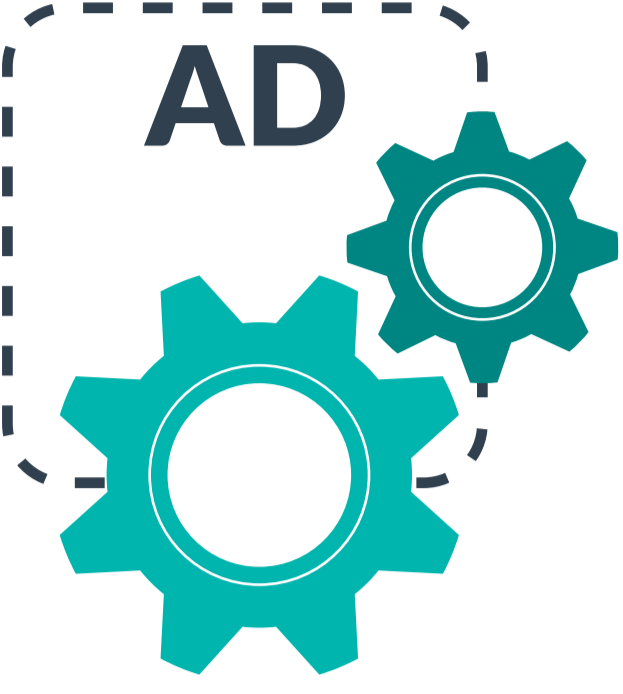
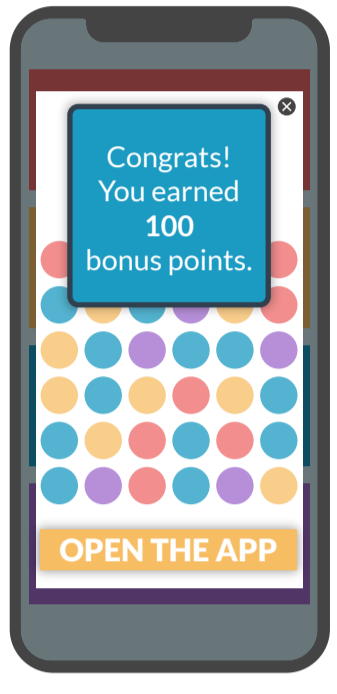

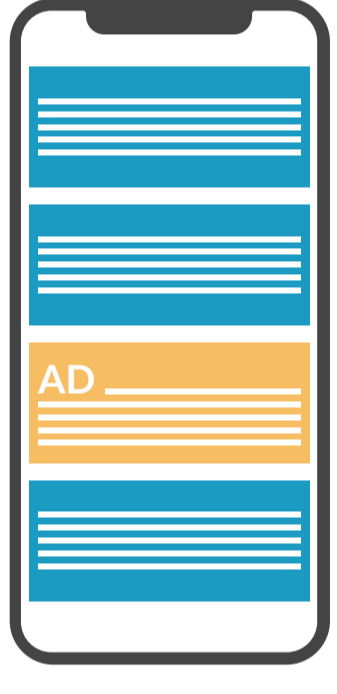

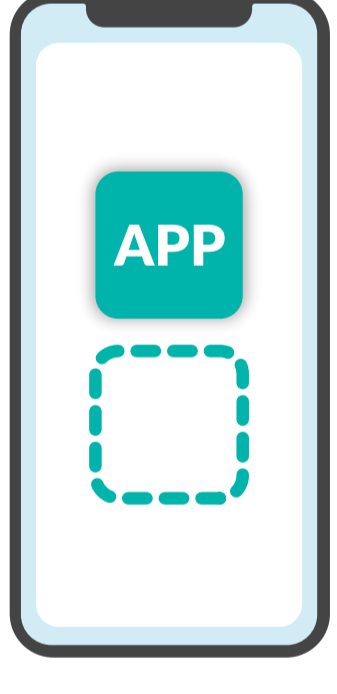
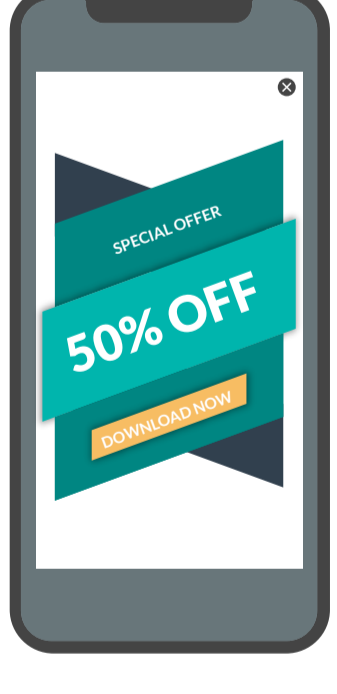

