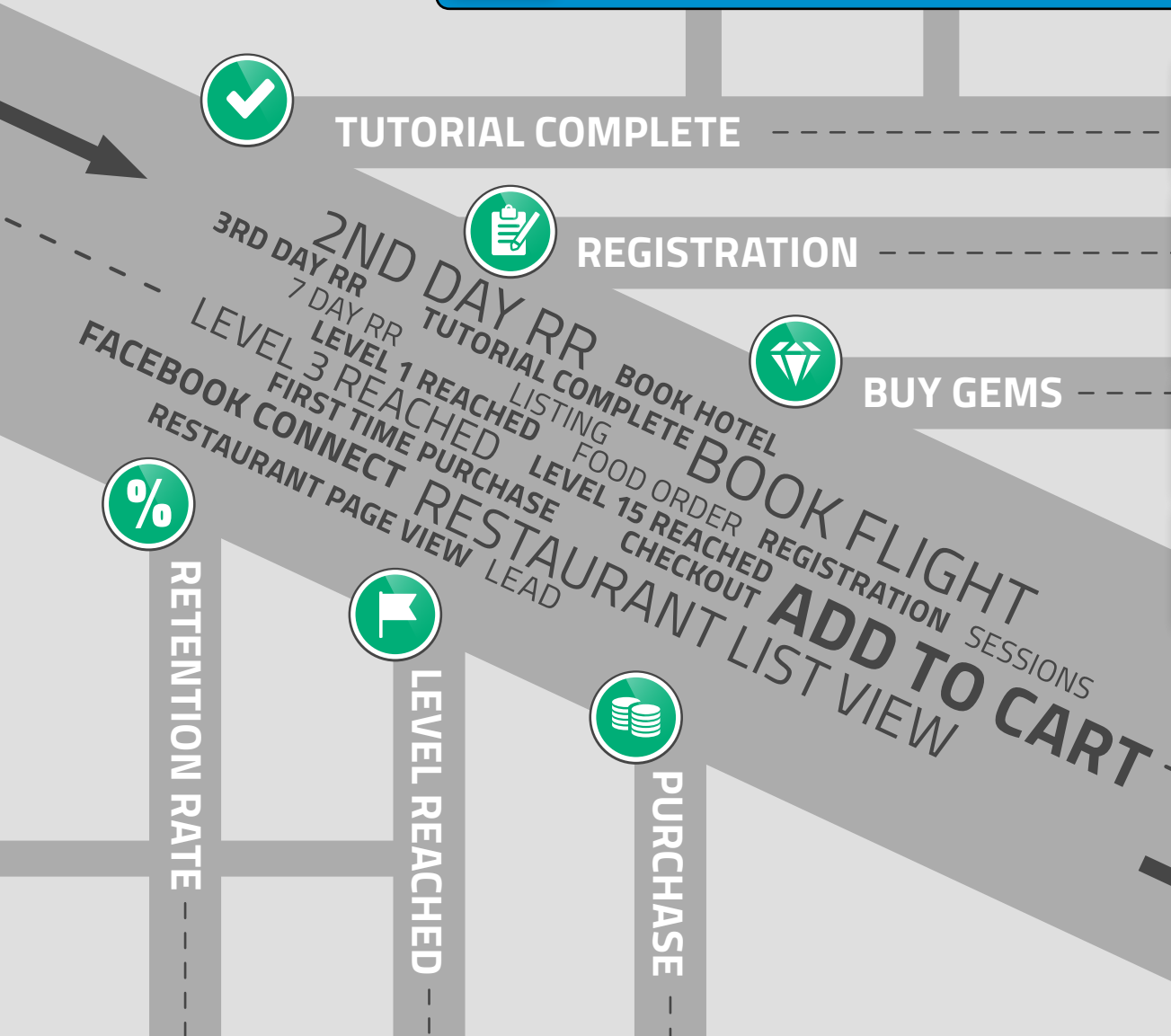


TYPE	SIZE	MAX FILE SIZE	ICON	TITLE	TEXT	DURATION
NATIVE	1200x628	300kb	128x128	Max 25 characters	Max 80 characters	-
VIDEO	1080P or 360P	25mb	-	-	-	10-45 sec




KPI ORIENTED OPTIMIZATION 5

 Volo optimizes the media based on clients pre-defined KPI's by using advanced technology and highly experienced personnel




OPTIMIZATION DONE BASED ON POST INSTALL EVENTS

 **OPTIMIZATION METRICS:**

- App, App placement
- Creative type and size
- Manufacturer
- Device Model
- OS VS
- GEO
- Day and time of day
- Carrier and connection

 **OPTIMIZATION ALGORITHM:**

- Fast and ongoing optimization done by preset rules

 **EXPERIENCED PERSONNEL:**

- Adding the human touch upon the algorithm abilities

FRAUD PROTECTION



Volo is using fraud protection tools and techniques to prevent fraudulent activities.



White List IP's



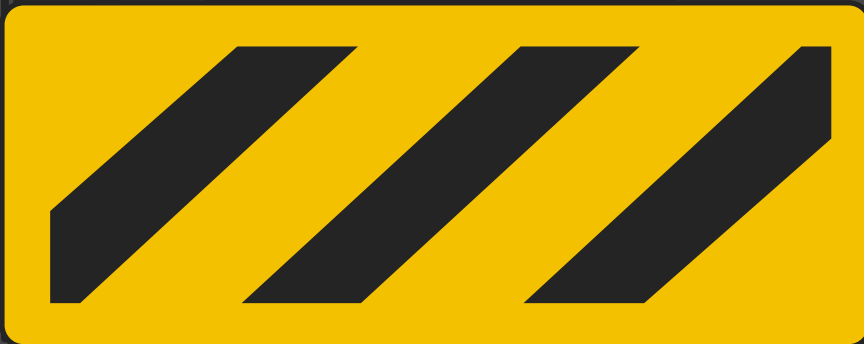
Gathering and Passing Device ID's



Internal Alerts on Suspicious User Behavior



Black Listing Suspicious Publishers



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