


# ADCHARGE

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BETTER VISIBILITY  
BETTER ENGAGEMENT  
BETTER RESULTS

The image features a smartphone in the foreground, displaying a cityscape at sunset. The phone's screen shows a circular graphic with four colored segments (green, orange, red, yellow) and a white plus sign in the center. The background is a panoramic view of a city with mountains in the distance under a warm, orange sky.

INNOVATIVE MEDIA  
PLATFORM

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**ADCHARGE**

## What is AdCharge?

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In the last few years the app market has been experiencing substantial growth. Reaching top positions in app stores is becoming harder than ever. So how can application developers improve their ROI?

AdCharge is an innovative advertising network based on a completely new mobile monetization concept.

Being a brand new channel with a very effective algorithm, AdCharge engages app users with personalized ads and brings new value to the publisher with each incoming call.

### Platform Features:

- **In-app and out-of-app advertising**
- **In-house smart targeting mechanism**
- **Intelligent bidding algorithm**
- **CPI, CPA, CPM, CPC models**

# How it works?

1

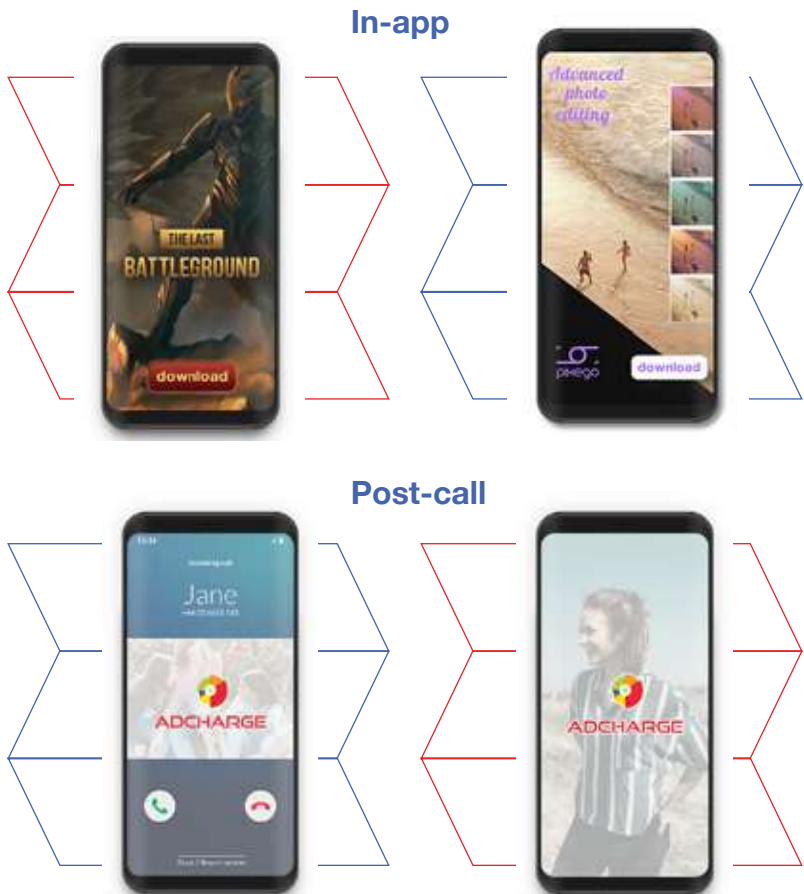
You join the global AdCharge network.

2

End users see premium in-app advertising content.

3

Additionally, app users receive post-call ads after each incoming call





# Monetize with AdCharge

## How to start app monetization?

1

Become a publisher

2

Enable two-channel monetization showing in-app and out-of-app ads to users

3

Get a revenue share from advertisers

We offer quick integration with third party apps via SDK or API.



ADCHARGE

# Key Benefits for Publishers

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- **Two-channel monetization**

Our in-house developed technology serves both in-app and post-call ads, improving publisher's ROI.

- **Quality content**

Our direct partnerships with local and international advertisers ensure premium advertising content.

- **Additional Revenue Stream**

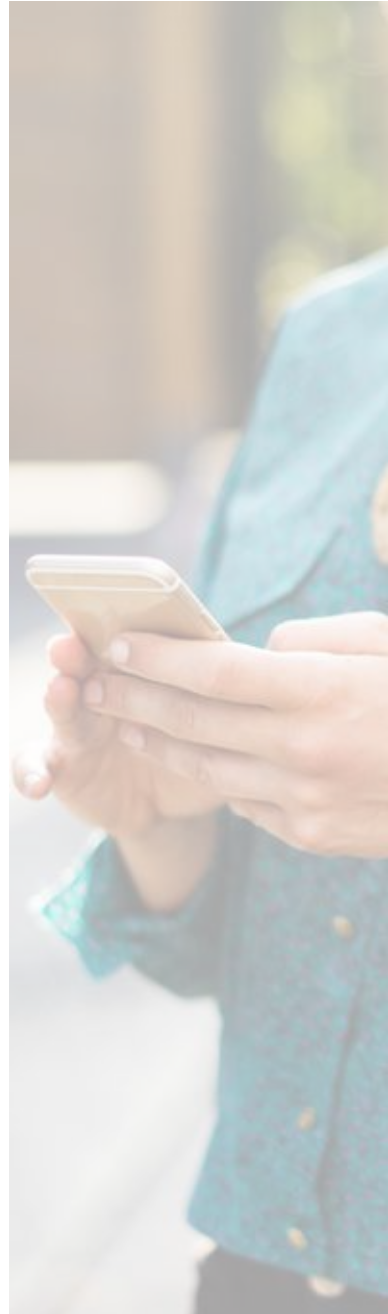
AdCharge reveals a new source of revenue outside the traditional mobile monetization types, that leads to ARPU growth.

