

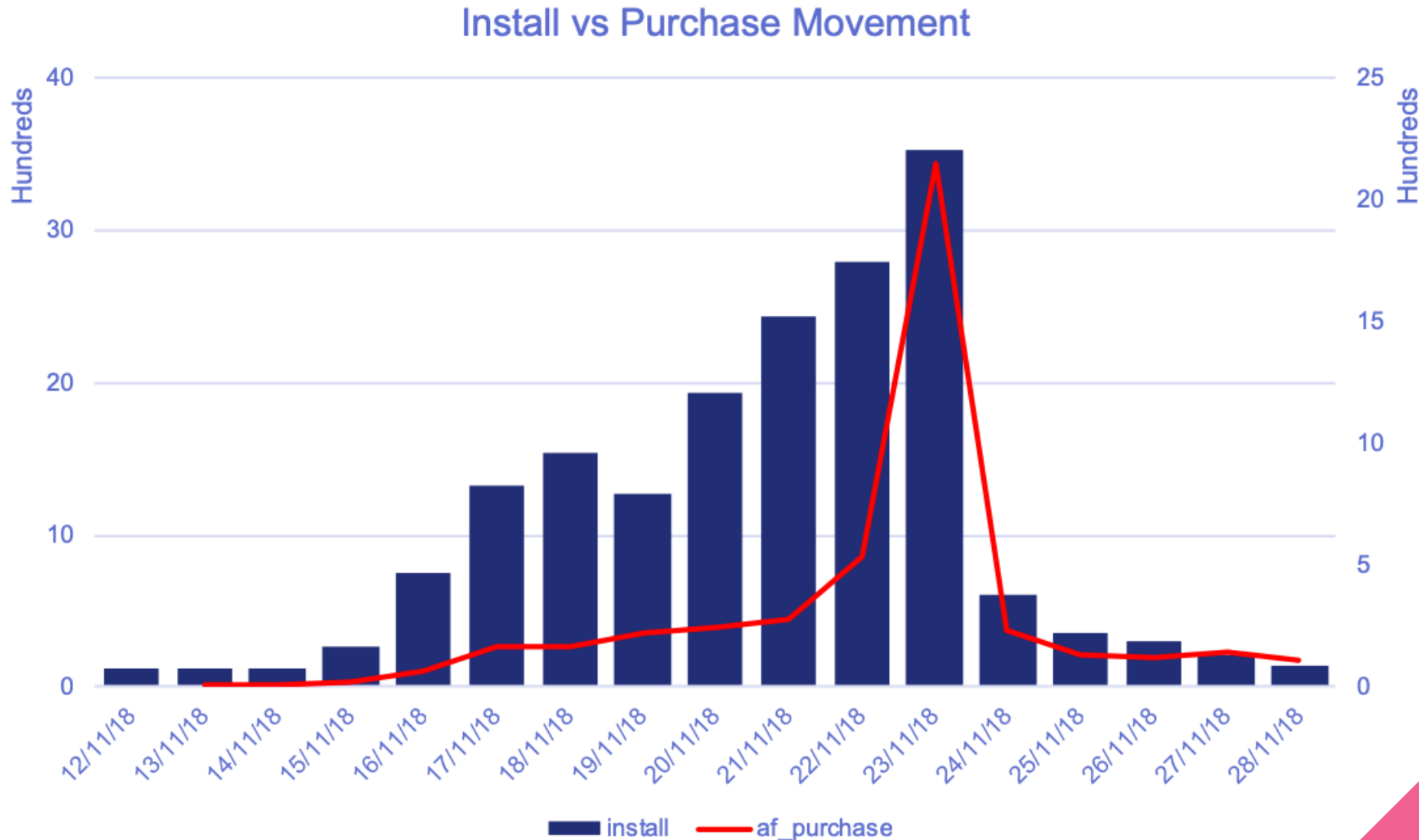


SVG Media : Sendo Case Study

Android Campaign Data

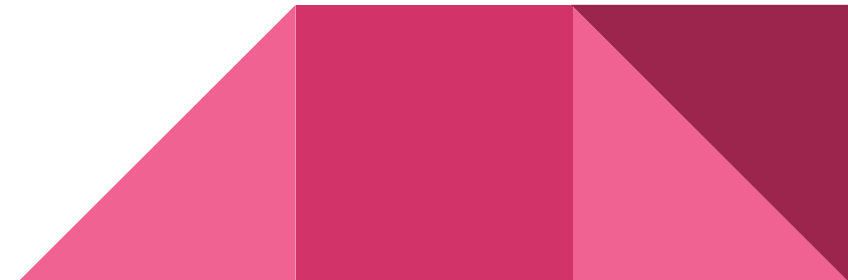


Day wise movement of installs / purchase (Android)

