



mobhero™

MEDIA KIT 2014

PUBLISH / DEVELOP



----- Global Mobile Ad Network -----

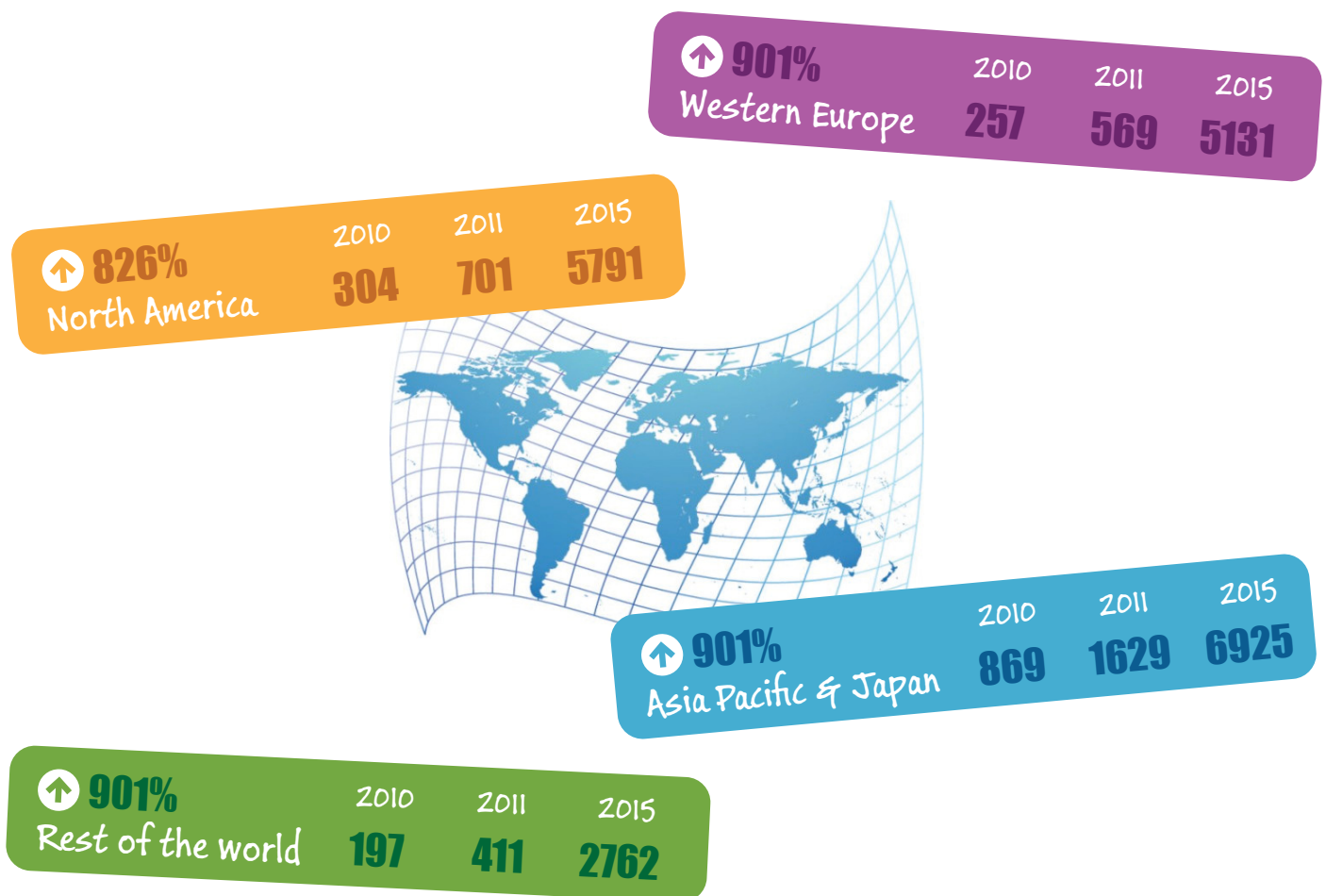


WHY MOBILE PUBLISHING

Proliferation of smartphone devices and tablets is shifting the way that customers use Internet, making advertising a key part of major brand marketing strategy and giving publisher and developers one of the main sources of generating revenue.

