



**mobhero™**

MEDIA KIT 2014  
ADVERTISE



Global Mobile Ad Network



# WHY MOBILE ADVERTISING

Proliferation of smartphone devices and tablets is shifting the way that customers use Internet, making advertising a key part of your marketing strategy.

With **5.3** billion active mobile subscriptions across the globe, mobile is emerging as the most powerful channel to communicate with customers.

- 71%** of smartphone users search because of an ad they have seen either online or offline.
- 82%** of smartphone users notice mobile ads.
- 74%** of smartphone shoppers make a purchase as a result of using their smartphones to help with shopping.
- 88%** of those who look for local information on their smartphones taken action within a day.
- 75%** notice mobile ads, especially mobile display ads and a third notice mobile search ads.



You have to make sure you can be found on mobile usage as consumers regularly use their phones for various activities like looking for information, browsing web, playing games or taking notes.

All of this transforms mobile into a very attractive marketplace. It represents an opportunity for brands to establish more effective communication strategies within a new medium which provides invaluable insight into consumer behavior.

Direct, personal, and immediate.

# GROWTH OF MOBILE ADVERTISING

- Mobile ad spend worldwide exceeds US \$5 billion in 2012 sky rocketing to \$20.6 billion by 2015.
- The biggest markets are outside the U.S., especially in Asia. Asia has 763 million mobile Internet users, compared to 159 million in the U.S. and 117 million in Europe.
- The market for mobile devices is expected to reach 2.6 billion units worldwide by 2016. As mobile devices become more prevalent, the market for mobile ads will grow.
- The total number of mobile app downloads (free and paid) will grow from 17.7 billion in 2011 to over 108 billion in 2015.

↑ **711%** Ad Clicks

↑ **698%** Ad Requests

↑ **522%** Ad Revenues

↑ **464%** Advertising Spend

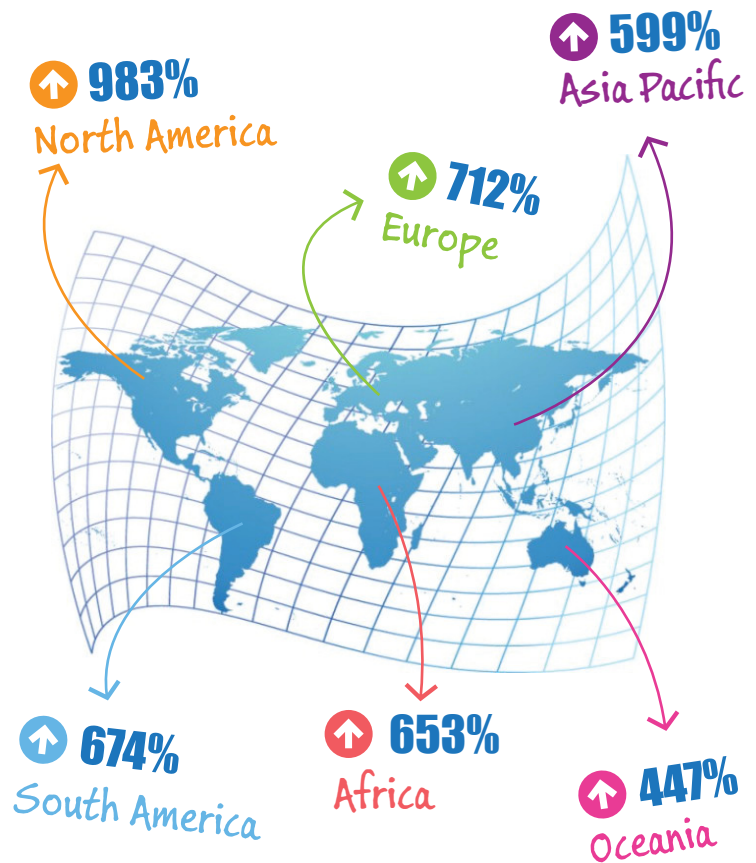
↑ Platforms by Ad request



**981%**



**759%**



## »» WHY MOBHERO

We are the leading company in the region advancing alongside the rapid growth of the mobile advertising industry. Advertisers that today plan and invest in mobile know that partnering with a strong mobile advertising network is the key to running a successful mobile campaign.

**MOBHERO** is made up by a team with an unparalleled background. The management, founders and team have built and directed important entertainment and mobile marketing companies, as well as online advertising networks worldwide.