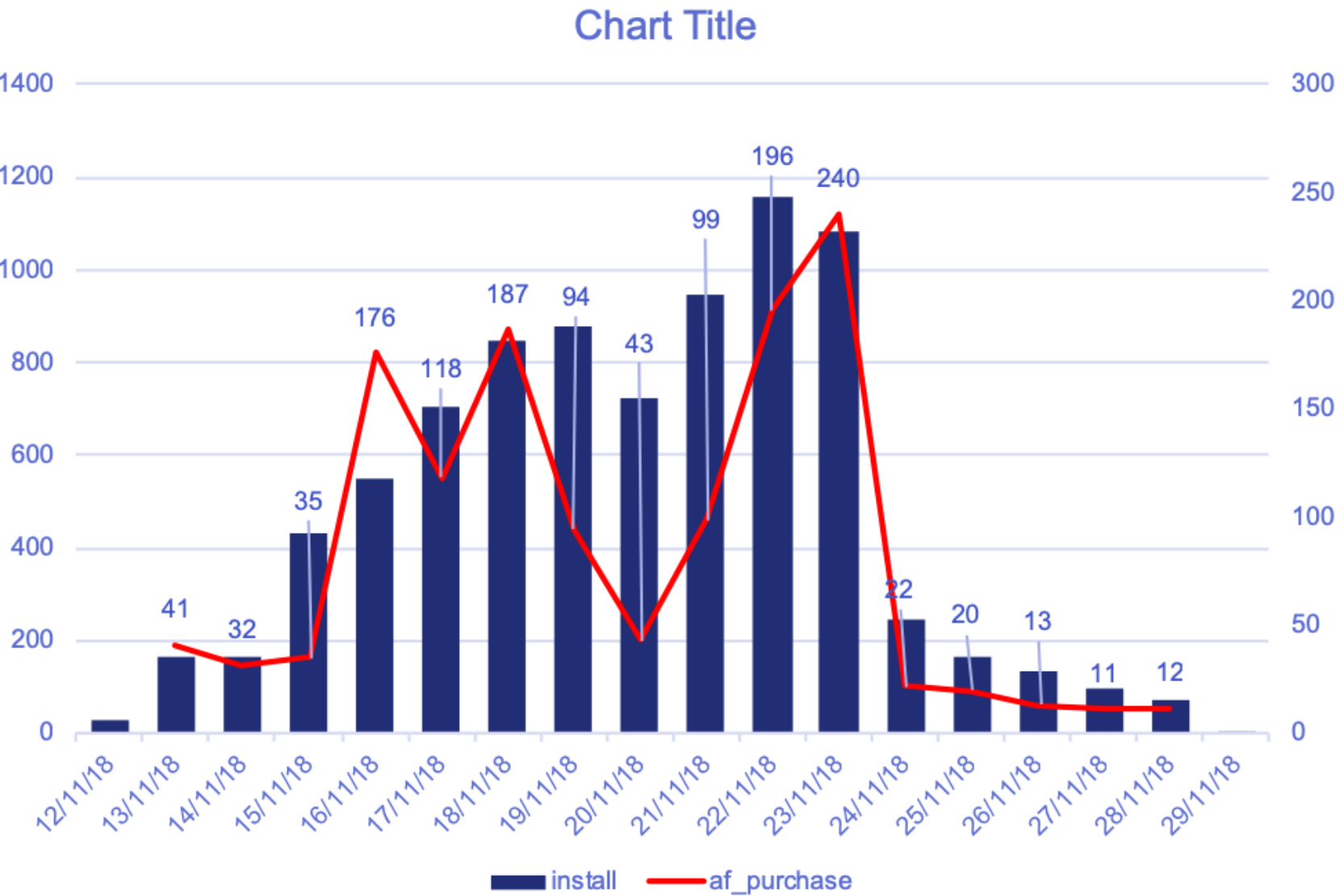


- 17,841 clean installs
- 4626 clean Purchase
- 26% Transaction Ratio

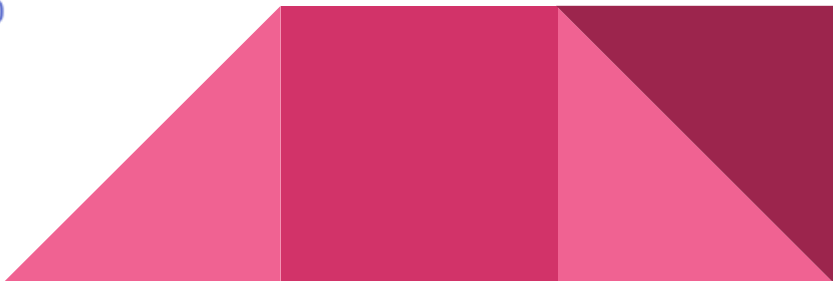
iOS Campaign Data



Day wise movement of installs / purchase (ios)



- 8,407 clean installs
- 1,339 clean Purchase
- 16% Transaction Ratio



Campaign Performance Summary

Campaign Budget - \$15,000

Target KPI:

Android – 30% D+1 Retention

iOS – 30% D+1 Retention

Campaign Performance:

- 49% D+1 Retention for AOS and 32% Retention for iOS
