

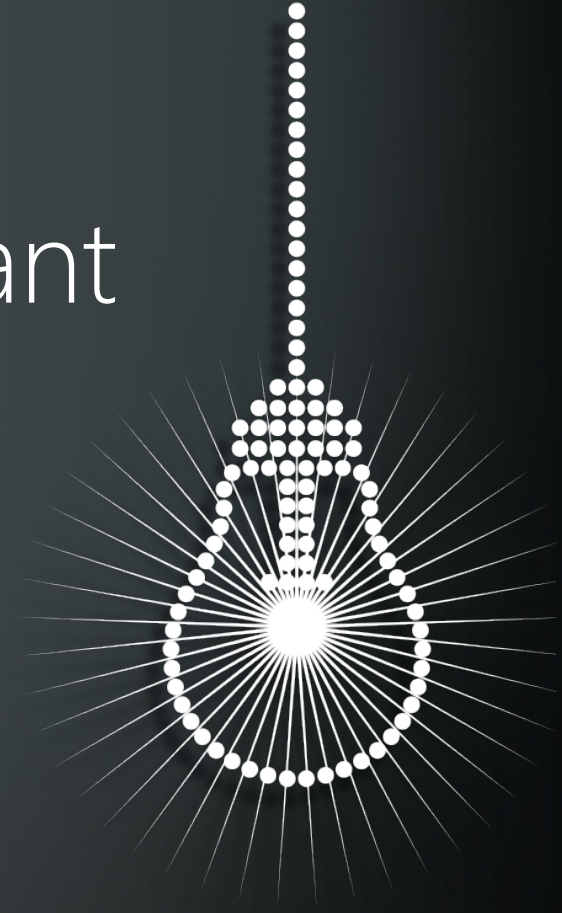


Social Performance Advertising



2014

- The three most important factors in advertising
 - Scale
 - Data
 - Feedback



That's facebook !

How can you get
positive **ROI** on
Facebook?



ROI Based Facebook Campaigns

An end-to-end direct response campaign management service through the tracking and reporting capabilities of PMD technology.

Matomy will effectively and efficiently optimize your Facebook campaigns, ensuring the results you want at scale.



We Speak "Facebook"

Performance State Of Mind

7 years of experience and expertise in achieving performance-based goals across all online media channels.



Take advantage of the entire range of Facebook ad products geared towards optimization and performance.

Agile And Adaptive Approach

Quick to adapt and optimize new ad formats and placements on web and mobile.



Stay on top of all the new media opportunities and targeting capabilities.



ROI Through Technology

Objective-based Ad Buying

Live reporting allows us to run quicker tests, control costs, and react faster to marketplace changes.



ROI Through Technology

Real Time Tracking

Get a detailed transparent performance analysis in real-time and see how your campaign is performing.



ROI Through Technology

Live Reporting

Live reporting allows us to run quicker tests, control costs, and react faster to marketplace changes.



Reengagement And LTV Optimization

Reengage Your Core And Lapsed Users

Track your users throughout the funnel and offer post-installation tailored reengagement ads for every stage.

Motivate lapsed users to come back and indulge your core customers with bonuses and special promotions.



Reengagement And LTV Optimization

Custom Audience

Target ads to a specific set of users with whom you have already established a relationship on/off Facebook.

Your users can be targeted by email, Facebook UIDs, phone numbers, app user IDs, or Apple's IDFA.

Deep Links

Send your users to visit a specific point in an already installed Android or iOS app.



