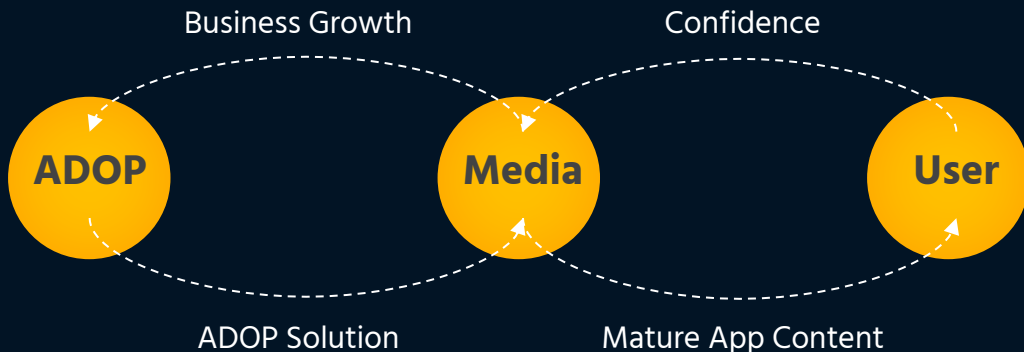# App monetization solution for APP. Developer **BIDMAD** developed by ADOP

What We Do

Better Solution for 'Publisher'

" ADOP helps app developers grow their business through ad monetization. "

Business Growth

Confidence

ADOP

Media

User

ADOP Solution

Mature App Content

Reliability

4
Global Network
Global offices in 3 countries
HQ in Korea

30b+
Request
More than 30 billion ads
requested per month
(reliability with AWS
infrastructure)

1,700+
Publisher
Partnership with more than
1,700 global app developers
(game-oriented) and sites
(center-based)

11,000+
Inventory
Monetization for over 11,000 global
inventory

[Official Partners]

Google
Certified Publishing Partner

facebook
Audience Network Partner

3

ADOP is a leading worldwide AD tech company

ADOP Global Networking

ADOP Key Factor & Figures

Demand Source

Technology

Publisher

Premium Demand Source from Global Demand Partnership

Full-Holistic AD Serving

More than 2,200 Global Publisher Integration

🇰🇷 Headquarter   🇮🇩 🇹🇭 🇻🇳 Global Branch

+ 8 Countries Global Networks

+ 2,200 Publishers

+ 11,000 Inventories

+ 10 Billion Requests

+ 6 Billion Impressions

+ 40(Google, Facebook etc.) Global DSP Partnership

Why does Publisher need SSP?

In the Advertising market where programmatic is activated, the importance of targeted auditions is being strengthened.
The publisher needs a solution to streamline the various advertising operations, and a process to organize audience data.
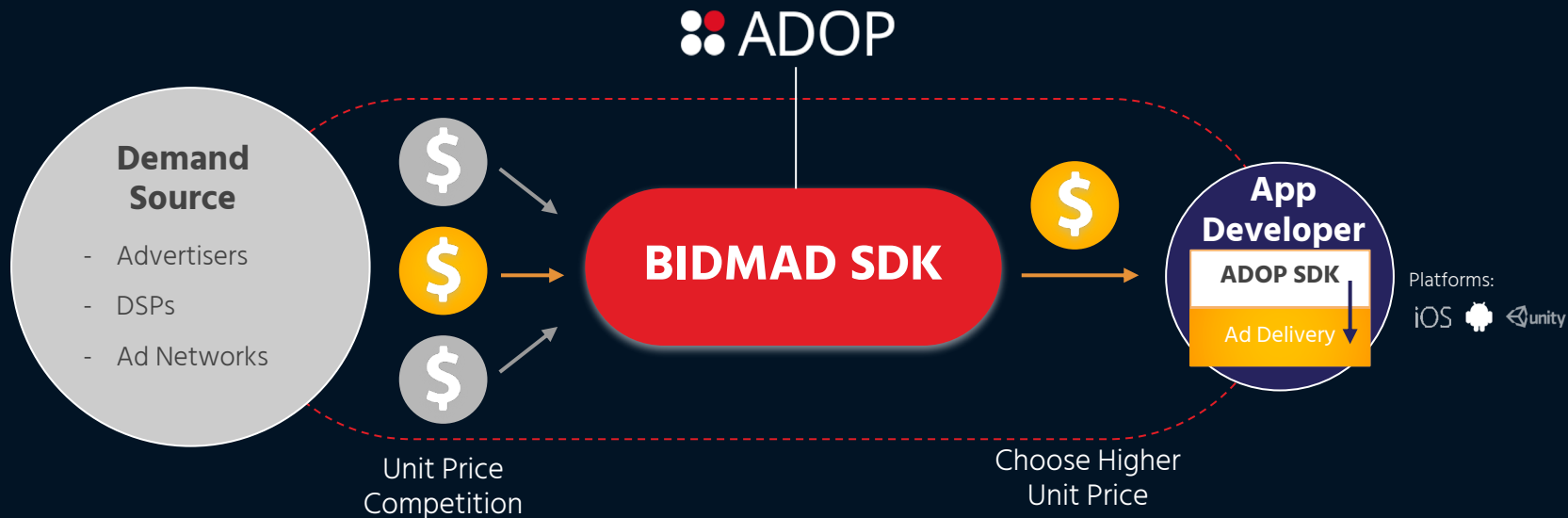
Advertiser ❯ Programmatic Direct Vender ❯ ADOP (SSP) ❯ Mobile App ❯ Audiences
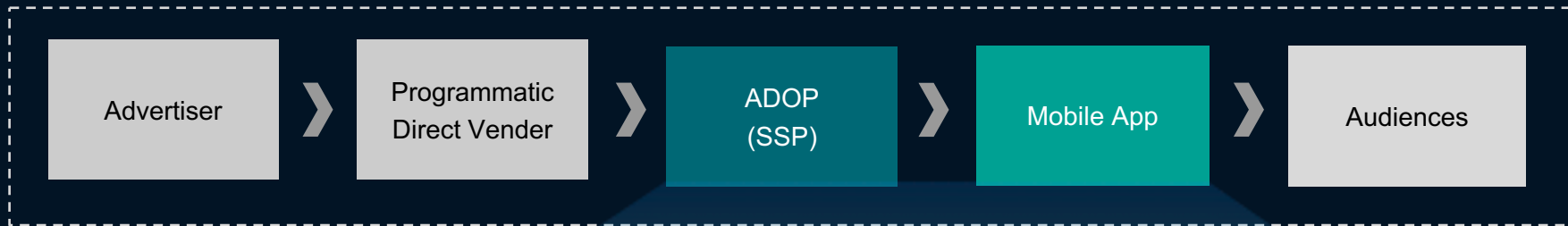
ADOP uses audience data in the most efficient way for the publisher providing services that manage advertising and optimize revenue.