With **5.3** billion active mobile subscriptions across the globe, mobile is emerging as the most powerful channel to communicate with customers. People consuming content and using services everyday when Mobile is replacing other channels and **Publishers cannot afford to ignore this clear opportunity.**

Growth of Mobile Advertising Revenue by Region (in mn \$)



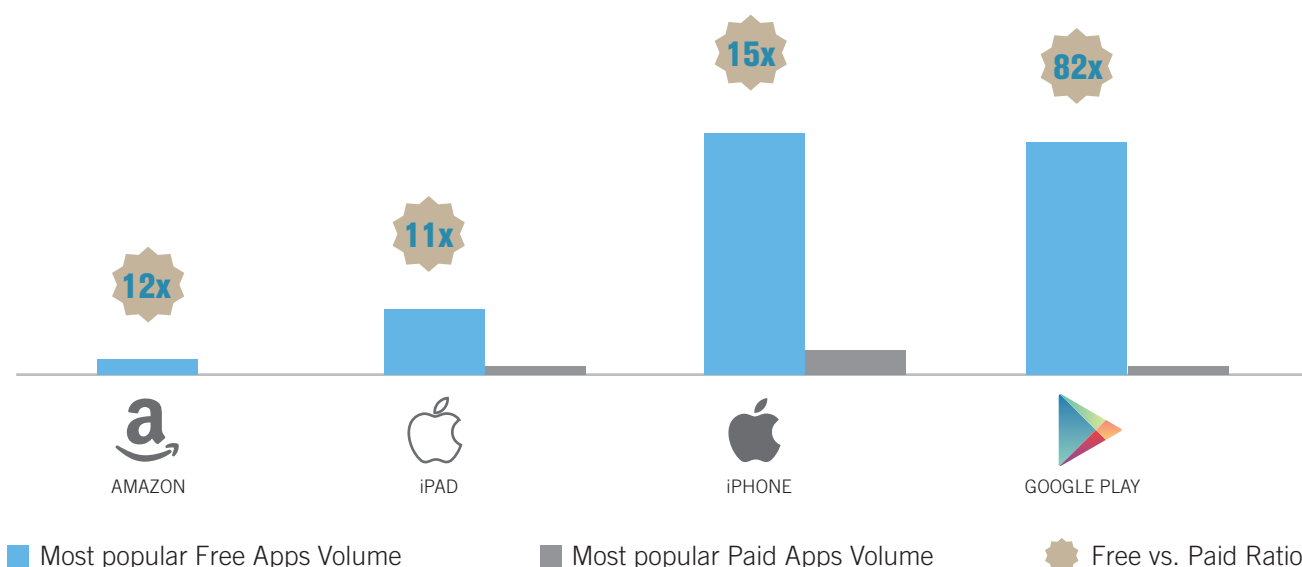
Mobile Advertising is expected to grow to around **\$20bn** by 2015

GROWTH OF MOBILE PUBLISHING

SMARTPHONES ARE THE MOST COMMON STARTING PLACE FOR ONLINE ACTIVITIES



FREE VS PAID APPS DOWNLOAD GRAPH



» WHY MOBHERO

We are the leading company in the region advancing alongside the rapid growth of the mobile advertising industry. Publishers that today plan and invest in mobile know that partnering with a strong mobile advertising network is the key to achieve a successful ad revenue generation.

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 helps you to maximize revenues from your ad inventory and optimizes your fill rates in no time. We prefer to work with serious and well-known advertisers to generate higher CPCs and eCPMs. Mobhero payouts are above the usual market payouts due to strong sales force. You can generate reports and stats in real time either through our website or via the Reporting API. You can always contact us with any questions. We are here to assist you.

» 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 premium Advertisers in different countries to provide them with a managed outsource solution for all their Mobile Advertising needs. MOBHERO's Platform enables its Publishing partners to participate in mobile marketing, monetize inventory and directly generate revenue with very little technical recourses and integration required.