- **Intelligent bidding**

AdCharge's smart bidding algorithm is based on the users' experience and ensures maximum effectiveness and high retention

- **Quick and Cost-effective Launch**

Integrating AdCharge does not require any investment from developer's side and takes just a few steps to be completed.





ADCHARGE

# Advertise with AdCharge

The Platform gives app developers and media buyers an opportunity to directly reach mobile subscribers worldwide and deliver ads successfully and to the right audience.

1

Contact AdCharge team

2

Create an account

3

Run your campaigns

Create in-app and out-of-app campaigns.  
Double your impact with AdCharge!



ADCHARGE

# Key Benefits for Advertisers

- **Intelligent Bidding**

AdCharge offers a smart bidding algorithm ensuring maximum effectiveness and user engagement.

- **Guaranteed Ad Views**

AdCharge has been developed to display clearly visible and clickable ads to end users. Deliver your ad creatives to your target audience and get their complete attention.

- **Advanced Targeting**

We offer demographic, location, traffic channel and OS version targeting as well as day/time scheduling of campaigns.

- **Extensive Reports**

AdCharge provides full stats and graphic visualizations about audience engagement and campaign effectiveness.

- **S2S Integration**

We support various tracking parameters including click ID, user ID, app ID, campaign ID, etc.





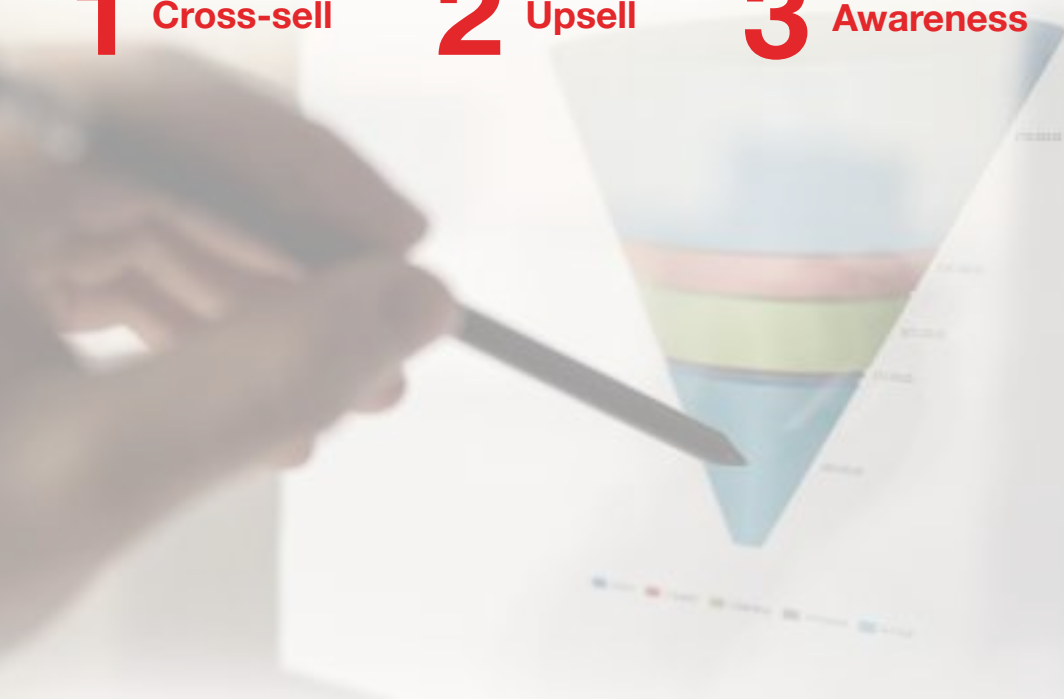
ADCHARGE

# Self-service retargeting

AdCharge provides a unique opportunity for publishers to retarget their users and promote their own services that is cheaper than new customer acquisition.

It opens the door for publishers with a developed marketplace or own payment solutions to capitalise on a wide variety of retargeting campaigns such as:

- 1** Cross-sell
- 2** Upsell
- 3** Awareness



AdCharge boosts uptake of provided services, enhances app utilization and sells current features, which, in turn, leads to higher marketing ROI.





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