Offers independent advertising revenue optimization services to publishers

'Maximize revenue' based on web + app-based ADOP development platforms

ADOP APP Optimization goal

In the Advertising market where programmatic is activated, the importance of targeted auditions is being strengthened.

MAXIMIZE APP REVENUE
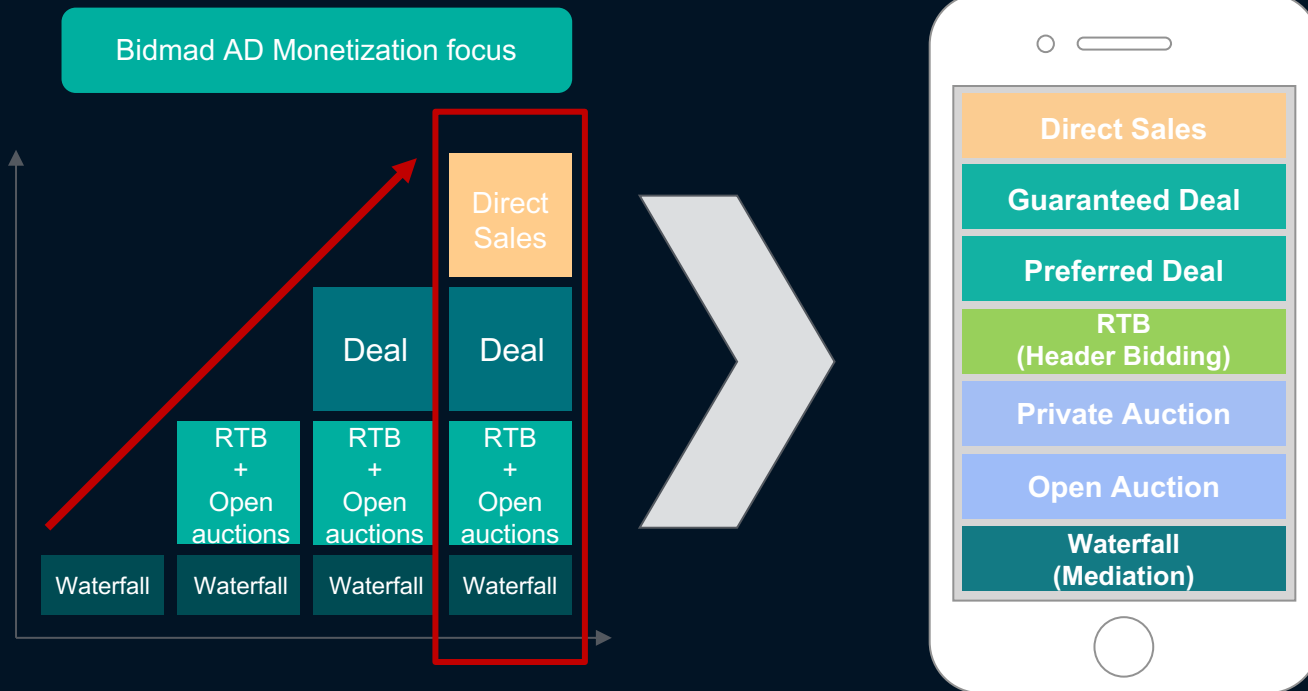
| Higher eCPM & Fill rate | Advanced AD Formats | Optimized and Stable Tech Support | Optimized Admin Tool and Management |