- High end devices have a better retention rate
- Consumers on the latest version of OS have 2X higher transaction ratio
- Native ads along with large screen, full screen ads have higher engagement ratio and get more transactions.

Media Source	Install Day ↓	Day 1
svgmedia_int	100% 18,667	49.45% 9,230

Android Retention

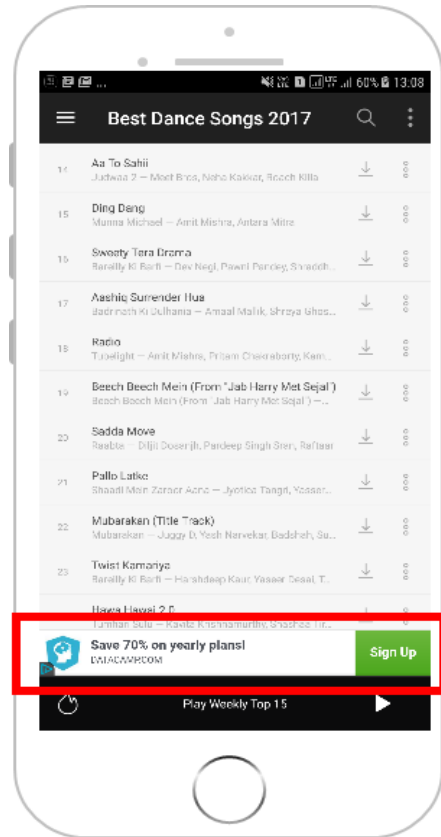
Media Source	Install Day ↓	Day 1	Day 2
svgmedia_int	100% 8,237	31.98% 2,634	25.43% 2,095

