

Let's start a fruitful friendship!



Big ideas for small screens

# About us



**Go Mobile** is a mobile marketing agency



**Go Mobile Network** is a mobile traffic buying/bidding platform (DSP/Bidder)



**Go Mobile CPA** is a mobile CPA-based network



The one and only mobile marketing agency from Russia with **Google Partner** status

# What we do

## Non-Media

All scope of non-media jobs, issues not connected to traffic buying

- Mobile marketing strategy
- ASO (video for applications, reviews, description, icons, screenshots)
- Mobile analytics
- UX tests
- Website and application development
- Media production – banners, video, HTML5, text ads

## Performance

Performance based mobile marketing – installs, in-app actions, orders, calls etc.

- CPM/CPC payment model with optimization on final action
- CPI – pay for install of the application
- CPA – pay for specific action on the website or in-app
- CPCall – pay for phone call
- CPO – pay for placed order
- CPE – pay for specific engagement with the website/app/HTML5 banner

## Branding

Here, KPI is target audience coverage – interaction with ad materials, website, application

Basic purchasing models – CPM/CPC/CPV/CPE

- Media ads (banners)
- Video advertising
- HTML5 banners
- Native
- Text and graphics banner

# Our approach to mobile marketing

## Mobile traffic is higher than desktop

**84%** of Russians use more than 1 device to access the Internet

**20%** of Russians access the Internet on mobile devices only

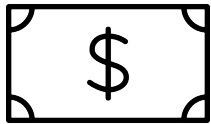
Mobile Internet in Russia grows **15%** annually



## We separate mobile from desktop

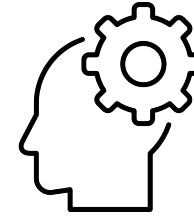
- Different ad formats, sources, analytics, metrics etc.
- We distinguish mobile PPC campaigns and work it separately from desktop
- Mobile application promotion is a completely independent story
- Variety of targeting options available on mobile traffic only

# Go Mobile – mobile agency for agencies



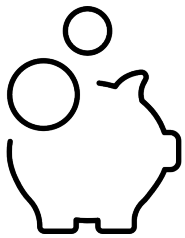
## MARGINALITY

on average, 2 times higher than with in-house purchasing



## OUR TEAM

top-notch professionals, specialized on mobile-only



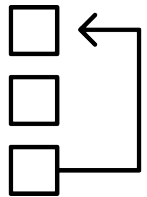
## ECONOMY

on payroll, education, office and other costs



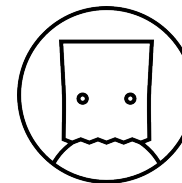
## FULL SERVICE

all related tasks on us: presentations and reports of every difficulty, market analysis etc.



## SERVICE

low priority customers for you = top priority for us



## ANONYMITY

we disclose ourselves as your partner or we keep it as a secret and work on your behalf

# How it works?

## METHODS OF COOPERATION:

- FTE (full time equivalent)
- Subscription fee
- Commission
- % for accounting the Client
- % of managed budget
- % from total margin
- Agency discount on traffic purchases on our channels

## OUR CURRENT PARTNERS:

**DIGITAL BBDO**

**Performics**

**MGCom**

**icontext** THINK  
MEASURE  
PROFIT

**РОССТ**  
РЕКЛАМНОЕ АГЕНТСТВО



## Why it works?

- Only white-list and trusted sources
- Responsibility for KPIs and Client's business results
- Transparent business
- Deep experience in various industries



# SINGLE GATEWAY INTO THE WORLD OF MOBILE

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