ADOP | All Distribution Optimization Platform

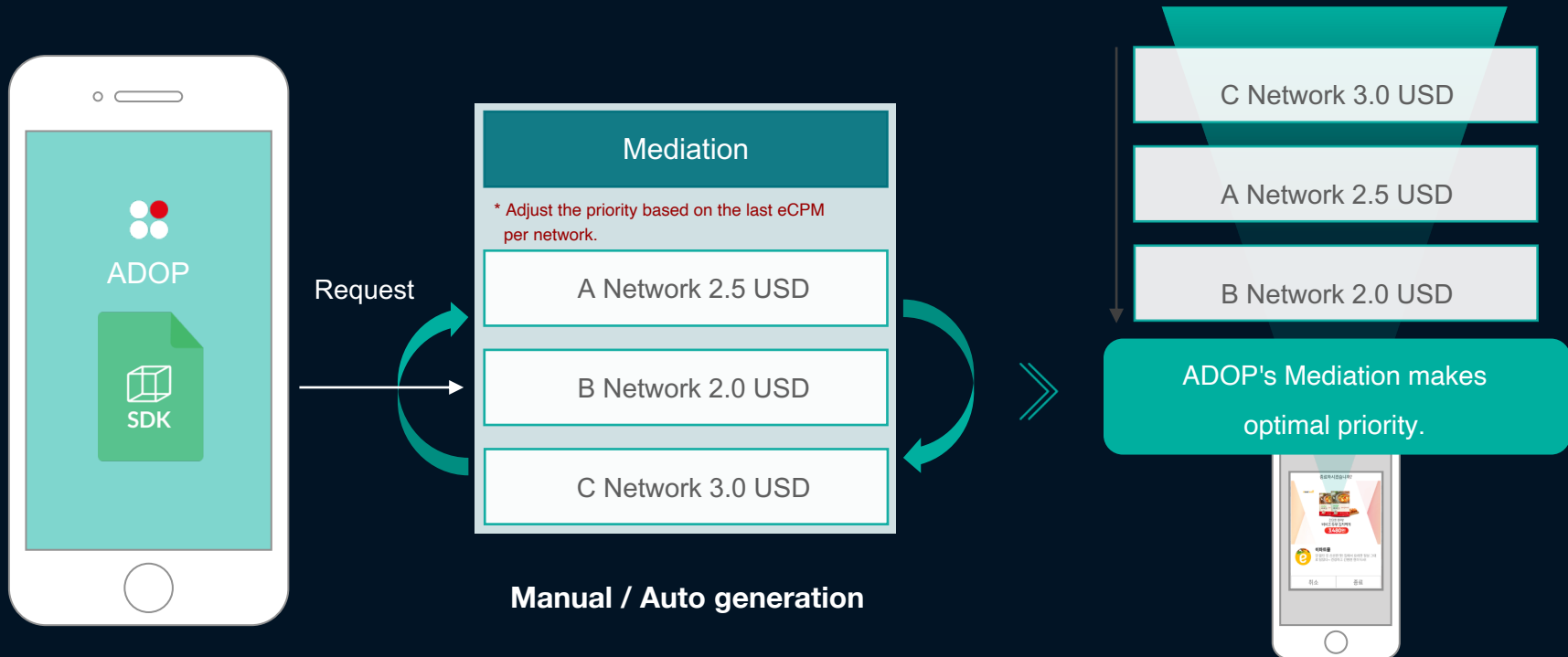# Method - AD Monetization model based on Exchange

Based on Mobile APP optimization and monetization to maximize advertising revenue through all ad serving methods.

Method - MEDIATION

Based on previous eCPM data from each AD Network, DSP, ADOP AD Server prioritizes and serves the ads.

ADOP

SDK

Request

Mediation

* Adjust the priority based on the last eCPM per network.

A Network 2.5 USD

B Network 2.0 USD

C Network 3.0 USD

Manual / Auto generation

C Network 3.0 USD

A Network 2.5 USD

B Network 2.0 USD

ADOP's Mediation makes optimal priority.

Method - ADVANCED BIDDING

Bidmad provides the only App Header Bidding solution in KR. Bidmad calls each AD Network, DSP, and AD Exchange at the same time, and bid them real-time to expose the highest advertising cost (Will be 2020. Q1)
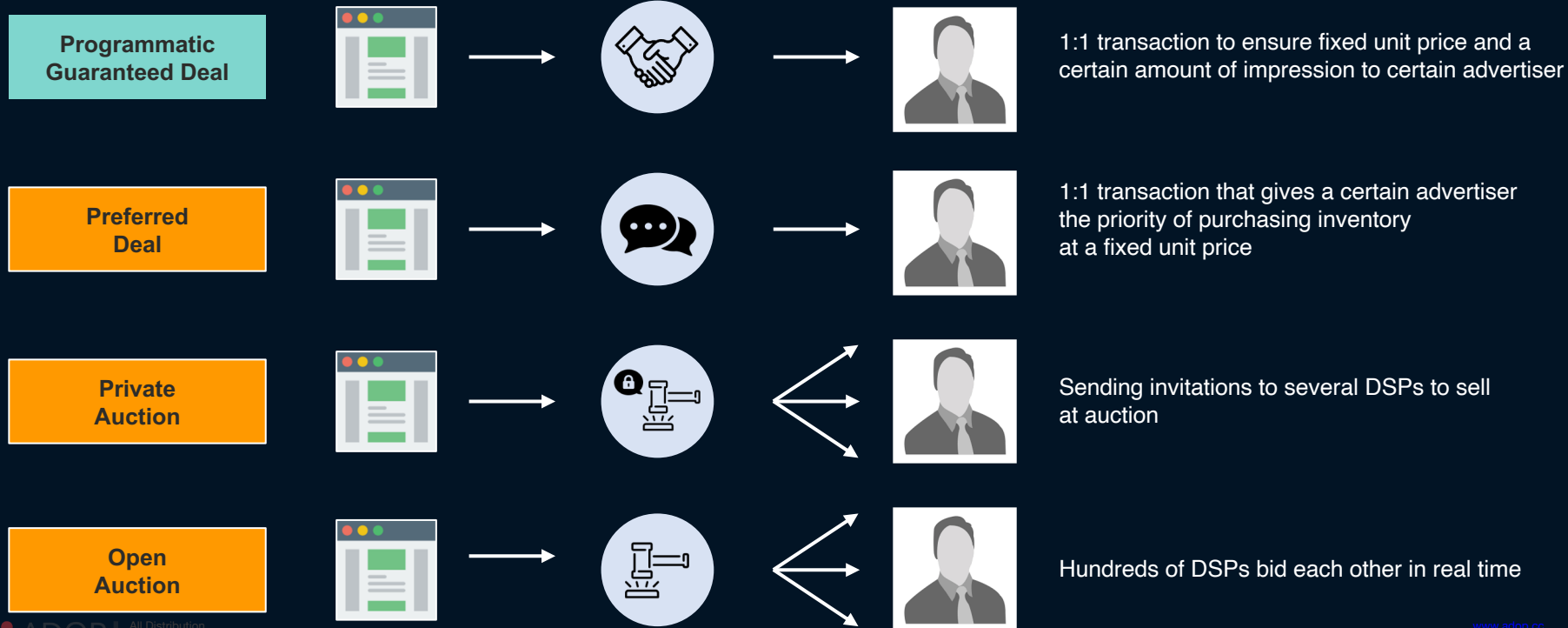
Audience Network

 unity ADS

ADCOLONY

ADOP

SDK

Request

Floor Price : $2.00

Floor Price setting helps to serve ads that are priced above a certain unit price.

