MRFIND

Creating Global Content and New AD models with RCS

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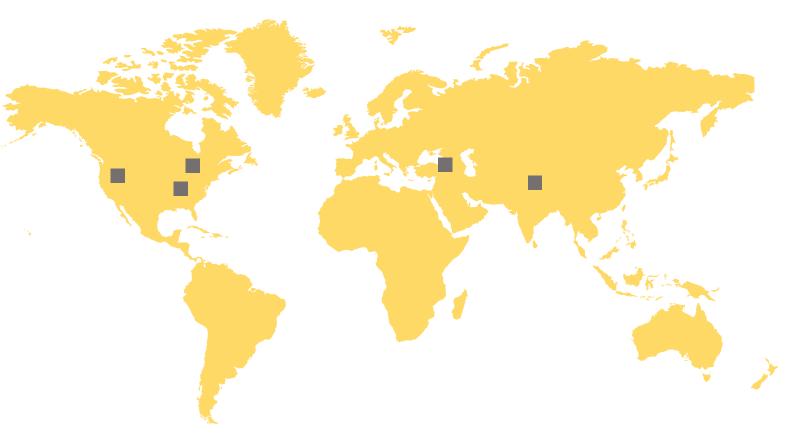
AIRFIND

About Us

We generate revenue for mobile operators, publishers, ODM's and advertisers by providing discovery and content monetization.

We curate and personalize experiences on mobile devices to deliver rich intentbased content to users.

- 1.6 Billion Interactions
- 100 Million Mobile Subscribers
- 35 Countries Served





Case Study

1News Chatbot

in partnership with Microsoft News

Case Study: 1News

Program Overview

- INews helps customers discover breaking news from the world's most-trusted journalists and publications
 - Search by category, share articles with friends, and sign up for daily news briefs.
- Powered by Microsoft News
- Revenue via multiple channels: organic content, native ads, push

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Case Study: 1News

Program Integration

Abbey Road marks 50

Beatles fans

CNN

years of traffic mayhem by

Read More

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Ad Cards

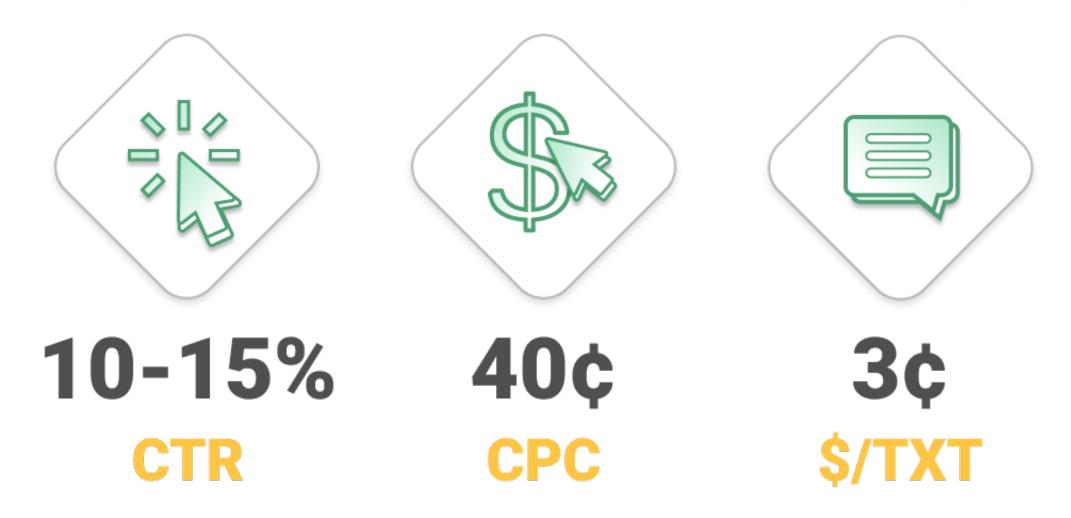
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Case Study: 1News