Ad Space Management

Within the publisher portal you can generate new Ad Spaces, edit existing ones, and provide more information on you application or mobile site. Learning more about your inventory helps us to supporting your monetization strategy better.

Technology Integration

These are the tools to integrate Mobhero ads into your mobile inventory. Use one of our SDKs (we support all major platforms) for you mobile app, use our Ad Tag or code snippet (PHP or JSP) for your mobile site, or build your own integration based on our OPEN API.

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

Maximize the earning potential of your mobile inventory with ad campaigns from major brands across the globe. Mobhero's granular reporting and analytics enables publishers to track and optimise the performance of ad slots in real time.



GLOBAL AD CAMPAIGNS

- Brand and performance campaigns.
- Thousands of campaigns per month
- Active campaigns in over 200 countries



HIGHER eCPMs & EARNINGS

- CPM and CPC campaigns
- Campaigns from major brands
- Support for multiple ad units and rich media ad formats



QUALITY AND CONTROL

- Stringent advertiser guidelines
- Control the campaigns and advertisers that run on your sites
- Apply filters and block intrusive ads

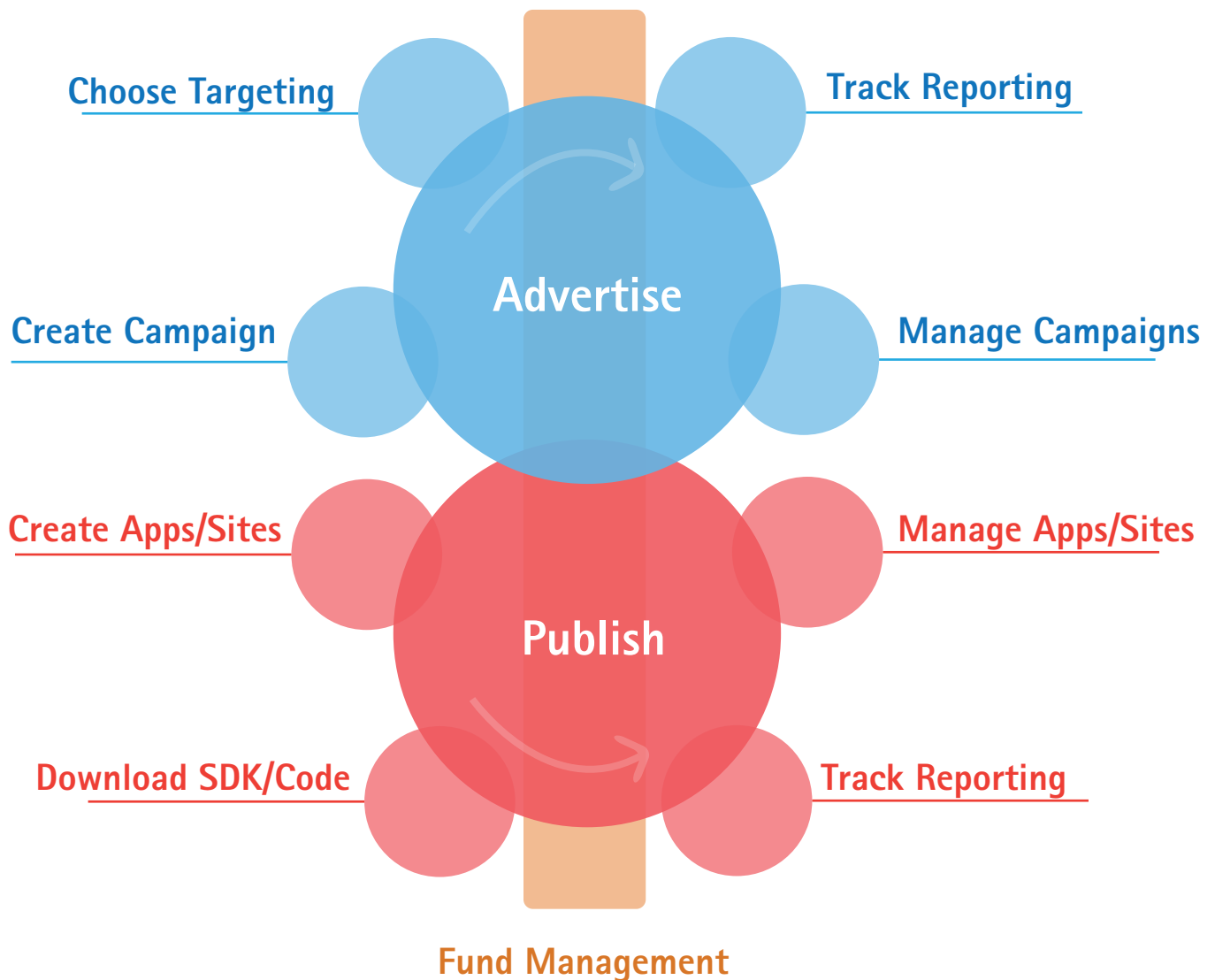


MULTIPLE INTEGRATION OPTIONS

- Support for all possible integration options
- Multiple APIs for automation
- Full customer support available

MOBHERO AdServer **MIRACLE™**

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



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.