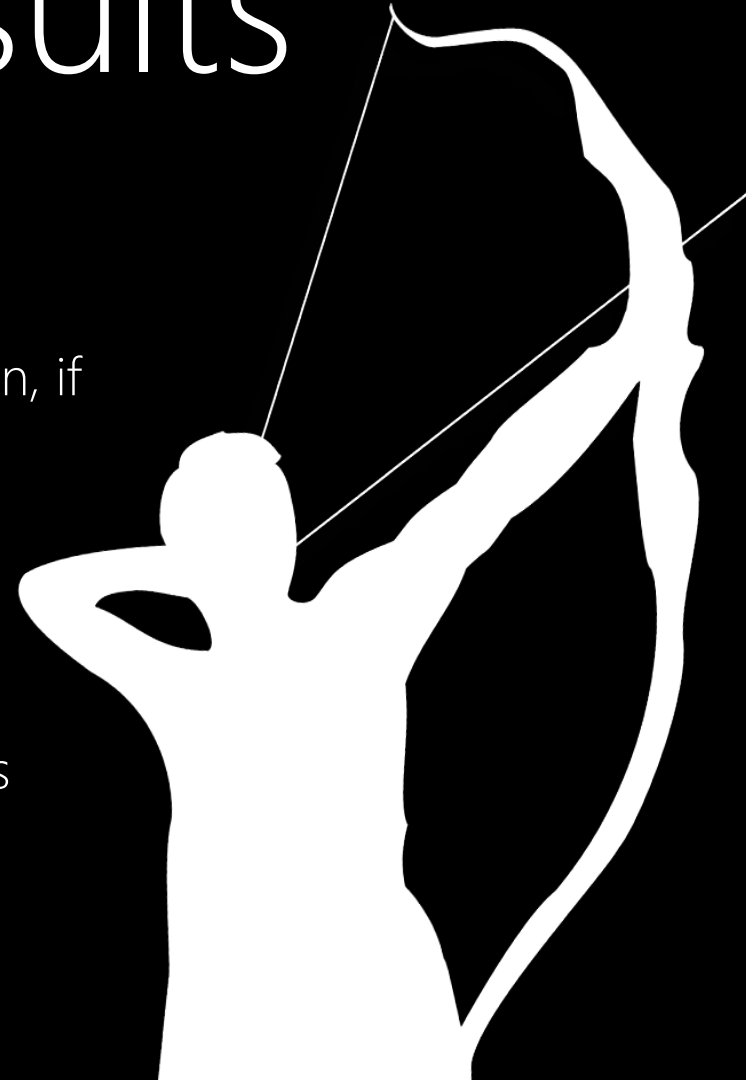
Smart Targeting For Great Results

Better Targeting

Facebook offers a variety of advanced targeting options (e.g. look alike, partner categories, OS) which can improve the results of every campaign, if done right.

Better Performance

With one of the most advanced Facebook PMD platforms in the market our experienced campaign managers will bring you better results across all key targeting categories.