### WE KNOW MOBILE, ADVERTISING, and TECHNOLOGY.

Mobhero is 100 percent focused on the mobile marketplace and has huge inventory of premium mobile apps, sites and applications. It has integrated a full suite of services, all developed into the mobhero Platform, which includes Android SDK, iPhone SDK, Mobile web, mobile advertising medias, targeting, reporting and many more.

## »» REACH

Mobhero delivers the largest mobile reach worldwide, with headquarters in **Texas**, and offices in the US, and India, and servicing most of the countries.

We know how important it is for an advertiser to reach their target market, and we know how to reach these consumers within their mobile universe. That being said, we've built the deepest and broadest mobile advertising network worldwide.



# MOBHERO SOLUTIONS

MOBHERO Mobile's core focus and mission is to help advertisers and publishers connect with consumers in very real and personal ways through connected devices. MOBHERO has capabilities across all major mobile application platforms and mobile web.



## Mobile Ad Platform

MOBHERO works closely with the top Publishers in different countries to provide them with a managed outsource solution for all their Mobile Ad Serving & Analytics needs. MOBHERO's Platform enables its Publishing partners to participate in mobile marketing, monetize inventory and directly generate revenue with very little technical recourse and integration required.

## Mobile Ad Campaigns

At MOBHERO, we leverage our knowledge and relationships with a huge number of Publishers to ensure our clients' campaigns are delivered on their required objectives and measured accordingly.

## Mobile Creative / Design

Creative opportunities in the mobile space are evolving quickly. MOBHERO creates engaging campaigns, from basic to rich formats, mobile landing pages and destinations, mobile commerce, and more.

## Strategy Development


Successful execution starts with a sound strategy. At MOBHERO, we work with our customers to understand their business needs, goals and targets to create a compelling strategy that recognizes mobile as the growing force that it is.

## Mobile Insights

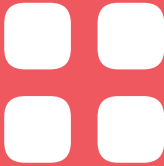
Mobile is one of the most effective marketing channels available to brands. In order to unleash the full power of Mobile, MOBHERO provides (and educates) its customers with the latest trends & insights into the mobile industry.

# MOBHERO OFFERINGS

Mobhero offers various services which cover the entire value chain of mobile advertising, providing support to advertising agencies, as well as to the publisher side, and to developers who seek to monetize their inventory.




