

INSIGHTS

YOUR GUIDE TO UA OPTIMIZATION

ISSUE 1
OCT '19



TargetCircle

INTRODUCTION

Target Circle's mission in the mobile ad industry is to work tirelessly on behalf of the advertiser. Our success is derived from helping our advertisers achieve consistent success. It is in the pursuit of that mission that we seek out the best opportunities, methods, models, expertise, best practices, partners and technologies to realize significant value and success for our clients.

Along those lines, in this opening issue, we would like to share our observations, experiences and learnings in working with some of the leading mobile channels on behalf of clients that are industry leaders. Please note that this is simply our perspective from our corner of the world and is by no means meant to be an absolute or complete assessment. We hope that you find value in this document and look forward to you sharing your feedback with us at sales@targetcircle.com.

In this issue, we will begin by examining (in no particular order other than alphabetical) Chartboost, ironSource and Vungle. So let's begin.

Best Wishes,
The Target Circle Team



CHARTBOOST

Chartboost is a channel that is commonly requested by clients. They were founded in 2011 and are one of the largest mobile advertising and in-app monetization platforms with over 900M unique users per month across more than 300K mobile apps.

They are a CPI and CPM-based channel that caters to different game types but we found that casual games work better. Their dashboard is simple and easy to use and there is work underway to make it more powerful.

Strengths

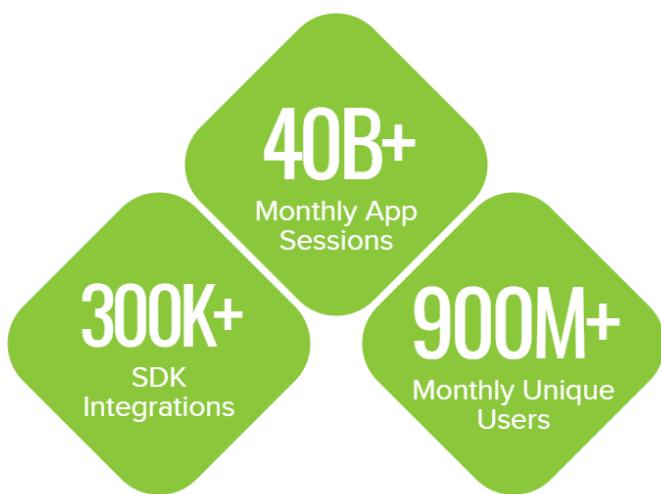
- In addition to the regular network features, Chartboost also has an exchange where advertisers can access their inventory via RTB.
- One of the few channels that have APIs for optimizations and significant effort has been put into improving their APIs.
- Offers deep levels of granularity for optimizations.
- Wide variety of ad types supported.
- Solid customer service.
- Have leading customers such as Big Fish Games, EA, Playrix and Zynga.
- Chartboost is well-established with a long history, initially starting out as a cross-promotion network. Their mobile game focus has led them to develop some interesting targeting features as well.



Developers Advert

Our UA Automation + Chartboost

- We can leverage their API to ingest cost data and execute bids.
- We can deliver source level optimizations on this channel.
- Our deep API integration with this channel allows us to execute real-time optimizations.
- Our strong alignment with their account teams enables us to make better decisions and optimize towards supply.