Developer Integration

Mobhero has advanced SDK's for iOS, Android & all web platforms and is deeply integrated with top developers to help them monetize their mobile applications. Mobhero's global developer base ranges in size from smaller developers to large mobile publishers.



IPHONE SDK

Easy integration, storage and RAM friendly
 Supports expendable banners, display banners and text ads
 Customize the color of text and backgrounds
 Asynchronous loading of display ad (no wait time)
 Flexibility to set time controlled ad rotations
 When no ad available, space is auto hidden

Click to:
[AppStore](#)
[iTunes](#)
[Maps](#)
[YouTube](#)
[Call](#)
[SMS](#)
[URL](#)



ANDROID SDK

Easy integration, storage and RAM friendly
 Supports expendable, display banners and text ads
 Customize the color of text and backgrounds
 Asynchronous loading of display ad (no wait time)
 Flexibility to set time controlled ad rotations
 When no ad available, space is auto hidden

Click to:
[Google Play](#)
[Maps](#)
[YouTube](#)
[Call](#)
[SMS](#)
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MOBILE WEB CODE SNIPPET & API

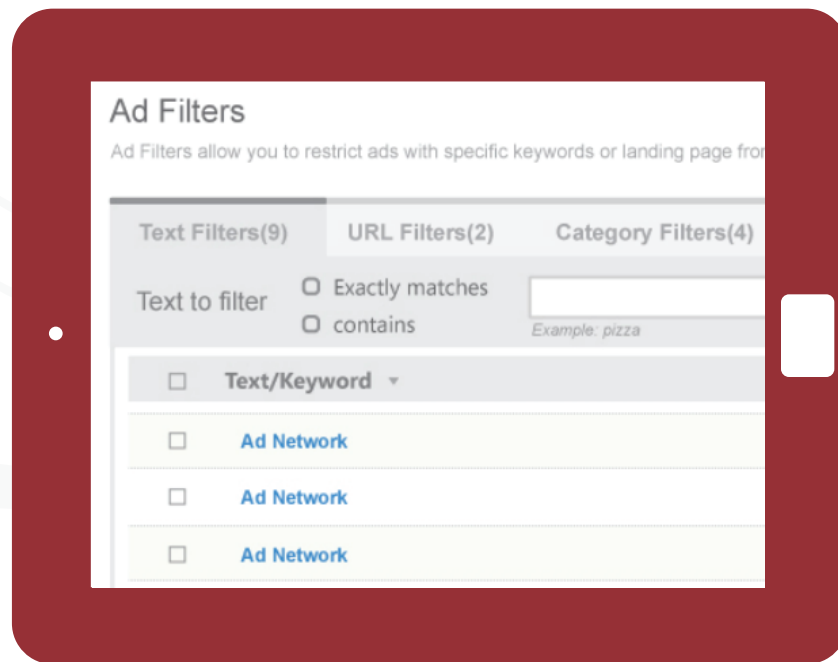
JSP Snippet
 Ruby on Rails Snippet
 PHP Snippet
 JavaScript Tag (Client side)
 C# snippet
 ASP.Net Snippet
 PERL Snippet

Click to:
[URL](#)
[Call](#)
[SMS](#)



Ad Filters

With our comprehensive filters, you have the ability to control the ads on your mobile site. We provide URL-, Text-, Category- and Language-filters to improve the user experience on your sites or block ads from specific URL's (e.g. competitive sites).