A Network	BID $1.50
B Network	BID $3.00
C Network	BID $2.20
C Network	BID $2.40

WINNING BID
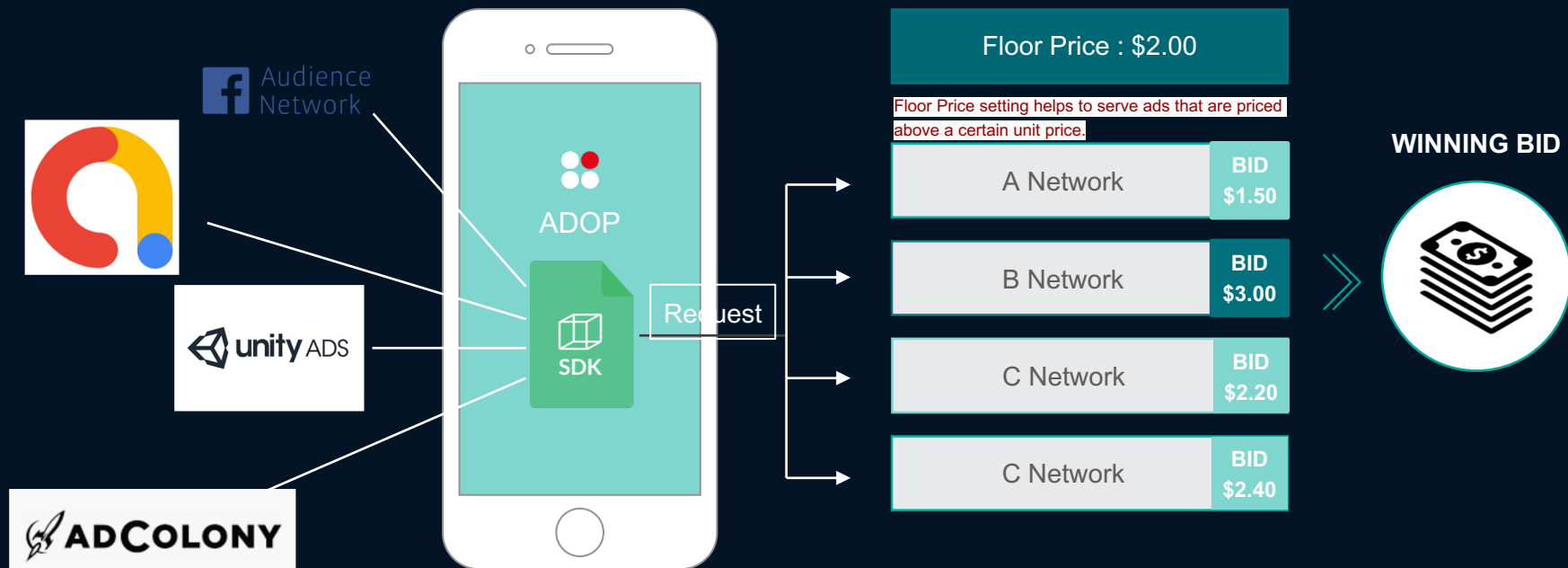
Based on AdMob OpenBidding and others service integration

Method - PROGRAMMATIC DEAL

Bidmad provides a Deal service that maximizes advertising revenue by increasing the unit cost of the inventory standard. Guaranteed Deal and Preferred allows publisher and buyer to negotiate and conduct transactions.

| Programmatic Guaranteed Deal | 1:1 transaction to ensure fixed unit price and a certain amount of impression to certain advertiser |

| Preferred Deal | 1:1 transaction that gives a certain advertiser the priority of purchasing inventory at a fixed unit price |

| Private Auction | Sending invitations to several DSPs to sell at auction |

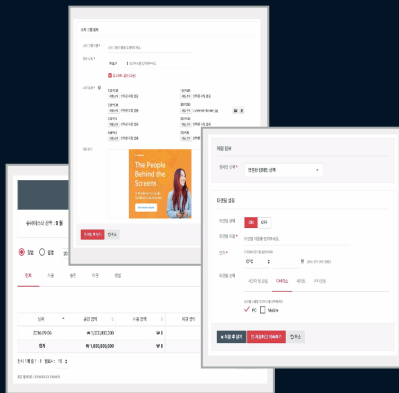| Open Auction | Hundreds of DSPs bid each other in real time |

Method - DIRECT SALES

Create a Private Market Place (PMP - PG(Programmatic Guarantee) based on the Mobile APP inventory information registered in the COMPASS ADOP's own Ad server. Publishers can maximize their advertising revenue with Direct Sales through PMP.
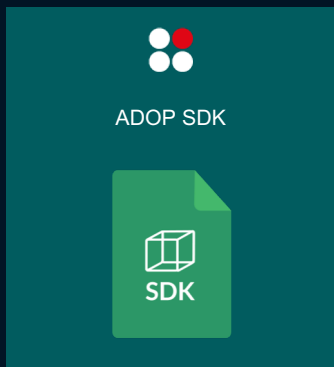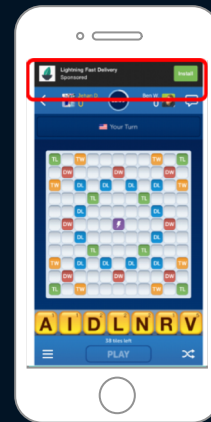

1 Registered in COMPASS

2 Sell the Inventory in ADOP PMP Platform

3 Direct AD live

Monitoring and Reporting

Publisher can see network advertising analysis at a glance and receive data
such as number of ad requests, exposure counts, clicks, eCPM and total revenue projections.

