
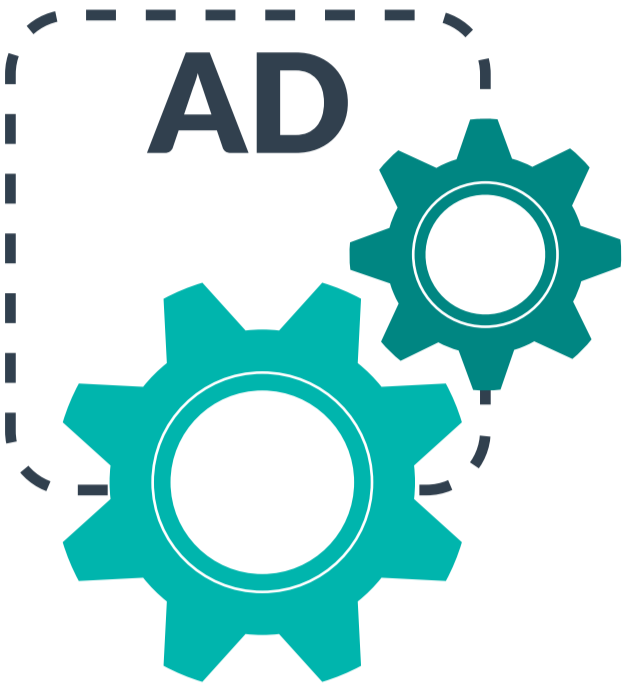
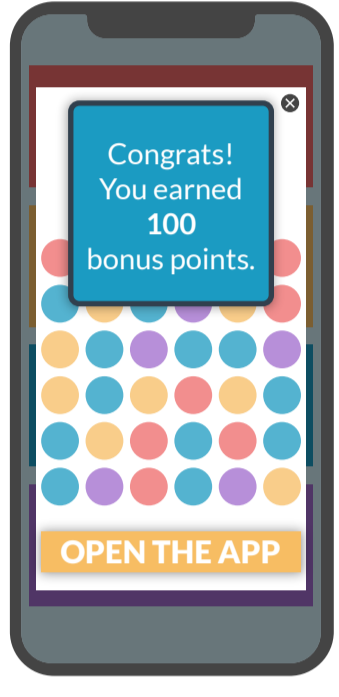

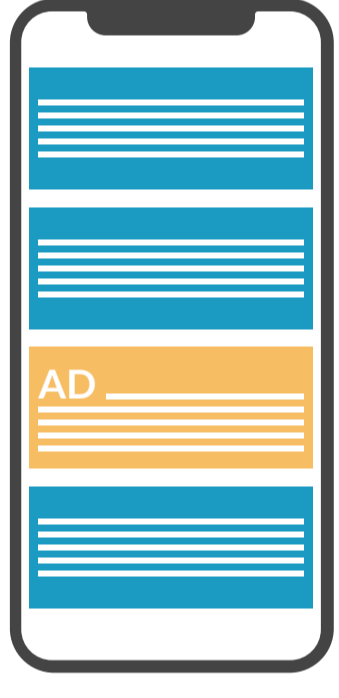


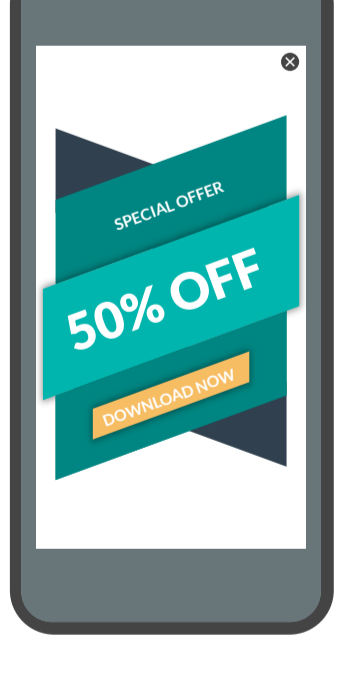




# Supply Types Outside of Traditional Search and Social

	About	Pros	Cons
 <p><b>AFFILIATE NETWORK</b></p>	Affiliate Networks aggregate all types of inventory across the ad ecosystem but do not own any inventory and are not directly connected to the publisher apps.	It is easy to increase reach and scale campaigns with these networks.	Susceptible to ad fraud.
 <p><b>DSP</b></p>	Programmatic Networks (e.g. DSPs) automate the buying and selling of mobile ad inventory, making it easier to buy audience segments across a wide variety of publishers.	Easy to target specific segments across a wide variety of publishers. Less potential for ad fraud.	Typically the most expensive option.
 <p><b>INCENT NETWORK</b></p>	Incent Ad Networks are ad platforms that sell incentivized inventory, where users are rewarded for completing an ad action.	Rewarded ads are increasingly popular among app users and require engagement.	Not all app types lend themselves to incentivized ads.
 <p><b>MEDIA BUYER</b></p>	Media Buyers purchase ad inventory directly from DSPs, exchanges, and individual websites.	Provide specialized insight and experience to find new sources of inventory.	Limited visibility into which publishers are driving installs.
 <p><b>NATIVE PLATFORM</b></p>	Native Platforms sell native ad inventory, a form of paid media where the ad experience mimics the natural form and function of the mobile web page or app.	A non-disruptive ad experience draws in users. A wide variety of inventory across many platforms.	Some users consider these ads misleading.
 <p><b>O + O</b></p>	Owned and Operated (O&O) partners are direct app publishers that own and operate their properties/inventory.	Allows advertisers to be very targeted with their buys. In-app inventory allows for a wide variety of ad types. Clean and trusted traffic.	Reach is limited to the publishers' network.
 <p><b>OEM / PRELOADS</b></p>	OEM Networks have direct partnerships with cellular carriers and phone manufacturers that monetize their inventory via new device activations, push notifications, widgets, and pre-installed apps.	High-value, lower-cost approach allowing you to target specific devices and carriers.	Restricted to Android devices.
 <p><b>POP PLATFORM</b></p>	Pop Platform is a platform serving ads that open over an active window for a mobile user.	Highly visible and necessitates user interaction.	Users can find these ads intrusive resulting in a bad UX. Low CVR. Advertisers could be hesitant to run this inventory.
 <p><b>SDK NETWORK</b></p>	SDK Networks connect advertisers with in-app inventory and provide engagement analytics where available.	In-app inventory allows for a wide variety of ad types and placements.	Majority of inventory is in gaming, making it difficult for non-gaming companies to compete on a performance basis.
 <p><b>MOBILE WEB</b></p>	Drives traffic to an advertiser's website through a mobile web browser that includes a landing page optimized for a conversion event.	Allows apps to capture information before an install for remarketing. Reduces friction pre-install and diversifies aways from app-based attribution.	Can add friction to the user journey if the goal is an install or an in-app event.