

Qi Ads

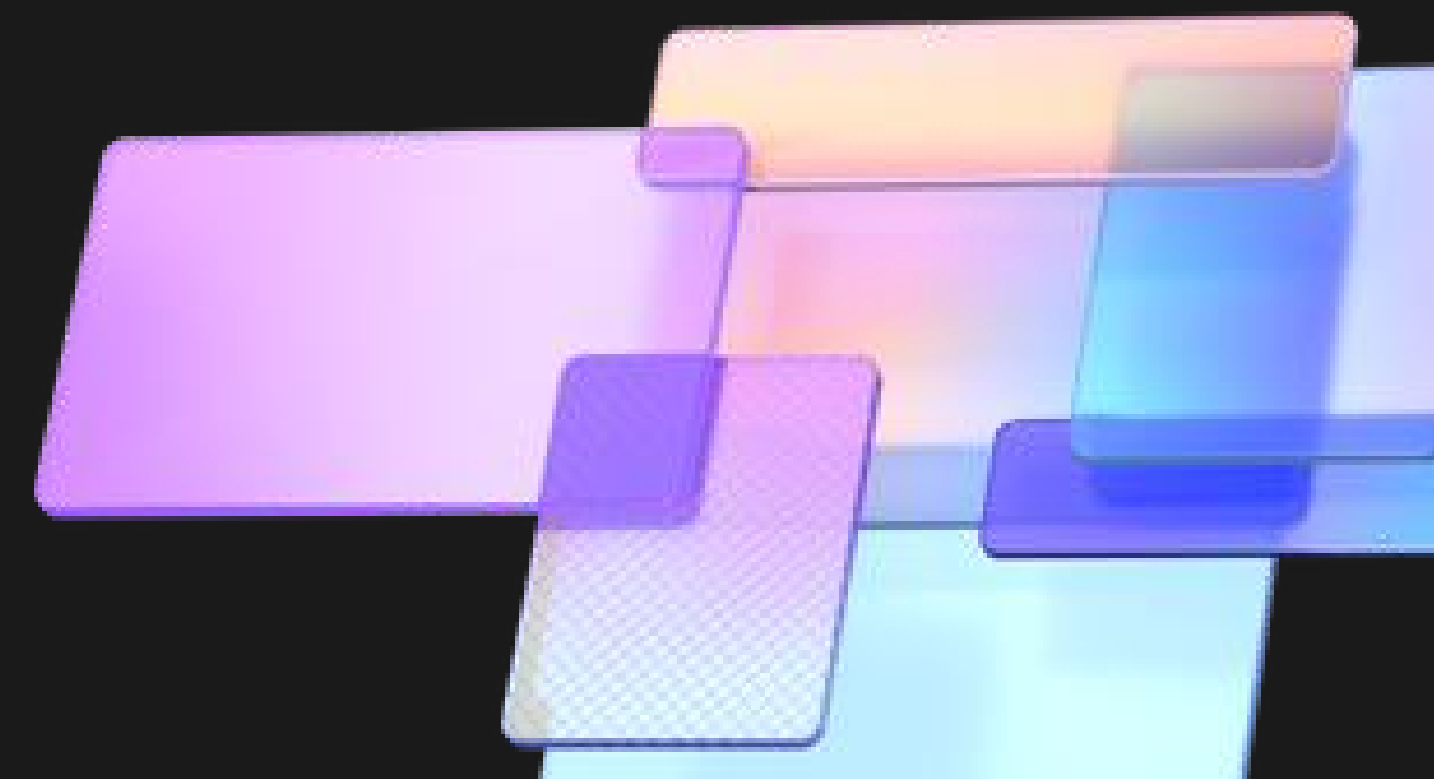
**New generation of in-app
and OEM mobile traffic**

2024

Qi Ads. What is it?

