



PUBLISHER SOLUTIONS



The largest online & mobile game-focused AdTech company

The world's leading marketing platform for F2P mobile games



Connecting leading YouTube and Twitch video influencers with brands

The first API-based mobile publisher platform for native advertising



WHO WE ARE

ENTREPRENEURSHIP PLATFORM

- 13+ Companies and still growing
- Expertise in Big Data, Ad-Tech and Finetech

CORE VALUES



Achievement



Ownership



Foxpack



Personal Growth



Agility

KEY METRICS

- 500+ Professionals
- 150.000.000 € Net revenues FY 2015

WORLDWIDE EXPOSURE

- 15+ Offices in 7 cities: San Francisco | Berlin | Seoul | Beijing | Bangalore | Tokyo | São Paulo
- 45+ Nationalities

AD2GAMES

GAME FOCUS

- 100+ leading game publishers
- 250 games promoted every year

TECH FOCUS

- 25% of the team are data scientists & developers

PREMIUM AD PUBLISHERS

- 3.000+ Q2 2016

WORLDWIDE EXPOSURE

- 3 Offices: Berlin | San Francisco | São Paulo
- 97% reach of internet users worldwide



EUROPE'S LARGEST PERFORMANCE MARKETING NETWORK



ENTREPRENEUR
OF THE YEAR 2014



Die 100
wichtigsten
Köpfe im Netz



Red Herring 100
Europe Winner



Media
Momentum 2014
Awards



The Top 25



Kununu
Top Company

WHY SHOULD YOU WORK WITH AD2GAMES

80+

Top tier game advertisers

- GOODGAME STUDIOS
- GAMEFORGE
- BLIZZARD ENTERTAINMENT
- BIGPOINT
- UBISOFT
- INNOGAMES
- WARGAMING.NET
- WILDWORKS
- PLARIUM
- ...

1500+

Best worldwide gaming campaigns

ad2games has numerous gaming campaigns that include the highest converting genres:

- AAA titles
- F2P
- P2P
- MMORPG
- Casual games
- Sports games
- ...

4 EASY SOLUTIONS

High impact ads
Affiliation
Banners
Mobile web

Wide range of provided solutions and 100% custom solutions to meet your preferences:

- JS tags & high impact formats
- Affiliations
- Video ad monetization solutions
- Native ads widget
- Monetization of mobile traffic
- ...

1500+

Top publishers already partner with ad2games

- 1&1
- MILLENIUM
- BILD.DE
- IGN
- POGED
- GIGA
- JEUXVIDEO.COM
- BROWSERGAMES.DE
- ...

AFFILIATION MODEL

WRITE GAME REVIEWS AND PROMOTE INDIVIDUAL GAMING TITLES ON YOUR WEBSITE ON CPA/CPL/CPO MODELS



HIGHLY
CONVERTING
CATEGORIES

- AAA Titles
- F2P
- FPS
- MMORPG
- Sport Games
- Casual Games



SIMPLE SIGN-UP
PROCESS

- Instant Access to our self serve platform through an easy sign-up process.
- Monitor your earnings in REAL TIME.



HIGH PAYOUTS

- CPM (Branding)/ CPA/CPL/CPO
- Fast and on time payments



EXCLUSIVE GAMING
TITLES

- Most popular gaming titles
- Availability of Exclusive gaming titles to ad2games



PROFESSIONAL
SUPPORT

- Fast & professional
- Multilingual
- Direct account management service around the clock



SIGN-UP



SETUP



PAYOUT

IAB DISPLAY BANNER MONETISATION & HIGH IMPACT ADS



Easy monetization of your display traffic with our IAB standard banners & High Impact formats



Easy sign-up process & Convenient reporting



Our own powerful AdServer with robust optimization & prediction algorithm allows better performance & higher revenues for your traffic



Vast amount of campaigns from our direct advertisers and leading demand platforms and exchanges



Premium eCPM rates & 100% fill rate

PREMIUM EXCHANGE DEMAND



TOP DIRECT GAMING DEMAND



ADVANCED OPTIMIZATION
TECHNOLOGY



GUARANTEED HIGH INCOME

BANNERS

1. IAB BANNERS ADS

- 160x600
- 300x250
- 728x90
- ...

2. PUSHER ADS

- Expandable/ dynamic action

3. INTERSTITIAL

- Customizable / control view ability



SITESKINS



- Highly effective ad format with incredible conversion rates and earning potential
- One of the best yielding formats for content gaming sites
- Offered both in dedicated Branding and in rotating Performance campaigns
- High interactivity with users
- Wide variety of games that will easily match your website audience
- High CTRs and lowest bounce rates

POPUNDERS

- One of the best yielding formats for content gaming sites- very high eCPMs!
- High interactivity with users
- Non obtrusive to users with low frequency cap of 1/24 hr
- The highest CTRs and lowest bounce rates
- Amazing additional Revenue stream



NATIVE WIDGETS



Keep the users on your website, reduce bounce rates and earn additional revenue on existing traffic with our fully customizable widgets.

ad2games offers gaming widget which is fully customizable to your website look and feel, backed up by an advanced contextual algorithm- its simply a great additional revenue stream on existing traffic.

Our widget identifies the semantics of the page and matches with most relevant gaming ads.

GREAT BENEFITS OF USING NATIVE WIDGETS:

- Reduced bounce rate of users
- Higher rate of monetized impressions
- Improved UX
- Simply more revenue in your pocket

LET'S GET STARTED

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