Find all in one account

1. Getting all network's data via one integrated account

Customize your Data

1. Various measurements Period, Site, Ad Unit, Size.. etc

Check Revenue

1. Estimated Revenue

2. Revenue per Networks

Performance monitoring on Device (Only ADOP)

Check performance in the app where your ad appeared

Quickly manage the performance and efficiency of the advertising area in the app you are currently viewing without accessing a separate management page (Analyze the last 7 days of data for your in-app inventory to see the performance and average eCPM, IMPs, and Revenue values for this month)

Run advertising immediately

Based on that efficiency, administrators make changes directly through the app, such as relocating ad networks

Provide integrated dashboard

A large number of distributed reports can be viewed in a single dashboard, providing insights through linked demand sources (separate accounts)

* APP DOWNLOAD LINK : CLICK (Android 벼룩시장 구인구직) / 해당 화면을 보기 위해서는 사전 관리자 디바이스의 ADID 등록이 필요합니다.

ADOP | All Distribution Optimization Platform
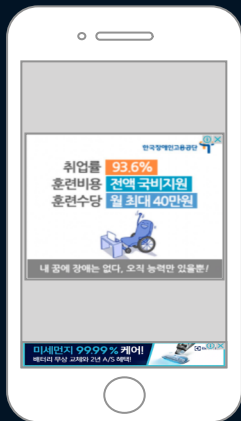
www.adop.cc
02-2052-1117

PART **2**

APP Ad Type and Adnetworks

Mobile App Ad Type

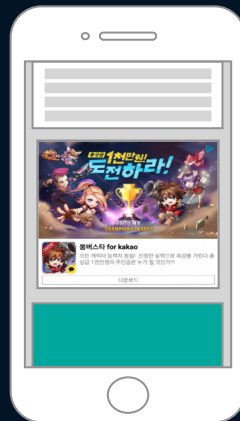Optimize App ad revenue with various ad format and OS support

Banner

(320x50 / 320x100 / 300x250)

Interstitial

Native

Rewarded ads

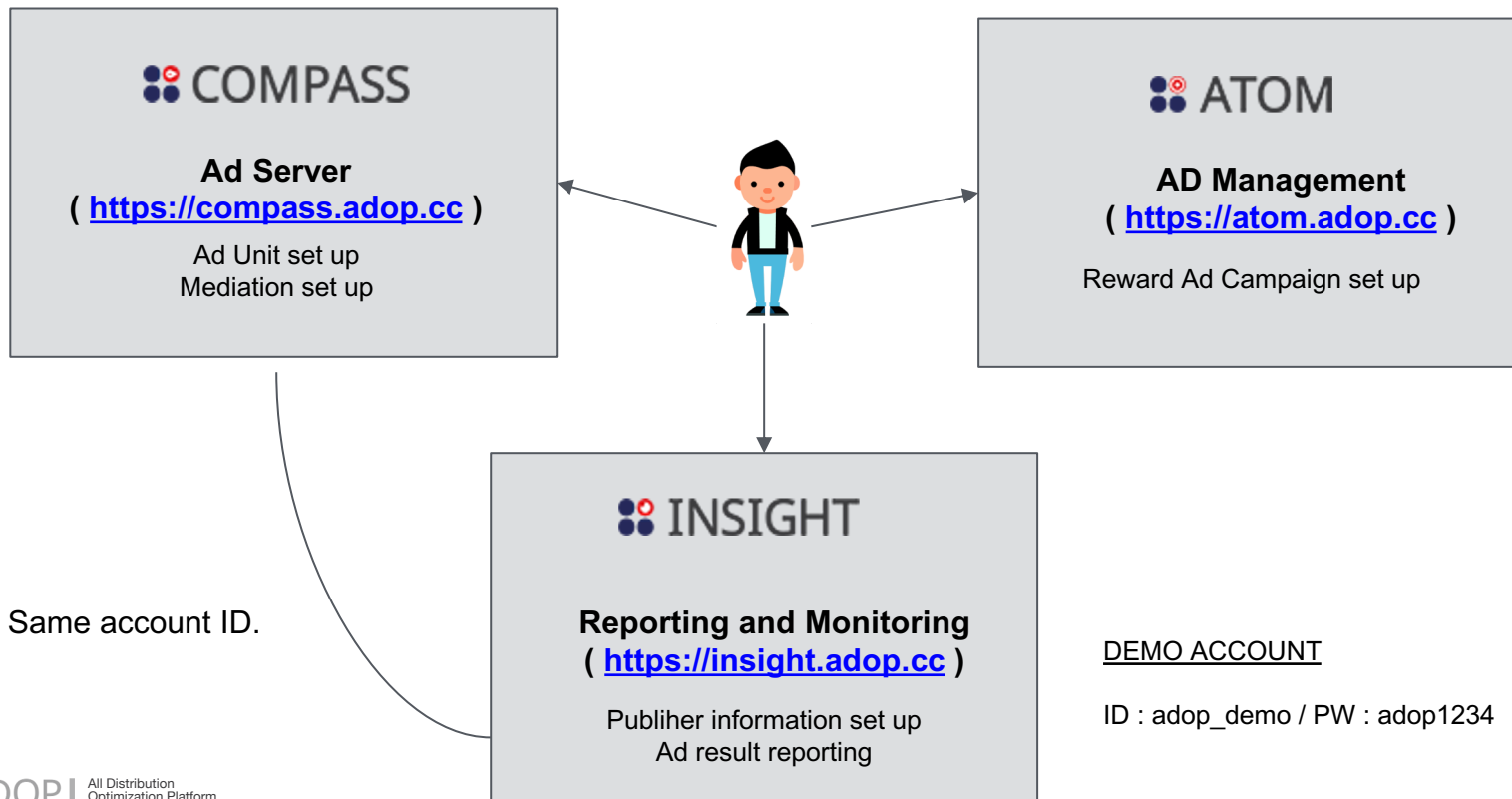*Native : You can edit your own native ads to match content layout