Full-service Machine learning - powered
mobile DSP

20 premium high-quality traffic sources
in one place



Qi Ads is committed to deliver long-term results

Unbiased ML

Unbiased ML

Delivering the Best Practices to Engage
Target Users

Creative Tech

Creative Tech

Providing the Most Engaging Ad Experience

Cost Per Revenue

Directly Optimize for Your LTV Goals



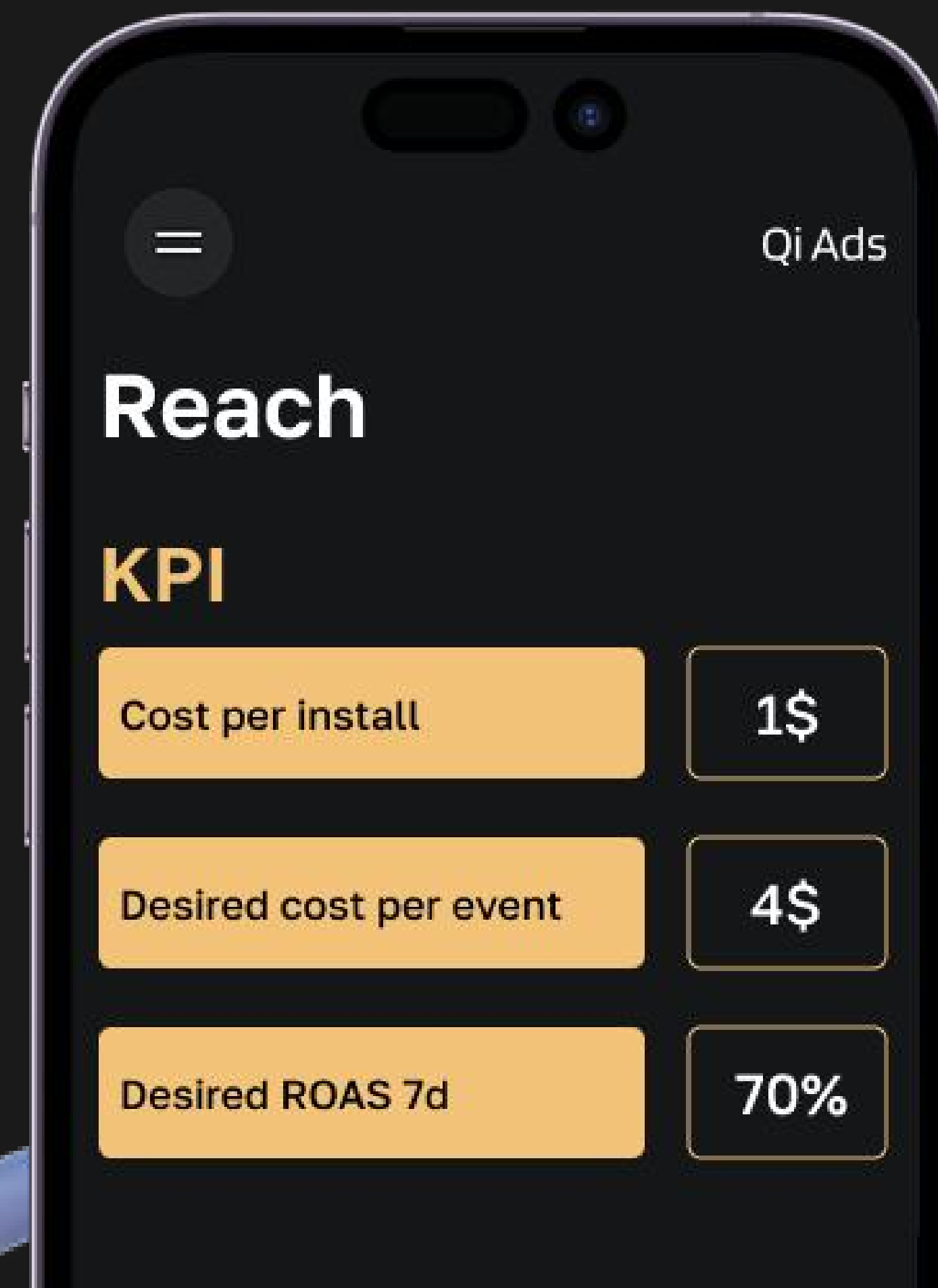
Qi Ads optimization capabilities

