



Mobile Network

rtbdemand.com

Driving global mobile App Distribution

 Targeted Users

Apps Distribution **31K**

 Machine Learning

Mobile Publisher **410+**

 Global Ecosystem

Top Publisher Earning **130K**

 Variety of Formats

App Downloads **1.7MM**

 High Value users

Different types of Traffic

- Media Buying buying via DSP via direct deals, PMP
- Self Service SDK Platforms like Chartboost, Vungle, Appnext, UnityAd etc
- Direct API integrations with Publishers via API

Quality Highlights

Automated

- Control of quality for CR rates
- Control of quality for duplicate ips,bad referral etc
- Using tools like 24 metrics etc
- Lot of the above is automated to block subids

Manual

- Advertiser can block subids with bad quality in terms of CR/Conversion rates etc

Advertiser Advantages

- Brand safety with automated quality tools
- Quality control via install and post install postbacks
- Leading Tracking providers integrated
- Self Service tool/Managed and API integrations with Advertisers
- S2S integration with Advertisers
- Tracking of performance at subid levels
- Ability to pass GAID, IDFA etc for most traffic
- Automatic Fraud control basis high CTR and other parameters like Adult etc
- You get volumes you are looking for

Case Study1



Uber

- To drive installs
- To drive bookings
- MTTI or Median Time to Installs to avoid click spam
- Targeting :Pan India
- Exclude Traffic:No incent,No adult,No bot
- Sign up conversion rate and install to signup conversion rates to be maintainedt



Our Approach

To drive installs/booking

- We placed postback to track install and second postback to track post install actions like Registrations and bookings with amount
- We optimized traffic source for these metrics

For fraud control

- We use 24 metrics to look at MTTI, any blacklisted subids, bot etc. The way this managed is we capture the ip, session time and install time in the postback. This helps us to identify fraud patterns of all sorts
- Duplicate ips
- Click spams by measuring difference between time installed and click time
- Blacklisted subids



End Results

- We brought more 100K installs in a month and met KPI goals with bookings and signup to expectation
- We also had fraud % less than 5% due to same
- We applied both manual and automatic rules to block traffic sources which did not work for us

Case Study2



- KPI:day 2 retention-30%
- In App purchase 15-20% over 30 days
- No Incent traffic
- Targeting WIFI only



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For KPI goals

Again we place secondary postback and install postback to manage KPI goals

For targeting

We use our exchange traffic and targeted only WIFI users

For no Incent traffic

We monitored CR rates for traffic sources to block traffic sources with high CR and also used 24metrics to block traffic sources with historical data for incent



Results

We met the goals and reached **150K** installs in **60** day period and met the business goals of 10% of purchases over **30** days for **90%** of the installs.

Tracking Tool Support



In House
Tracking platform

Our Network

Top Apps



Myntra



Top Platforms



Thank you

Will be happy to be demonstrate-to Advertisers

- How to get more installs
- Increasing reach
- Get High Value users
- Tracking post events