AD networks on Ad type

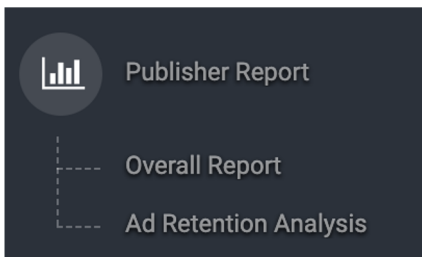| No	AdNetwork name	Static Interstitial	Video Interstitial	Reward Video	Banner
1	AdColony		V	V	
2	AdFalcon			V	V
3	Applovin	V	V	V	V
4	Chartboost	V	V	V	
6	Facebook Audience Network	V		V	V
7	InMobi	V	V	V	V
8	IronSource	V	V	V	
9	MoPub	V		V	V
10	MobFox		V		V
11	Tapjoy	V	V	V	
12	Unity Ads		V	V	
13	AdMob	V	V	V	V
14	Vungle		V	V	

We will update others network for mediation and Head bidding continuously.
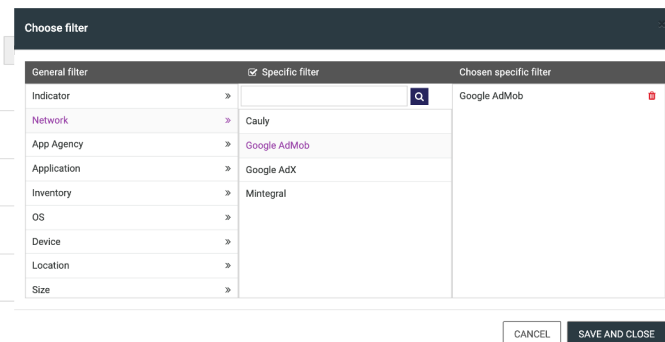
1. Solution Introduction

COMPASS

Ad Server
(**https://compass.adop.cc**)

Ad Unit set up
Mediation set up

ATOM

AD Management
(**https://atom.adop.cc**)

Reward Ad Campaign set up

INSIGHT

Reporting and Monitoring
(**https://insight.adop.cc**)

Publiher information set up
Ad result reporting

Same account ID.

DEMO ACCOUNT

ID : adop_demo / PW : adop1234
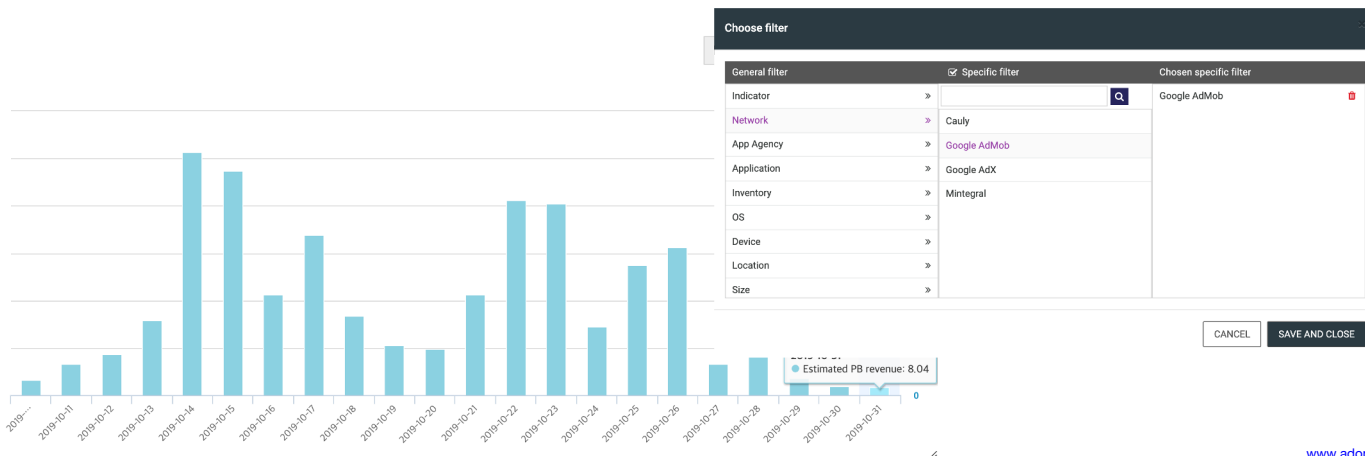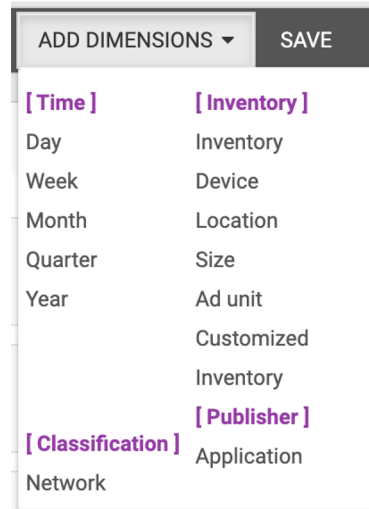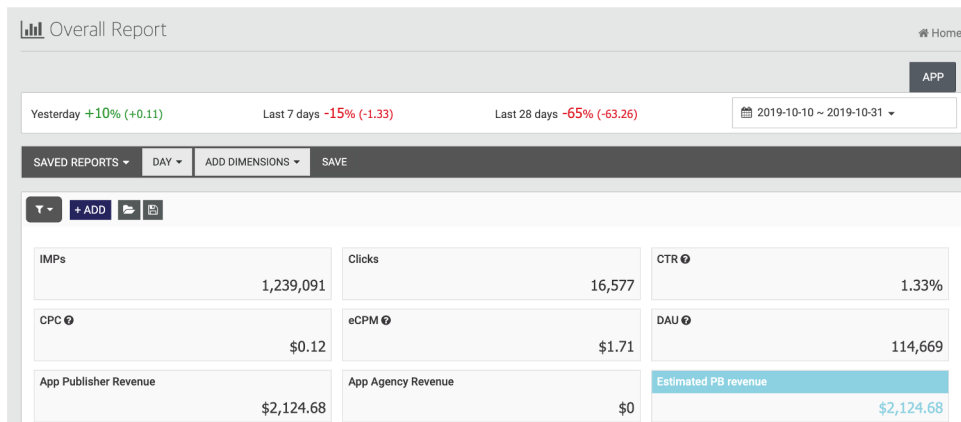
Data report of field by Period