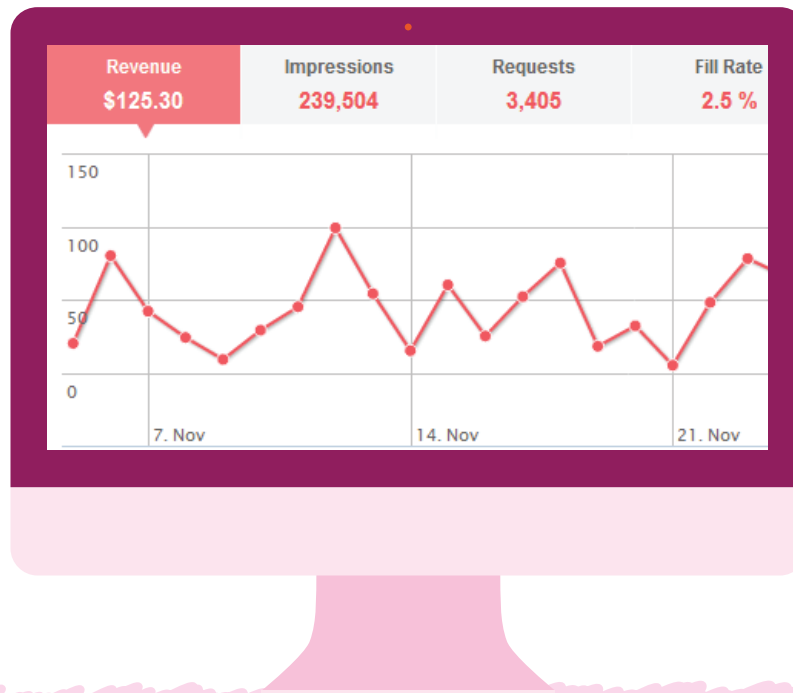


URL FILTERS	KEYWORD FILTERS	CATEGORY FILTERS
Prevent ads linking to a specific URL or domain from appearing on your app or site.	Prevent ads containing or exactly matching text or phrases from being shown.	Prevent certain categories of ads from being displayed.

In general, we advise publishers to set their filters to be as permissive as possible. This maximizes the amount of ads that are available to run on your inventory and ensures you are receiving the highest revenue generation potential we can offer.

PUBLISHER REPORTING

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



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



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



CUSTOMIZED REPORT VIEW WITH ALL TIME STATISTICS



DETAILED STATS VIEW WITH INTELLIGENT GROUPING



DOWNLOAD REPORTS IN VARIOUS FORMATS

CONTACT



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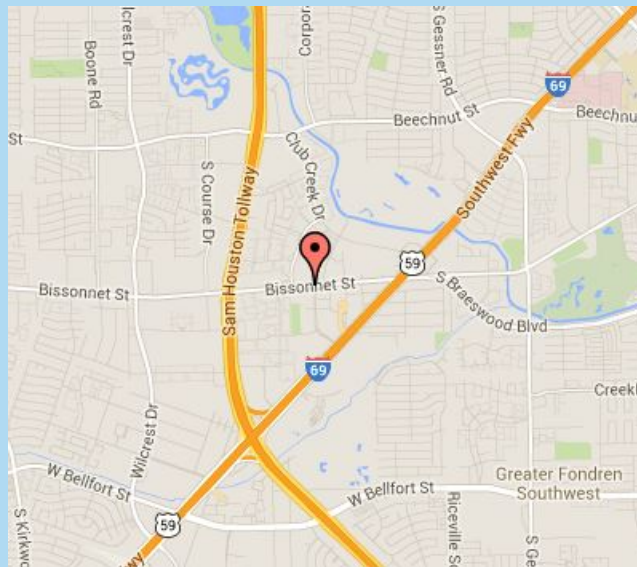
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