Our machine learning algorithms designed to achieve your goal

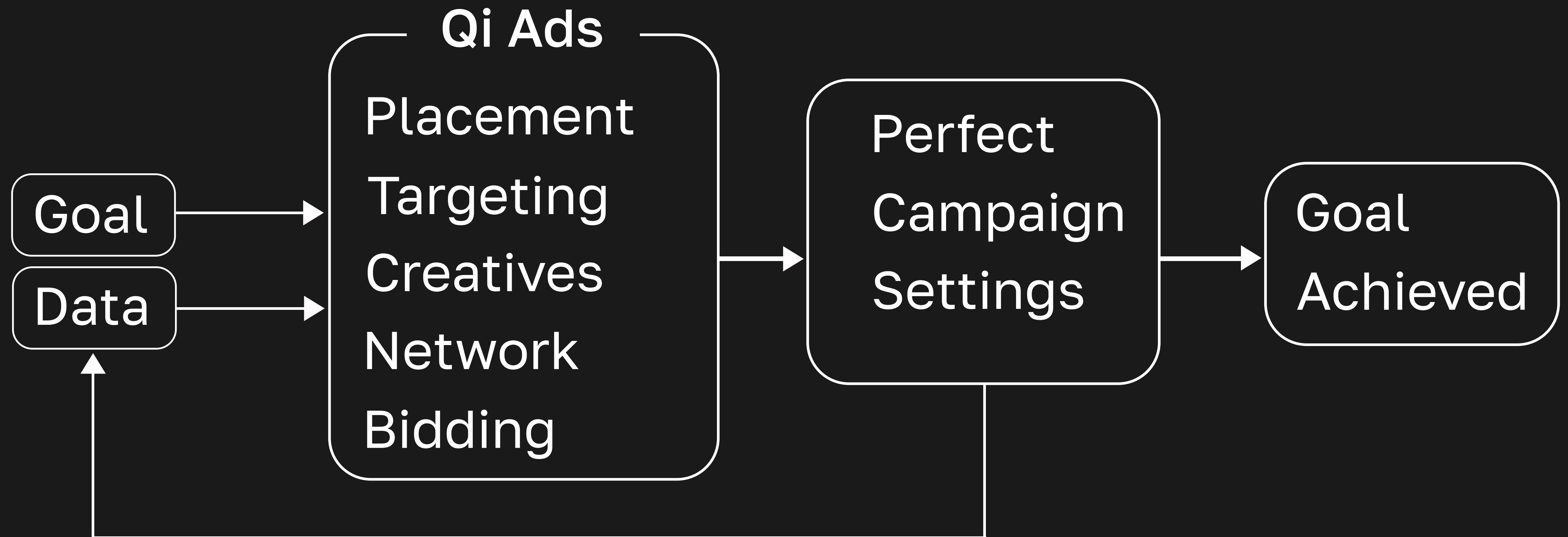
Event Optimization

Install Optimization

ROAS Optimization



Qi Ads Machine Learning Platform



Qi Ads ML platform create a perfect blend of networks, placements, targeting, ad creatives and bidding to achieve your goal

Discover All the Best Users for Your App

Efficient Spend Pacing:

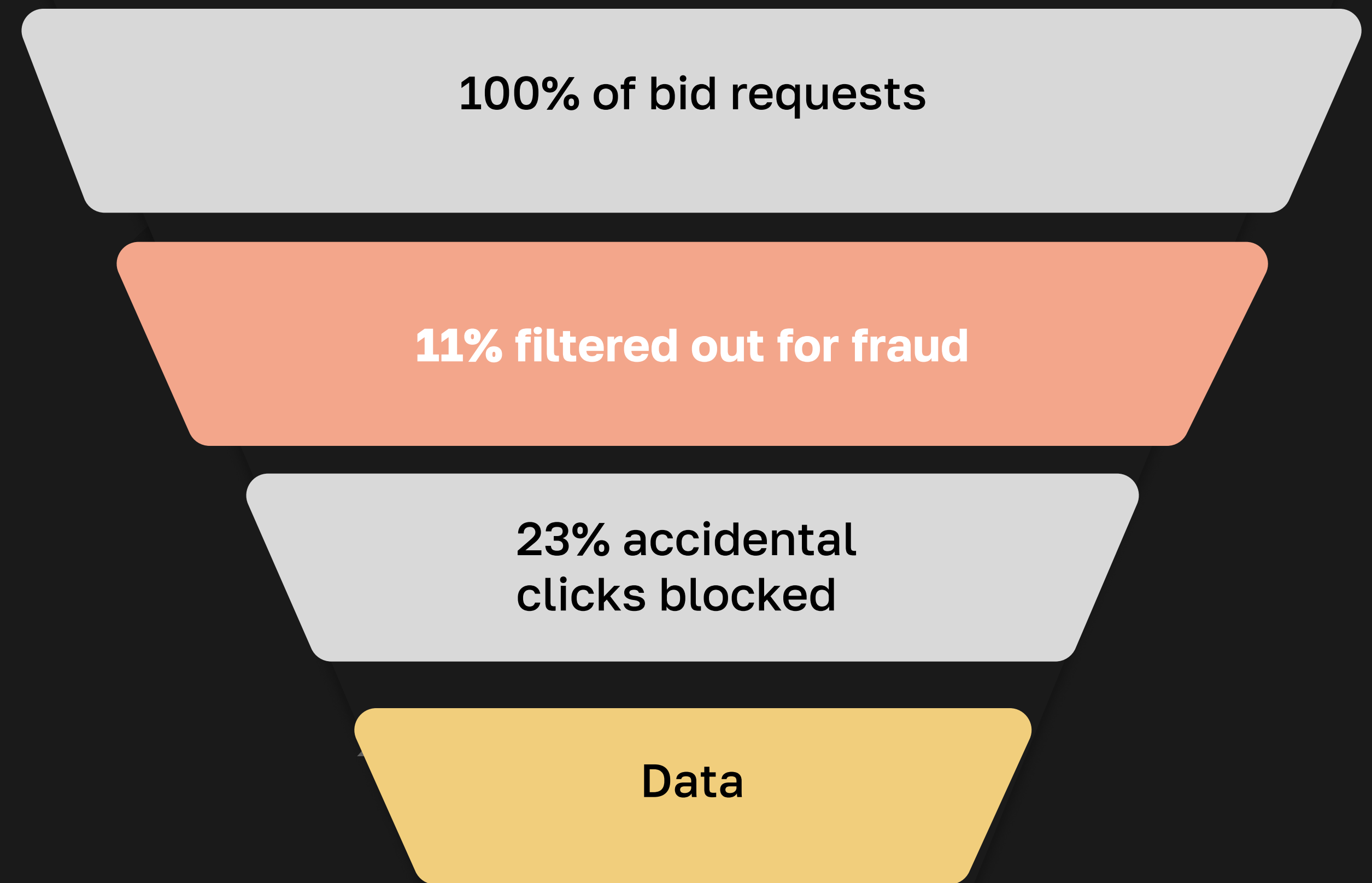
Proportional Spend Based
on the Number of User
Throughout the Day