Program Results

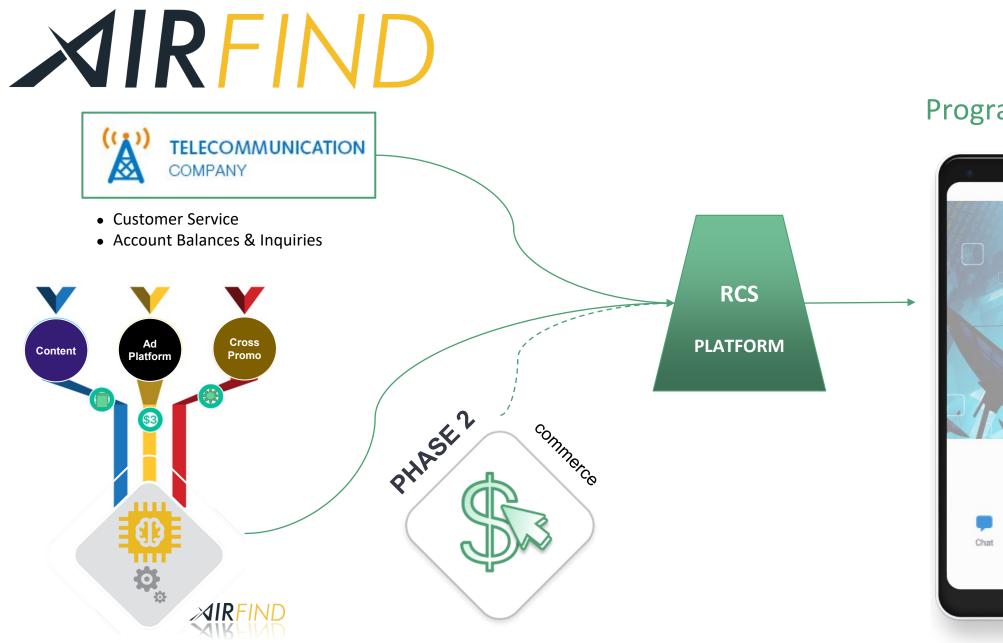


MNO Program Launch Subscriber RCS experience

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MNO

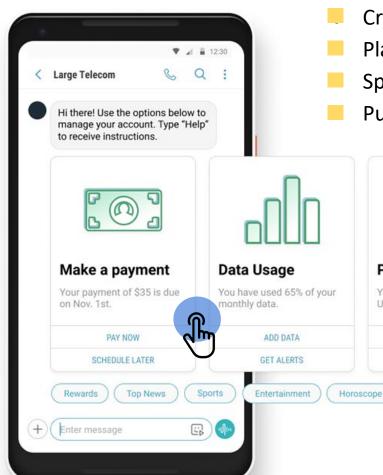
Program Integration



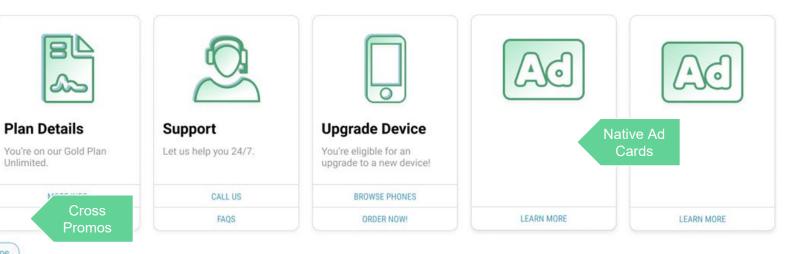
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MNO

Program Benefits



- Cross promotions of content
- Plan balance and information at the customer's finger tips
- Sponsored content as incremental revenue opportunity
- Purchase path top of funnel



AIRFIND

Our Expertise

We are an invested partner with MNO's for RCS

Content Strategy and Thought Leadership

- Licensed Content from Leading Global partners- 50 Countries/107 Languages
- Top Utility Categories- News, Weather, Sports, Video, Search
- Speed-To-Market Strategies
- Subscriber Experience Optimization

Solution Design and Service Delivery

- Subscriber Experience Design
- Technical Documentation
- RCS Partner Integration Support
- Workflow Creation and Deployment

Ad Monetization, Measurement and Optimization

- Globally Integrated Ad stack with over 50 partners
- Program Value Measurement
- Program Optimization
- Continuous Value Targeting

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Thank you

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