**WE CONNECT**  
publishers, advertisers, users and mobile operators




**WE CAPTURE**  
create and manage databases for clients




**WE MANAGE & MONETIZE**  
advertising inventory for Android, iPhone, Mobile Web and WAP.



**DELIVERY & OPTIMIZATION**  
of advertising campaigns and app/site daily ad traffic



**REPORTING & CONTROL**  
of campaign dails statistics and publisher site app performance

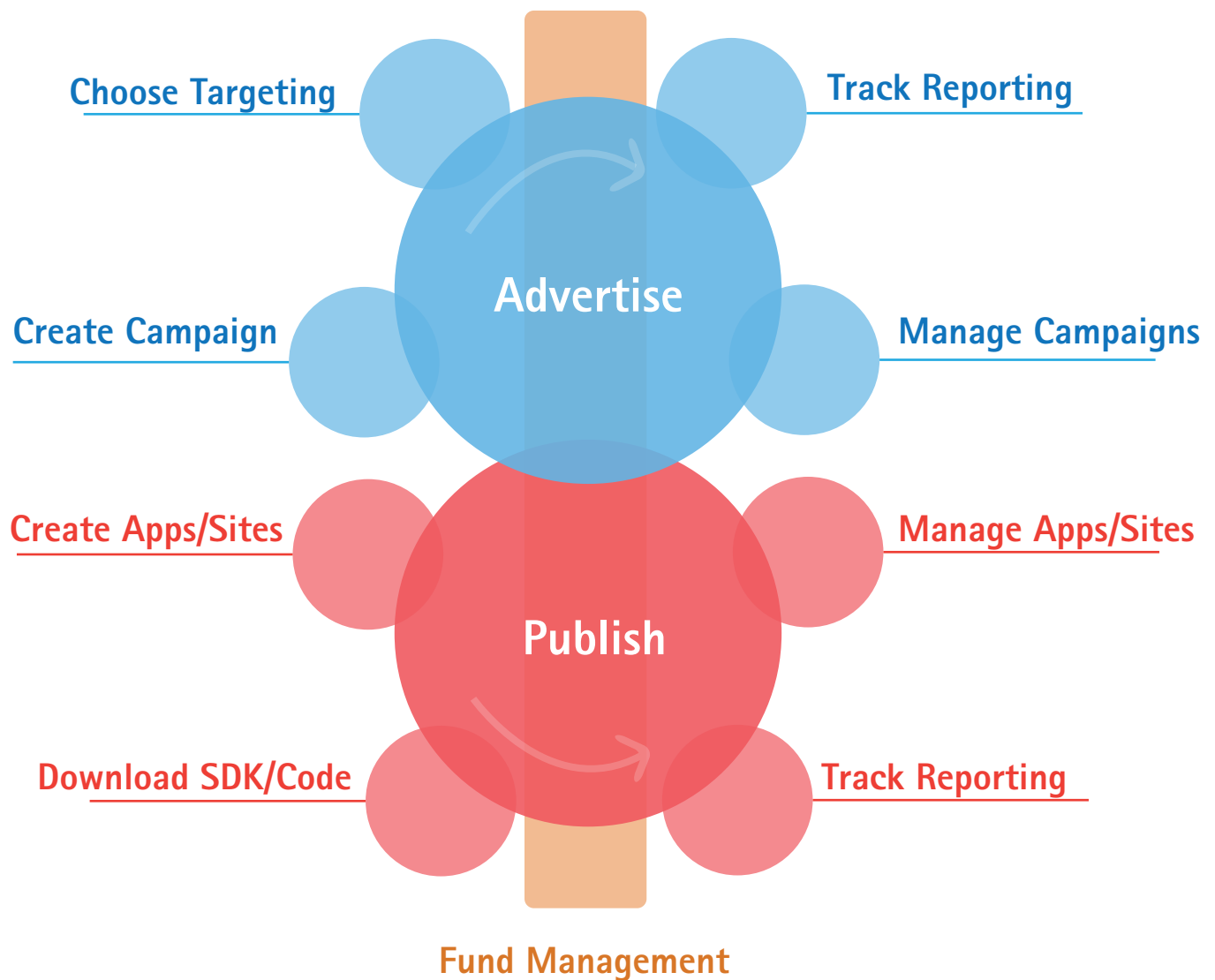


**SUPPORT & SATISFACTION**  
for all services, developer api integration and custom requests

Mobhero provides the perfect environment which has a tendency to maximize the potential of micro segmentation by utilizing targeting capabilities such as geographic location, device factors, carrier choice and many more.

# MOBHERO AdServer **MIRACLE™**

The Mobhero Miracle™ ad server has proven to be one of the leading market solutions for advertisers and publishers. It provides advertising companies with an extremely robust tool for creating, planning and reporting on campaigns.



Our products were built to adapt perfectly to the demands of our clients, with the ability to optimize performance of specific actions within the device platform.

# ADVERTISER AD OPPORTUNITIES

TEXT BANNERS

STANDARD BANNERS

ANIMATED BANNERS

EXPENDABLE BANNERS

TABLET BANNERS



Global mobile advertising inventory



Granular, real-time reporting & analytics.



Sophisticated targeting capabilities.



Flexible customised approach.



Feature rich campaign management.



Quick & easy campaign set-up.



# ADVERTISER TARGETING

Our wide range of targeting features offers a scalable solution for our advertisers to reach their target audience.

## TARGETING CAPABILITIES



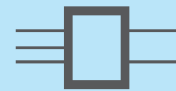
GEO-LOCATION



CARRIER



DEVICE OS



DEVICE MANUFACTURER



# ADVERTISER REPORTING

Mobhero provides one of the best reporting and analytical tools which help our advertisers consistently improve ROI.



DAILY PERFORMANCE STATS WITH GEOGRAPHIC DATA & TOP AND BOTTOM PERFORMING ADS



ADVANCED VISUALIZATION GRAPHS FOR ALL DIMENSIONS: AD REQUESTS, AD IMPRESSIONS, CLICKS, EARNINGS, FILLRATE. CPC.