Fraud Prevention:

Proactively Filters Out
Fraudulent and Suspicious
Traffic

Dead Zones:

Prevents Accidental Clicks



Thorough, Clear, and Precise Data

Qi Ads
qiads.com

Provide the most captivating advertising experience

Brand Secure:

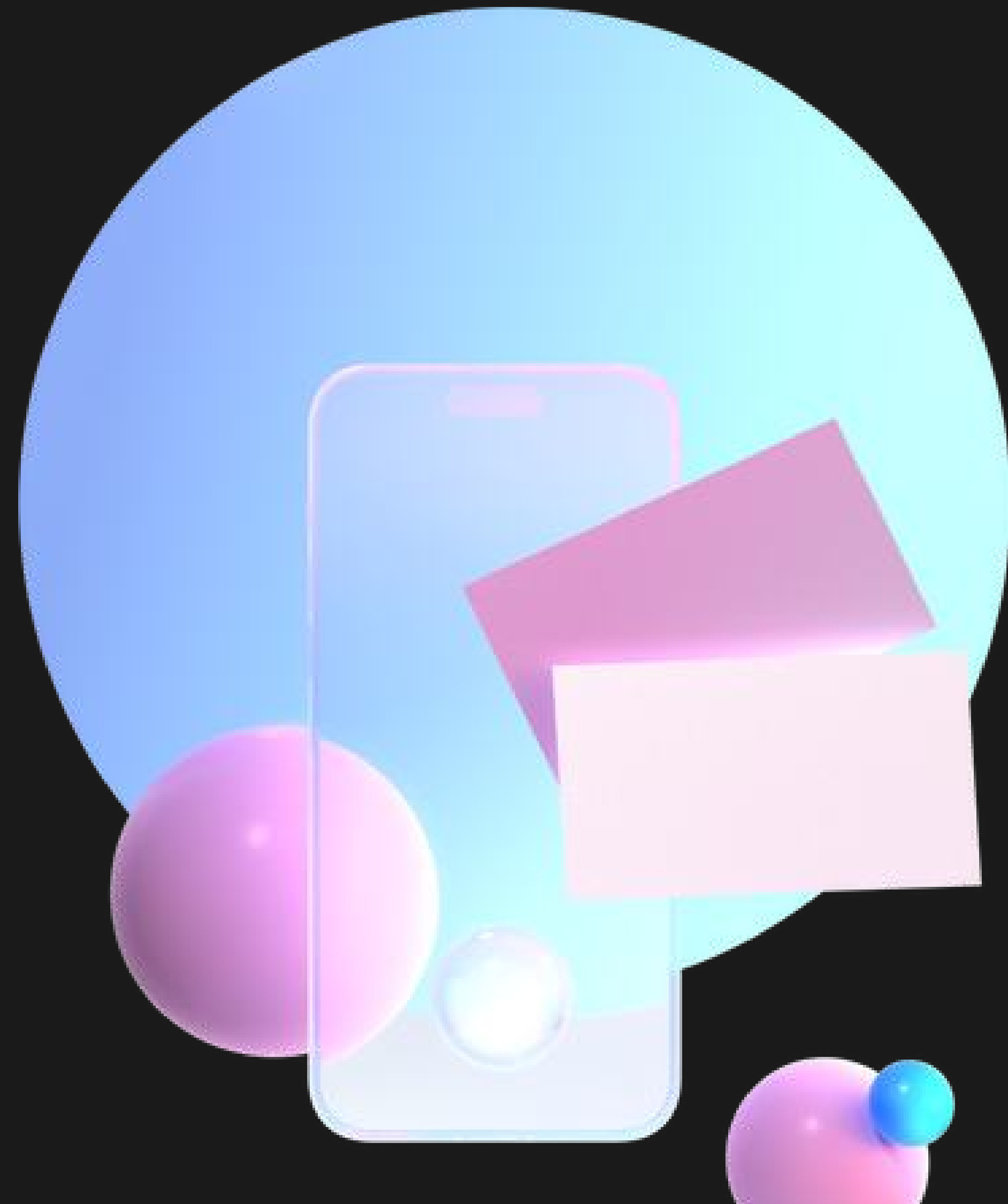
Prominent Branding, Clear CTA, and High Resolution