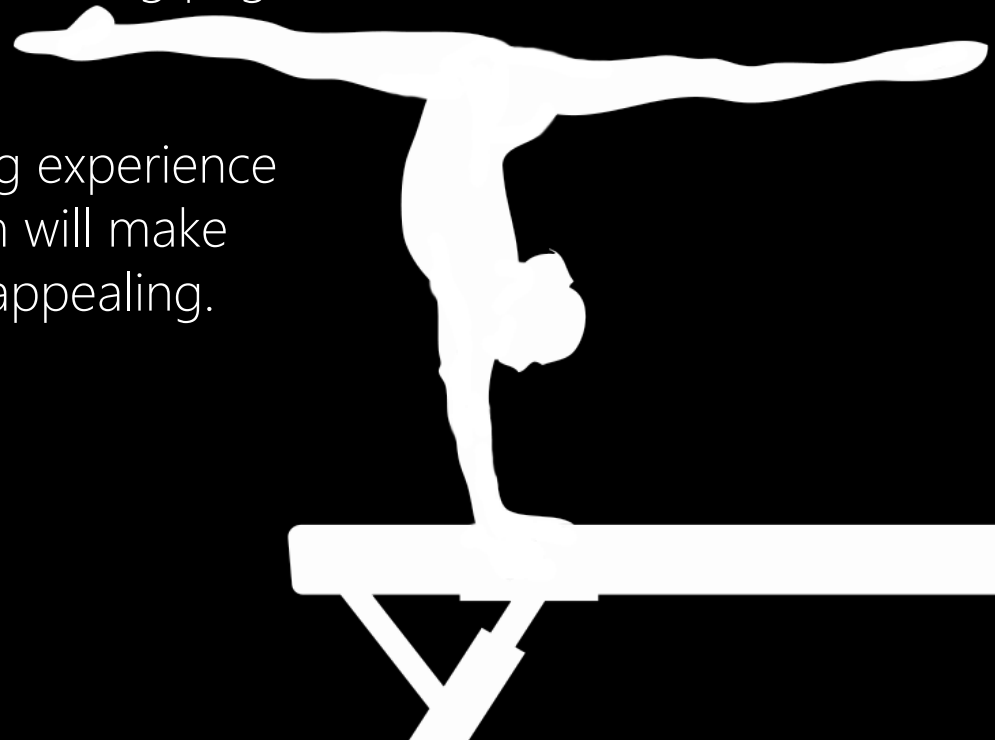


Performance-driven Creative

In-house Studio

Benefit from the creative services of our in-house studio and receive complete ad and landing page copy and design.

With years of performance marketing experience and best practices, our creative team will make sure your ads will be engaging and appealing.





HOW A FREEMIUM APP REACHED A **4.5%** CONVERSION RATE AND **300** NEW SUBSCRIPTIONS DAILY



THE ADVERTISER

A leading mobile app in the commerce sector offering monthly subscription services to premium users.



THE OBJECTIVE

Acquire relevant, quality users and achieve a 3% install-to-subscription conversion rate.



THE STRATEGY

PHASE 1

Define several audiences and tailor a specific creative ad to each segment.

PHASE 2

Employ a range of Facebook-specific methodologies per targeted segment including oCPM bidding, action spec targeting, "Lookalike Audiences" and precise interest targeting.

PHASE 3

Set up a series of tracking events to measure the engagement levels of each methodology per segment within the app.



RESULTS

Matomy uncovered specific patterns of engagements that, when targeted, led to a 50% higher average conversion rate than expected.

After analyzing the data from the tracking events and optimizing the creative ads Matomy was able to sustain this rate while delivering 300 subscriptions per day.

300 SUBSCRIPTIONS PER DAY

AVERAGE
CONVERSION
RATE



To find out how Matomy can deliver quality users at scale to your social app, email us: sales@matomy.com or visit www.matomy.com

MATOMY
MEDIA GROUP

MEDIA GROUP
MATOMY

Why work with a PMD Agency?

Grow and Benchmark

Grow your activity and get a fresh professional view into your campaign from the experts.

When you outsource part of your activity you are able to compare performance against the benchmark of your in-house team.



Selected Advertisers



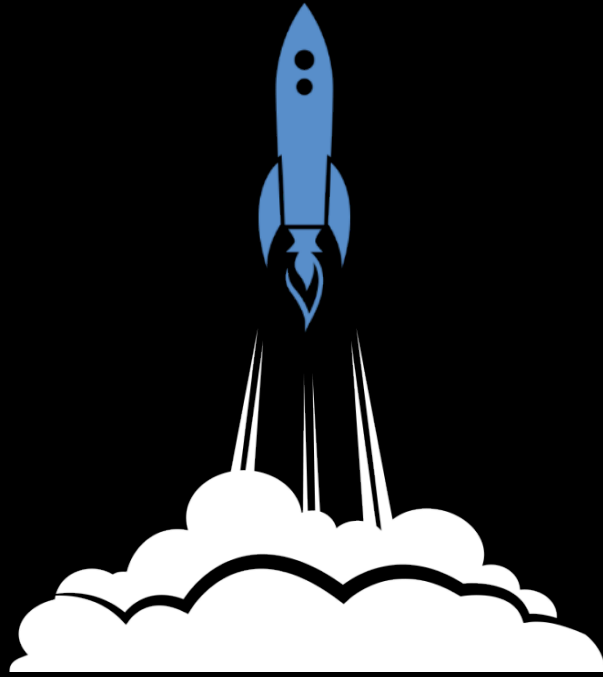
GROW

your success on
Facebook with
performance-driven
advertising at scale
on web and mobile



Unleash the true power
of the most advanced
media channel in the world
WITH
MATOMY SOCIAL





LET'S START