iOS Retention



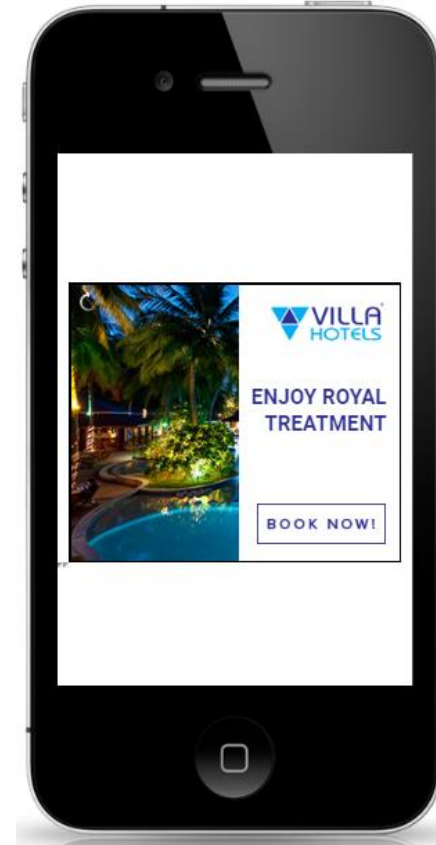
Ad Formats

300x50

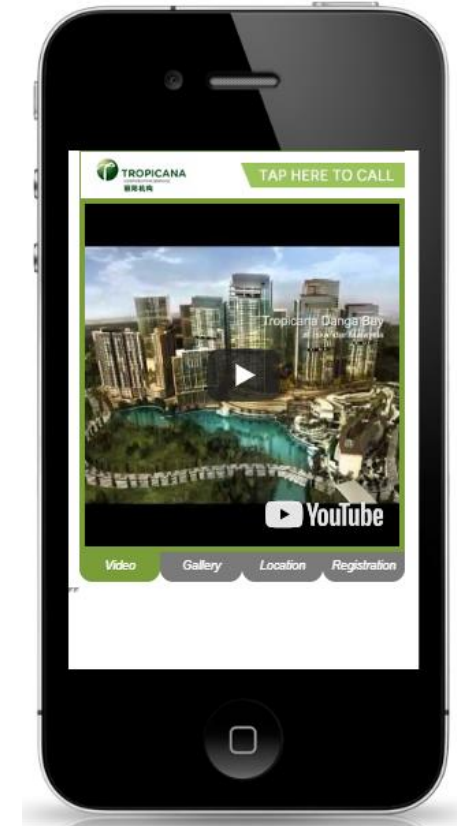


320x480
(Interst.)

300x250



300x400



In-game Ad Formats

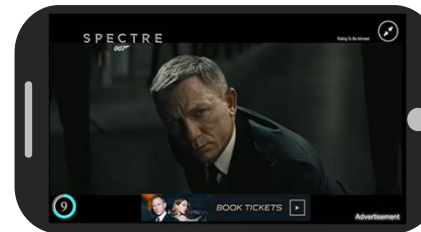
Full Screen Interstitials



Static Banners



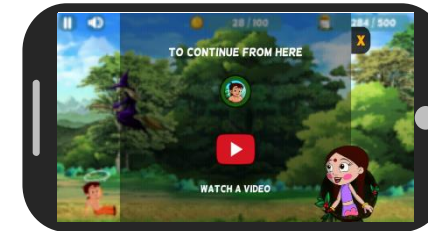
Expandable
Video Banners



Video Interstitials



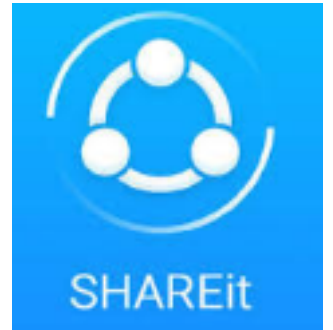
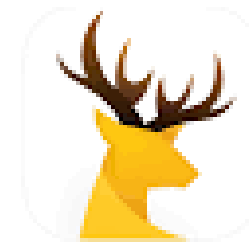
Click to Play
Video



Custom Skinned
Video

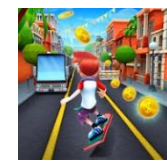
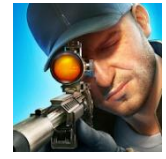


Top Line Programmatic & Native Supply from China in SEA



GO Launcher 5

Gaming Publishers



A background image showing two young women with long hair looking at a smartphone together. The woman on the left is smiling broadly, while the woman on the right is looking at the screen with a slight smile. They are both holding the phone. The image is dimmed, and a semi-transparent dark overlay covers the entire scene. In the bottom left corner, a portion of a red gift bag is visible.

Thank You