Actual Conversions:

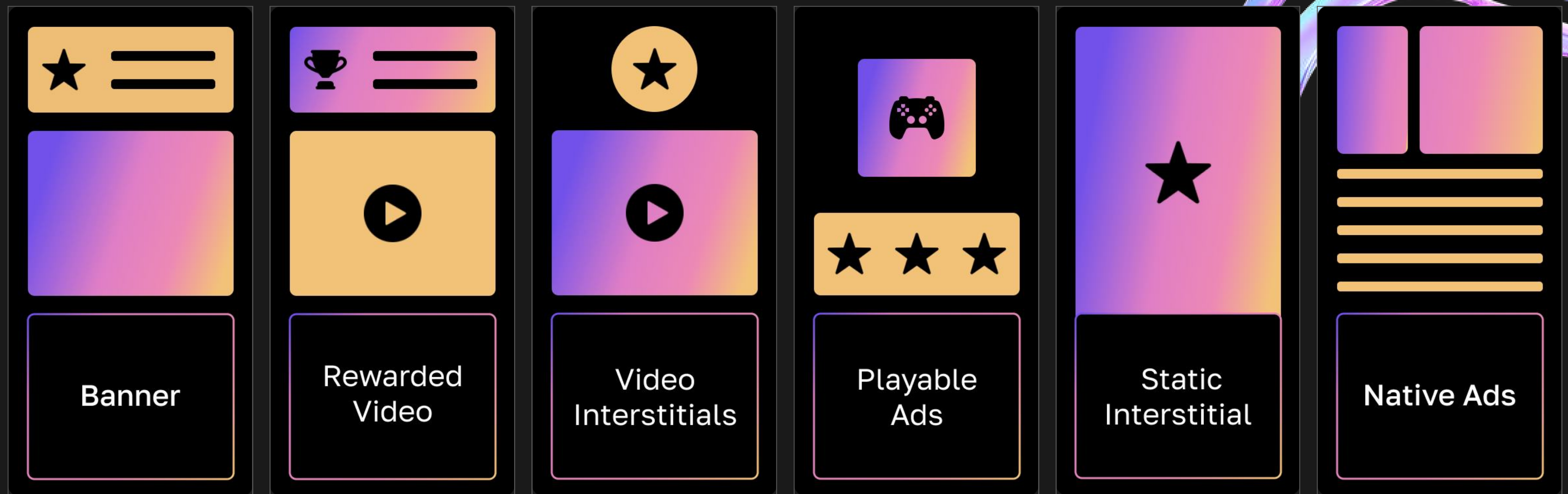
Track from Impression to Installation/Action

Personalized:

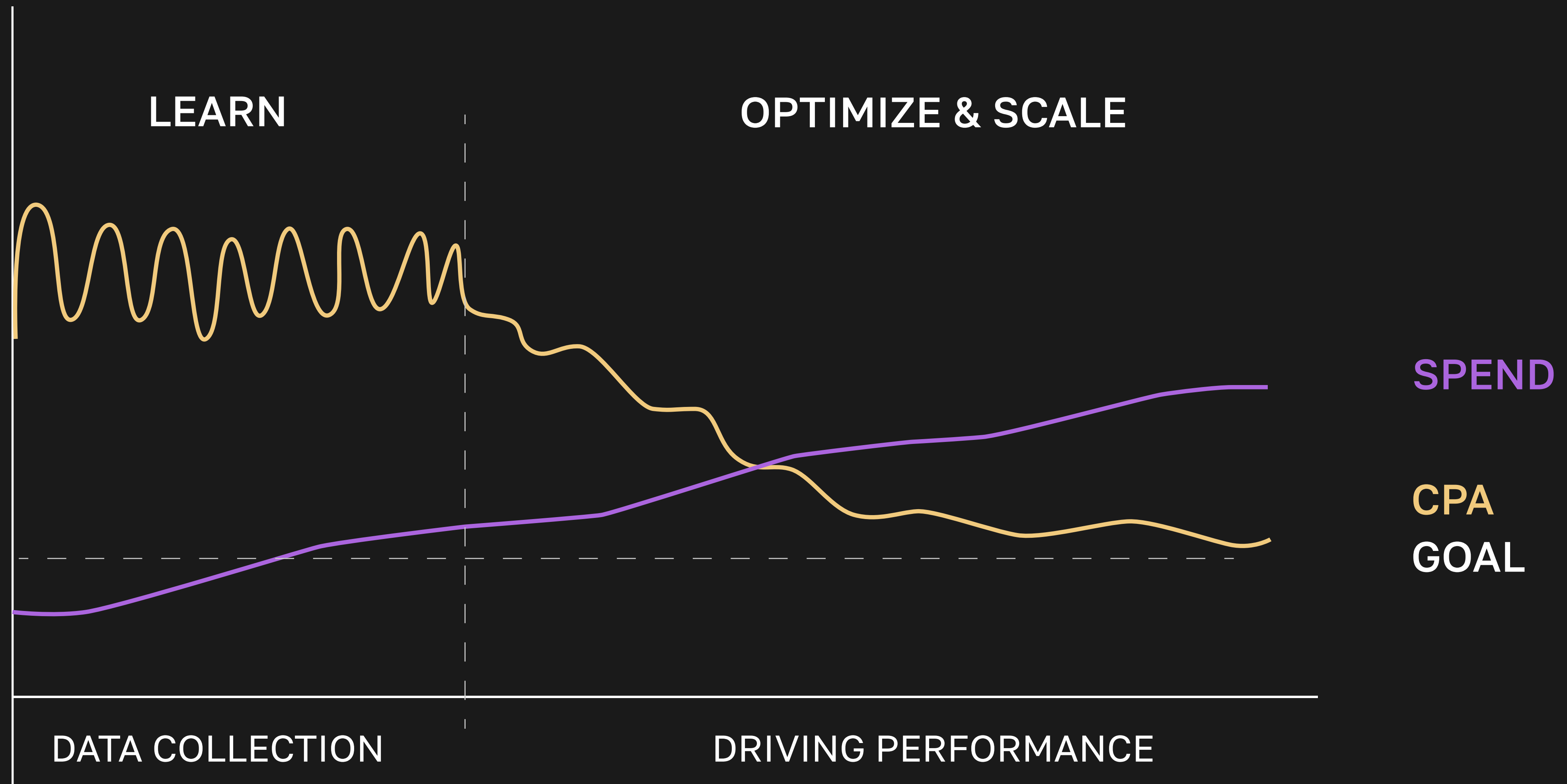
Automatically Adjusted to Suit User's Device and Screen Dimensions