Day	IMPs	Clicks	CTR(%)	CPC	eCPM	DAU	App Publisher Revenue	App Agency Revenue	Estimated PB revenue
2019-10-10 (Thu)	7,738	93	1.2	0.17	2.06	622	15.96	0	15.96
2019-10-11 (Fri)	26,050	236	0.91	0.14	1.26	0	32.74	0	32.74
2019-10-12 (Sat)	28,904	351	1.21	0.12	1.51	3,273	43.6	0	43.6
2019-10-13 (Sun)	40,147	534	1.33	0.15	1.96	4,249	78.8	0	78.8
2019-10-14 (Mon)	116,672	1,525	1.31	0.17	2.2	9,260	256.82	0	256.82
2019-10-15 (Tue)	135,543	1,530	1.12	0.16	1.75				
2019-10-16 (Wed)	49,996	791	1.58	0.13	2.12				
2019-10-17 (Thu)	95,538	1,327	1.39	0.13	1.77				
2019-10-18 (Fri)	50,294	716	1.42	0.12	1.67				
2019-10-19 (Sat)	30,284	516	1.7	0.1	1.73				
2019-10-20 (Sun)	26,141	469	1.79	0.1	1.87				

Search

📅 12/31/2019   📅 01/29/2020

Yesterday				
Last 7 Days				
Last 30 Days				
This Month				
Last Month				
Custom Range				

Dec 2019

Su	Mo	Tu	We	Th	Fr	Sa
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Jan 2020

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

APPLY   CANCEL

ADOP | All Distribution Optimization Platform

User retention data - total 30 days save

프로야구라이브 ⌄   📅 2019-10-10 ~ 2019-10-31 ⌄

🔍 Search

Day	DAU	New User	D-01	D-02	D-03	D-04	D-05	D-06	D-07	D-08	D-09	D-10	D-11	D-12	D-13	D-14	D-15	D-16	D-17	D-18	D-19	D-2
2019-10-10	622	616		36%	32%	58%	62%	40%	58%	30%	23%	19%	38%	53%	58%	35%	50%	54%	18%	18%	12%	8%
2019-10-12	3,273	3,050	39%	66%	66%	50%	58%	41%	32%	29%	44%	56%	59%	42%	55%	59%	22%	26%	15%	14%	12%	15%
2019-10-13	4,249	2,829	59%	58%	38%	49%	30%	20%	20%	34%	45%	47%	30%	39%	46%	14%	18%	8%	7%	6%	10%	9%
2019-10-14	9,260	5,184	57%	32%	47%	23%	15%	14%	32%	44%	44%	24%	38%	44%	10%	19%	7%	6%	5%	7%	7%	4%
2019-10-15	9,603	2,583	31%	38%	21%	14%	12%	24%	35%	37%	23%	29%	36%	8%	14%	6%	5%	4%	5%	5%	3%	3%
2019-10-16	6,368	1,021	36%	23%	13%	14%	24%	32%	31%	22%	27%	31%	9%	13%	6%	5%	5%	5%	6%	4%	4%	4%
2019-10-17	8,600	1,219	20%	12%	11%	21%	33%	32%	17%	27%	32%	8%	11%	5%	3%	3%	5%	4%	3%	3%	3%	6%

Performance monitoring on Device

Edit Device ID for APP ARPM   ×

#	Device Nickname	* ADID / IDFA	Device Type	Delete

+ ADD ITEM

Device Nickname: You can set your own nickname of maximum 20 characgters to distinguish each different devices on a list. (optional)

ADID / IDFA: Please register ADID/IDFA you would like to apply ARPM.

Help

1. What is ADID, IDFA?

ADID is an Advertising ID for Android device, and IDFA is an Identifier for Advertisers for developers.

How to find ADID/IDFA

Android : Menu >Settings > About Phone > Status

iOS : At present, Apple does not provide service to see IDFA right on a device. But you can download apps (ex. My tune device) to see IDFA , from Apple App Store. (Please search for 'My IDFA')
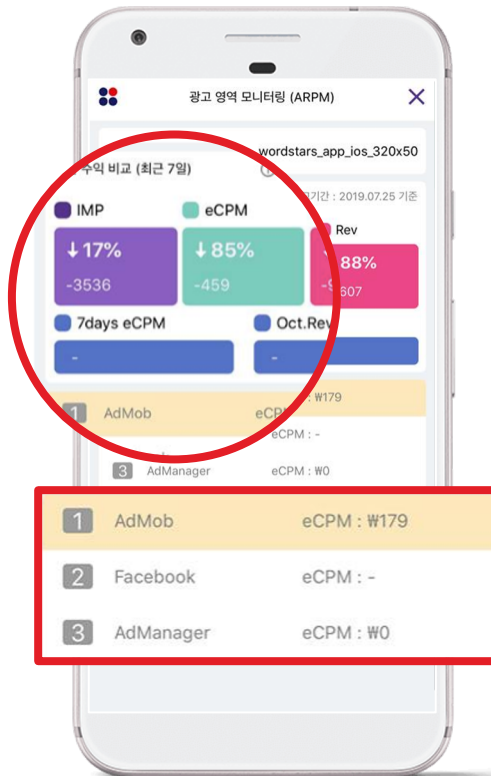
2. You can add or delete your device information through +,- buttons. (If you want to quit service, remove device from a list)

3. You should click the save button to complete your setting.

4. * is required.