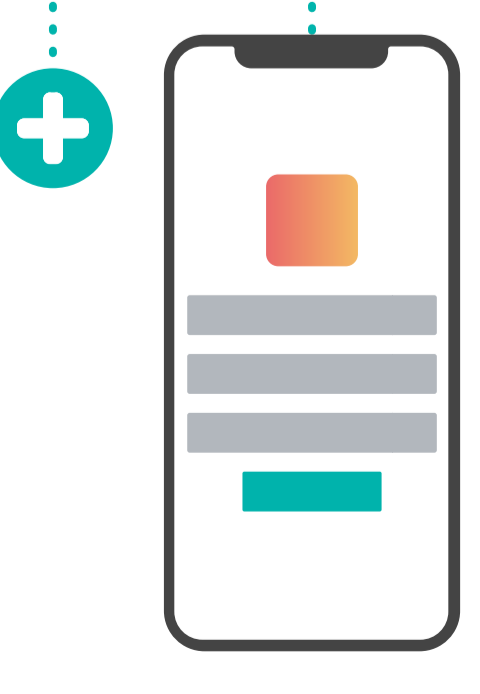


Supply Types Outside of Traditional Search and Social

		PROS	CONS
 <p>DSP</p>	<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.</p>	<p>Easy to target specific segments across a wide variety of publishers. Less potential for ad fraud.</p>	<p>Typically the most expensive option.</p>
 <p>INCENT NETWORK</p>	<p>Incent Ad Networks are ad platforms that sell incentivized inventory, where users are rewarded for completing an ad action.</p>	<p>Rewarded ads are increasingly popular among app users and require engagement.</p>	<p>Not all app types lend themselves to incentivized ads.</p>
 <p>MEDIA BUYER</p>	<p>Media Buyers purchase ad inventory directly from DSPs, exchanges, and individual websites.</p>	<p>Provide specialized insight and experience to find new sources of inventory.</p>	<p>Limited visibility into which publishers are driving installs.</p>
 <p>NATIVE PLATFORM</p>	<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.</p>	<p>A non-disruptive ad experience draws in users. A wide variety of inventory across many platforms.</p>	<p>Some users consider these ads misleading.</p>
 <p>O + O</p>	<p>Owned and Operated (O&O) partners are direct app publishers that own and operate their properties/inventory.</p>	<p>Allows advertisers to be very targeted with their buys. In-app inventory allows for a wide variety of ad types. Clean and trusted traffic.</p>	<p>Reach is limited to the publishers' network.</p>
 <p>OEM / PRELOADS</p>	<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.</p>	<p>High-value, lower-cost approach allowing you to target specific devices and carriers.</p>	<p>Restricted to Android devices.</p>
 <p>POP PLATFORM</p>	<p>Pop Platform is a platform serving ads that open over an active window for a mobile user.</p>	<p>Highly visible and necessitates user interaction.</p>	<p>Users can find these ads intrusive resulting in a bad UX. Low CVR. Advertisers could be hesitant to run this inventory.</p>
 <p>SDK NETWORK</p>	<p>SDK Networks connect advertisers with in-app inventory and provide engagement analytics where available.</p>	<p>In-app inventory allows for a wide variety of ad types and placements.</p>	<p>Majority of inventory is in gaming, making it difficult for non-gaming companies to compete on a performance basis.</p>
 <p>MOBILE WEB</p>	<p>Drives traffic to an advertiser's website through a mobile web browser that includes a landing page optimized for a conversion event.</p>	<p>Allows apps to capture information before an install for remarketing. Reduces friction pre-install and diversifies away from app-based attribution.</p>	<p>Can add friction to the user journey if the goal is an install or an in-app event.</p>