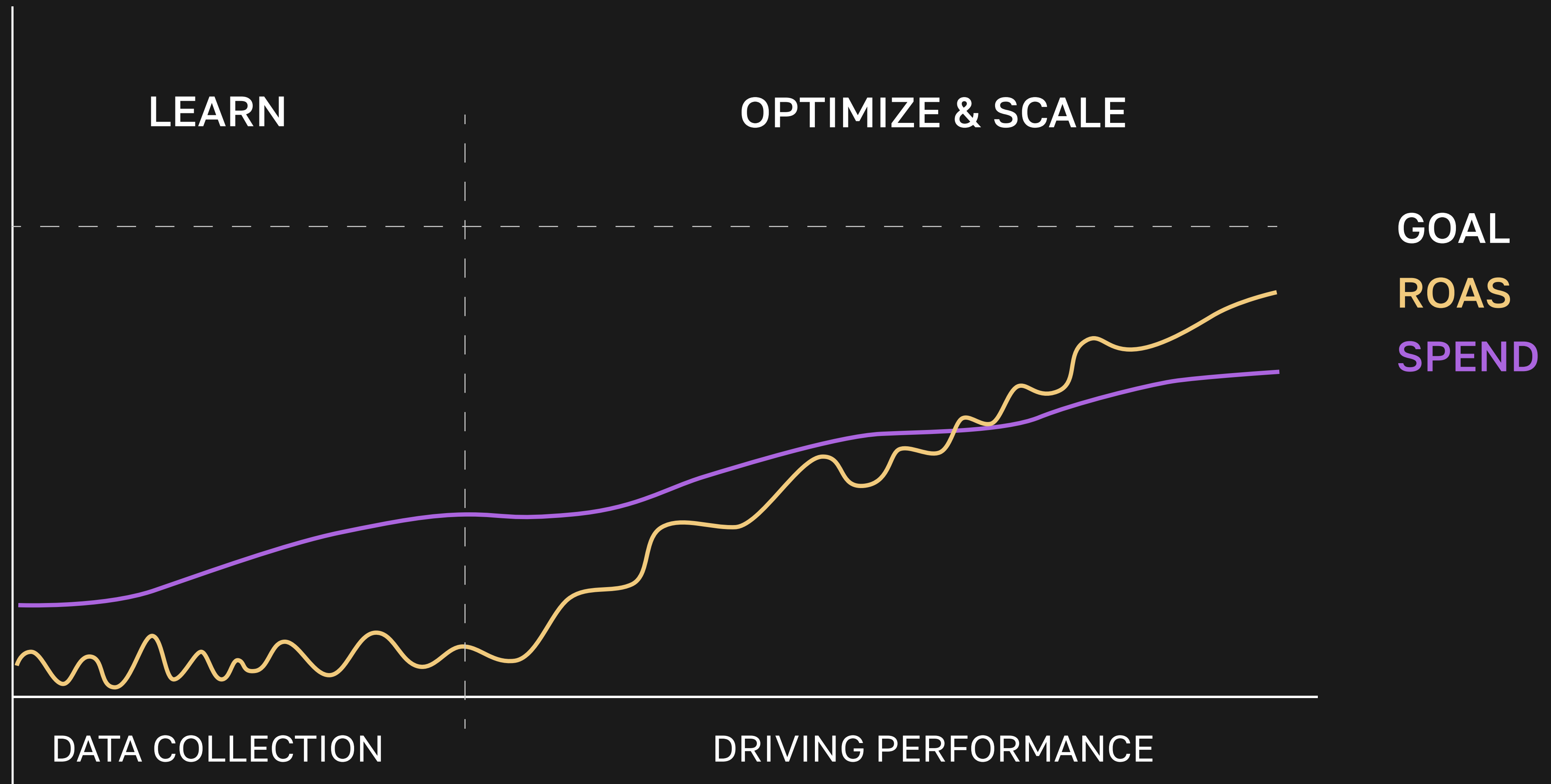
Enhance Relevance with Diverse Ad Assets



What Your CPA Ramp-Up Looks Like



What Your ROAS Ramp-Up Looks Like





How to start
with Qi Ads?

Qi Ads is a full-service advertising platform

Our platform is not available yet for the self-service.
In other words, there is no opportunity for advertiser to log-in and set campaigns manually.

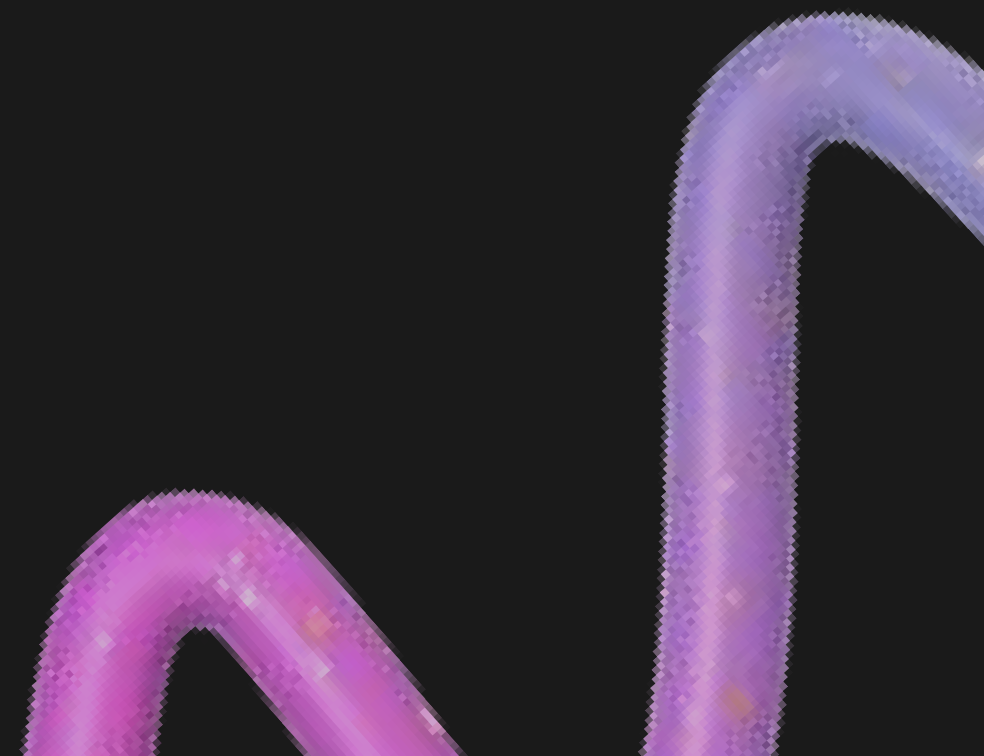
Our team operates the platform based on the data and goal you provided.