CLOSE   SAVE

광고 영역 모니터링 (ARPM)   ×

wordstars_app_ios_320x50

수익 비교 (최근 7일)   기간 : 2019.07.25 기준

IMP   eCPM   Rev

↓17%   ↓85%   88%
-3536   -459   607

7days eCPM   Oct.Rev

1	AdMob	eCPM : ₩179
2	Facebook	eCPM : -
3	AdManager	eCPM : ₩0

Ad Unit creation and mediation

COMPASS

Ad Unit - Ad network registration and Priority selection

APP. operation whole structure

APP management | Solution management | Ad Networks management

COMPASS

02) APP Ad Unit create
03) Ad Unit mediation setup
04) zone id code generating

SDK

05) SDK build on App
06) App store release

01) New APP(game) information registration
08) Ad performance monitoring

INSIGHT

Each Ad unit code set up to Compass

AdMob

Ad Manager

Unity Ads

AdColony

Applovin

Others

07) Mediation

ATOM

Direct ADs

PART 4
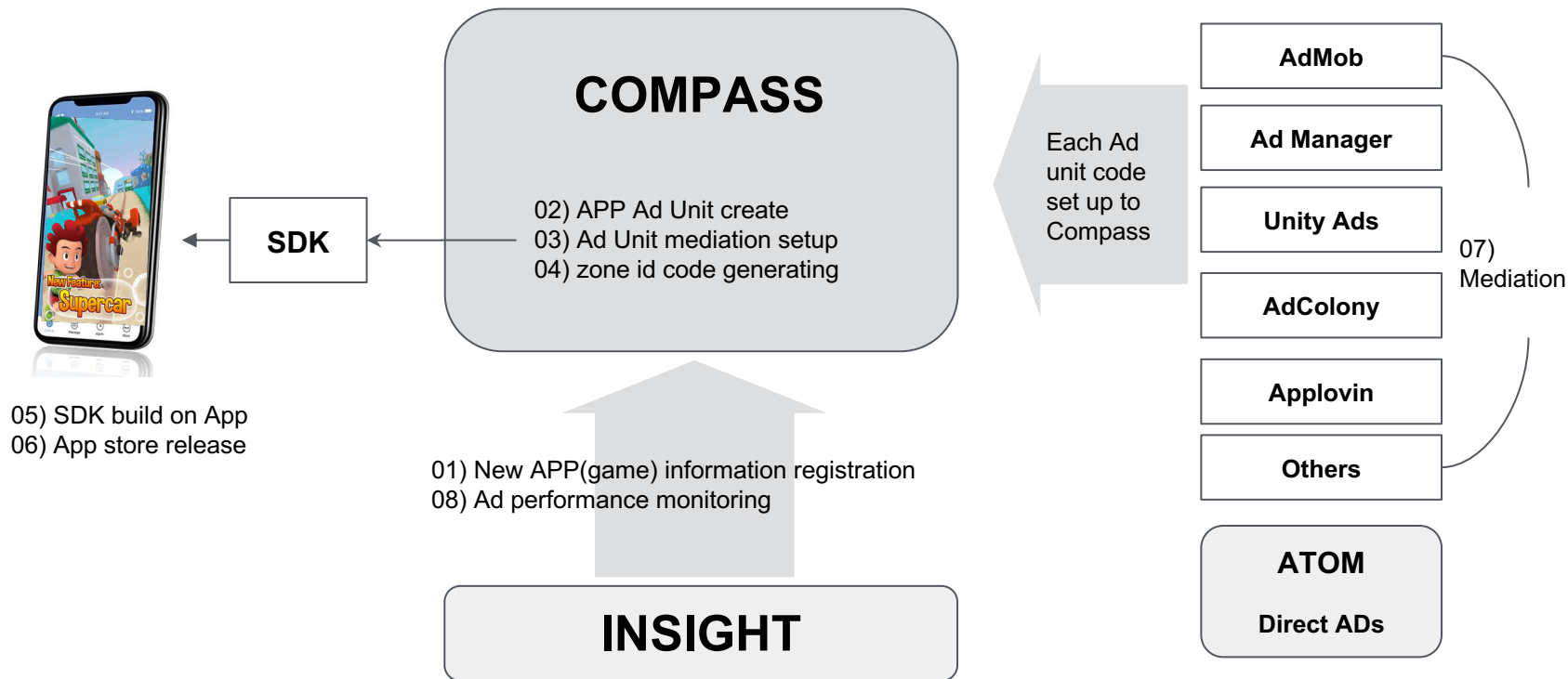
Process

Progress of SDK integration

● ADOP ● Publisher

Offer Request AD Confirm → **Draw up a Contract** → **Share App Store URL information** → **ADOP Review** → **Give SDK / Report Account**

↓

Revenue Calculation *Up to 60 days* ← **Monitoring Reporting** ← **Store Release** ← **Apply SDK build**

Field of App publisher information

ITEM	TYPE	ETC
Platform	AOS, IOS, UNITY, UNREAL	
Store URL	AOS : Playstore URL IOS : iTUNE URL	
Package Name	AOS, IOS (app id)	
Using Ad Network	AdMob, Facebook, Unity Ads, AdColony, … etc	
User information	DAU(Daily Activate User) WAU(Weekly Active User) MAU(Monthly Active User)	
Ad Unit	Ad Unit count and Display type (Banner, Native Ads, Reward, Interstitial)	

Appendix

1. App publisher information input form : <u>Document(Eng.)</u>
2. Company registration and Bank Account copy file : PDF
3. Platform SDK Guide and Project files : <u>https://github.com/bidmad/Bidmad-Unity</u>

Thank you