CUSTOMIZED REPORT VIEW WITH ALL TIME STATISTICS



DETAILED STATS VIEW WITH INTELLIGENT GROUPING

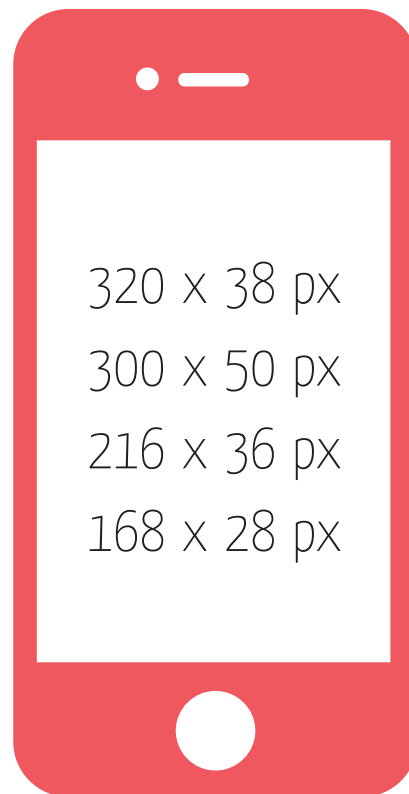
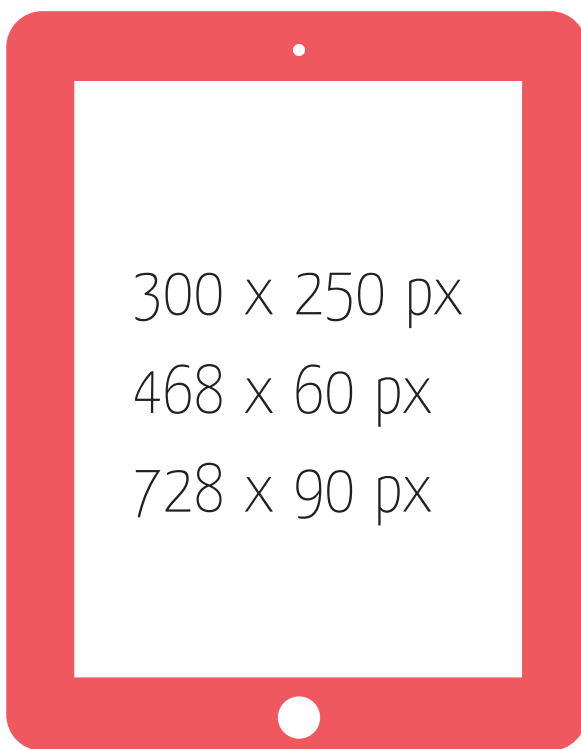


DOWNLOAD REPORTS IN VARIOUS FORMATS

# >> AD UNITS

Mobhero Network Banner Ads are available in a variety of IAB-standard sizes and multiple formats including Text, Graphic Image, Rich Media and Graphic Redirect Banners.

## BANNER SPECIFICATION



FILE FORMATS    GIF, JPEG, PNG

- \* Text ad specification should be max upto 35 characters
- \* Animated or static banner size should be less than 100kb



# CONTACT

 [www.mobhero.com](http://www.mobhero.com)

 [info@mobhero.com](mailto:info@mobhero.com)

 (+1) 415-366-7500

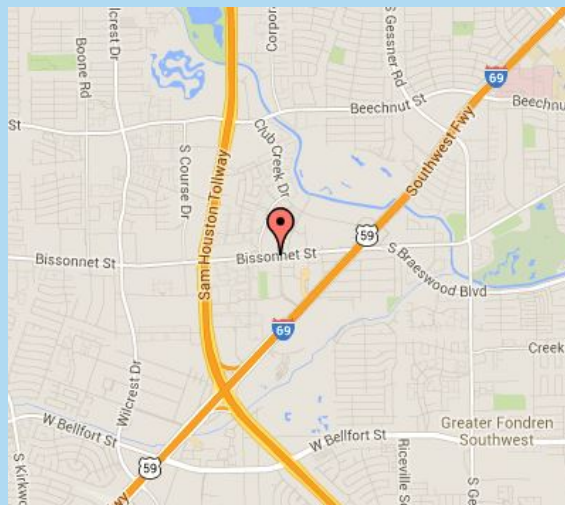
## Advertisers

[advertisers@mobhero.com](mailto:advertisers@mobhero.com)

## Publishers

[publishers@mobhero.com](mailto:publishers@mobhero.com)

## CORPORATE HEADQUARTERS



### **Mobhero, Inc.**

9894 BISSONNET ST 250  
HOUSTON, TX 77036  
USA