Qi Ads full-service operational walkthrough

Steps:

- Contact us via email: hi@qiads.com;
- Provide us with details about your app & desired results;
- Sign all necessary documents;
- Integration;
- Proceed payment based on your budget;
- Provide us with all the necessary lists and ad assets;
- We launch campaigns based on your goal and provide you weekly reports regarding ad campaigns performance;
- Permanent optimization of ad campaigns.

Campaign Goals & Setup



User Acquisition Campaign Setup

| | Why? | Did you know... |
|--|--|---|
| 1 Upload a Suppression List | Avoid targeting users who have already installed your app | Boost performance by 60% |
| 2 Grant us access to historical and current data in your MMP | Prevent targeting new users who have recently installed your app | Boost performance by 30% |
| 3 Enable 24-hour view-through attribution | Gain a comprehensive understanding of your ad performance | Facebook and Google have 24-hour view-through attribution enabled |
| 4 Upload a variety of creative assets | Empower us to create and test high-performing ads for your app | Resulting in an average 4% performance increase per test |

Re-Engagement Campaign Setup

| | Why? | Did you know... |
|---------------------------------------|---|---|
| 1 Create a User Segment | Target users that matter to you | Use our Audience Sizer tool in the dashboard to define a custom user segment |
| 2 Set an Inactivity Window | Prevent cannibalizing your UA efforts by setting an inactivity window | Understanding when your organic users convert is crucial for re-engagement timing |
| 3 Enable All Postbacks | Re-engage new users in real-time by enabling all postbacks | Boost performance by up to 14% |
| 4 Upload a Variety of Creative Assets | Enable us to build and test high-performing ads for your app | Resulting in an average 4% performance increase per test |

Why is it beneficial to share your historical data?

Our system learns from data. If you share your data with us, the Qi Ads Machine Learning Platform will be able to learn much faster, find your users more efficiently, and achieve your desired metrics much quicker.

Completely safe. Access to your data will only be granted to our platform.

We focus expenditures solely on potential users.



Audience of users
not from your app.

Customers with all data sharing enabled see on average a 40% lift in performance.

Sharing data from MMP vs. no sharing

With MMP Data



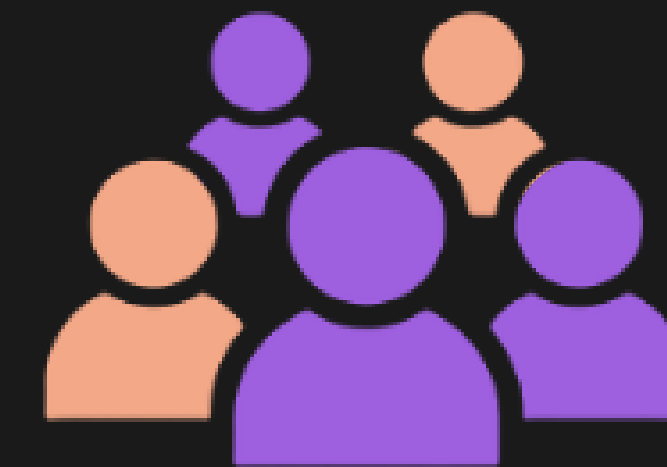
Target Audience



Irrelevante Audience

Spend budget on target audience acquisition

Without MMP Data



Combined Audience

Spend more budget on data collection and identification of target audience

Payment



Commercials

During the Learn phase of our campaigns we recommend a low daily budget of \$100-\$200 per campaign, to ensure that the ML acquires enough data to scale.

We recommend no less than \$10,000 per month for better optimization.

Upon request, a credit line may be established after 6 months of cooperation. The credit line amount will be equal to the average expenditures of the previous 3 months. Payment is due on the 7th of the following month.



Contacts

hi@qiads.com