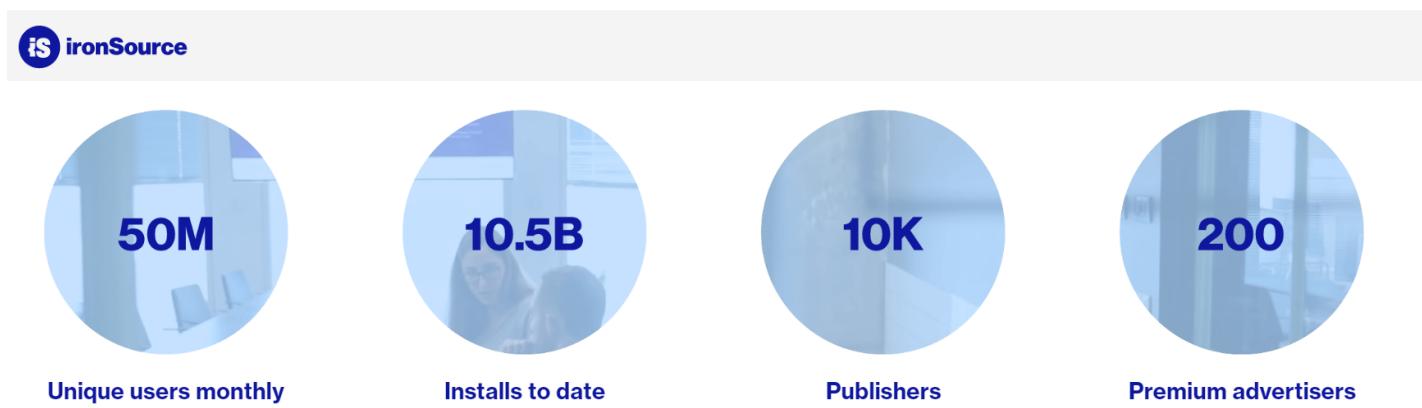


IRONSOURCE

ironSource is one of the leaders in providing advertising and monetization technologies for the most engaged media properties in the world today. They were founded in 2010 and are well-funded with over 50M monthly unique users.

Strengths

- Industry-leading technology for SDK networks.
- One of the few channels that have APIs for optimizations. Very mature and stable API including reporting and bidding. Reporting API even has cost data at the source/country level which is rare.
- Great depth of granularity for optimizations.
- Wide variety of ad types: video, playable, display (interstitial, banner, etc.)
- ironSource's customer service stands out in that their AMs have access to a lot of supply-side metrics due to the strength of their tech. They are very engaged when it comes to providing insights into opportunities.
- Have leading customers such as GameLoft, Kongregate, EA, Zynga and PlayGendary.



Our UA Automation + ironSource

- We can leverage ironSource's API to ingest cost data to aggregate all of your data so that it is easily usable in one place.
- We can deliver source by country level optimizations on this channel.
- We have a deep integration via API with this channel allowing us to execute real-time optimizations.
- We have a strong line of communication through APIs and customer support to allow for better predictions of volume versus price.
- There is strong synergy between our optimization algorithms and ironSource's auto-bidding program to ensure that the client gets the best result.

VUNGLE

Vungle is one of the leading in-app video ad networks with a strong reputation and global presence. Currently running in over 15,000 mobile apps and serving around 2B video views per month across 500M devices. They have been a CPI and CPV-based channel since they were founded in 2011.

Strengths

- Stable API which does report cost at the source/country level.
- No bidding API yet but they are hard at work on it.
- Great depth of granularity for optimizations.
- Wide variety of ad types supported: video, playable and display.
- Their account management team is very engaged in working with publishers on inventory buyouts and facilitating other similar transactions.
- Many leading customers such as Microsoft, Rovio, Scopely and Zynga.
- Vungle is well-established, having been in the business since 2011.



Our UA Automation + Vungle

- We can leverage their API to ingest cost data.
- Via their dashboard, we can execute source by country level optimizations.
- Since we've worked frequently with Vungle to optimize campaigns for major clients, both teams have a solid understanding of each other's technology and how to successfully coordinate on clients' campaigns.
- We've established strong alignment with their account teams which enables us to make better decisions and optimize towards supply.

THANK YOU

We hope that this issue is of value to you in the selection and use of these channels. Please contact us at sales@targetcircle.com if you have questions or would like to discuss any aspect in greater detail.

We will continue to cover additional channels in future issues as well as share other UA insights to help make it easier for you to continue to achieve UA success.

Best,
The Target Circle Team

