

AIR FIND

Creating Global Content and
New AD models with RCS



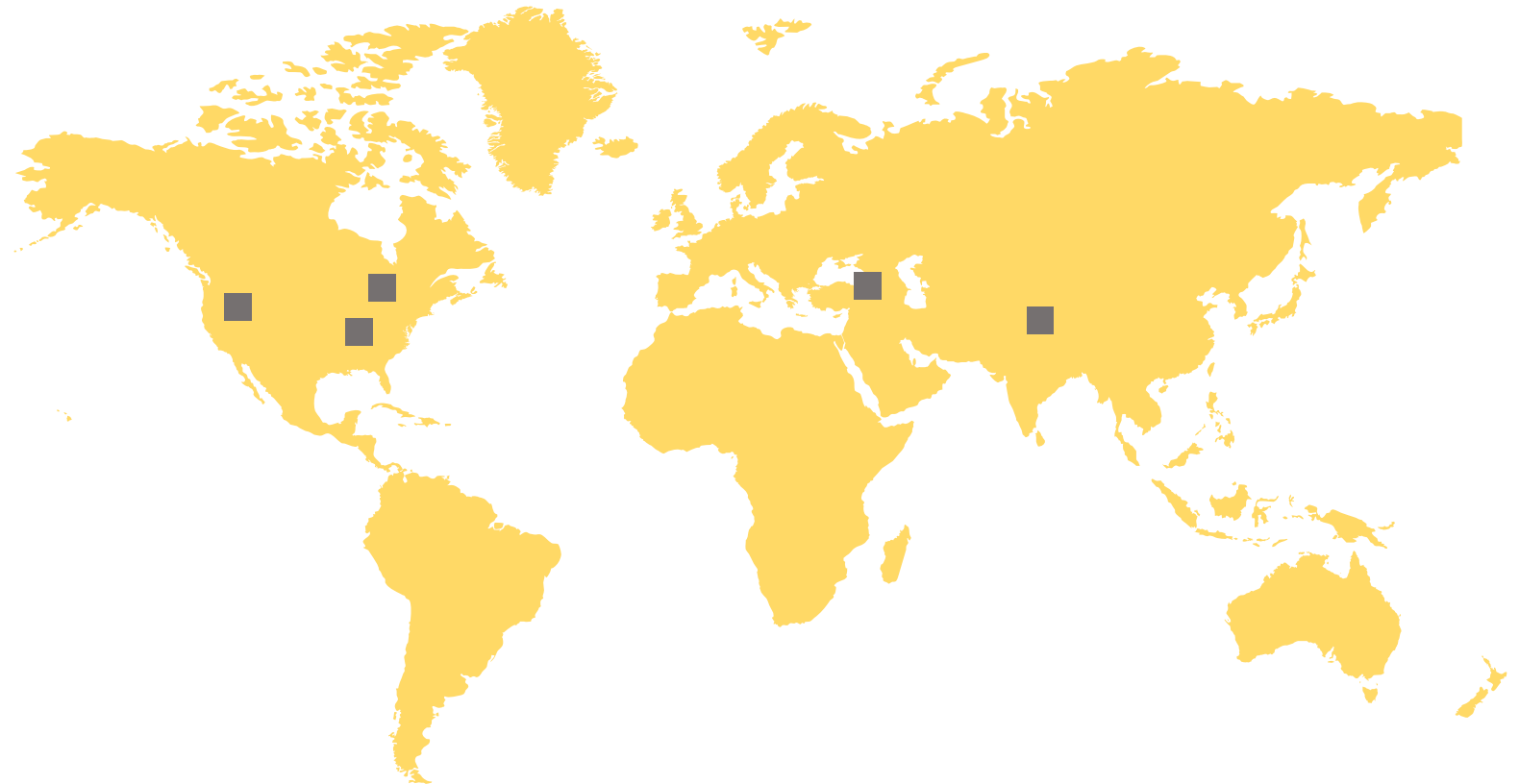


About Us

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 intent-based content to users.

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



Case Study

1News Chatbot

in partnership with Microsoft News

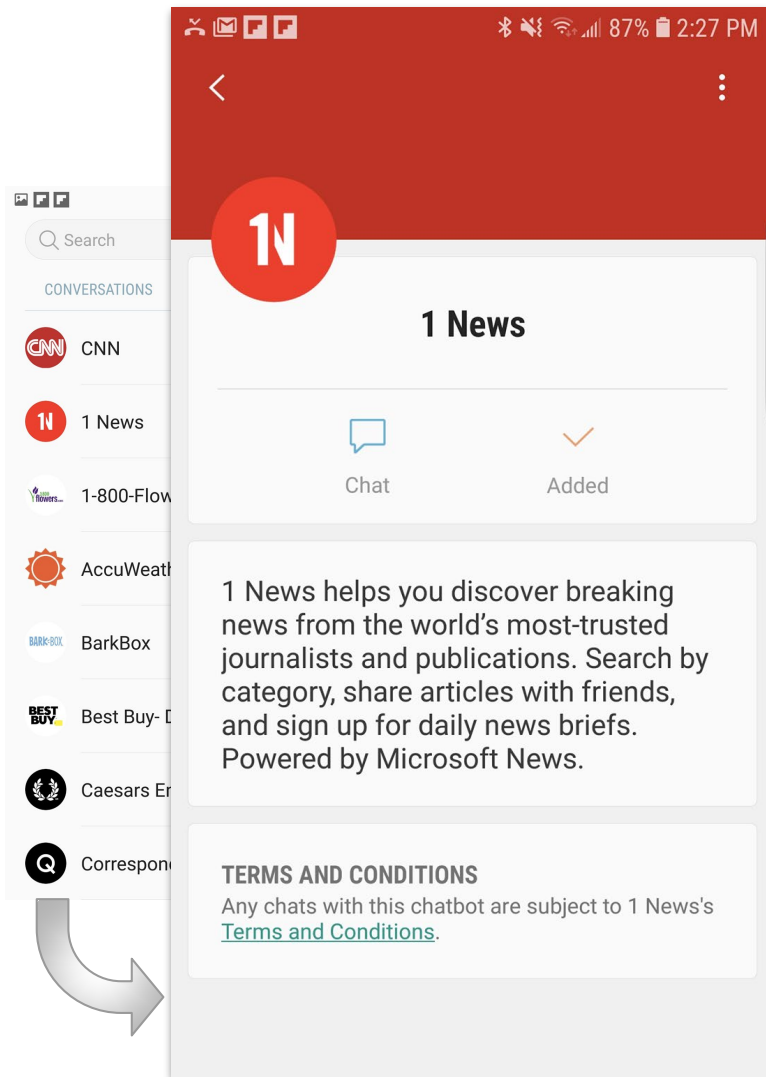


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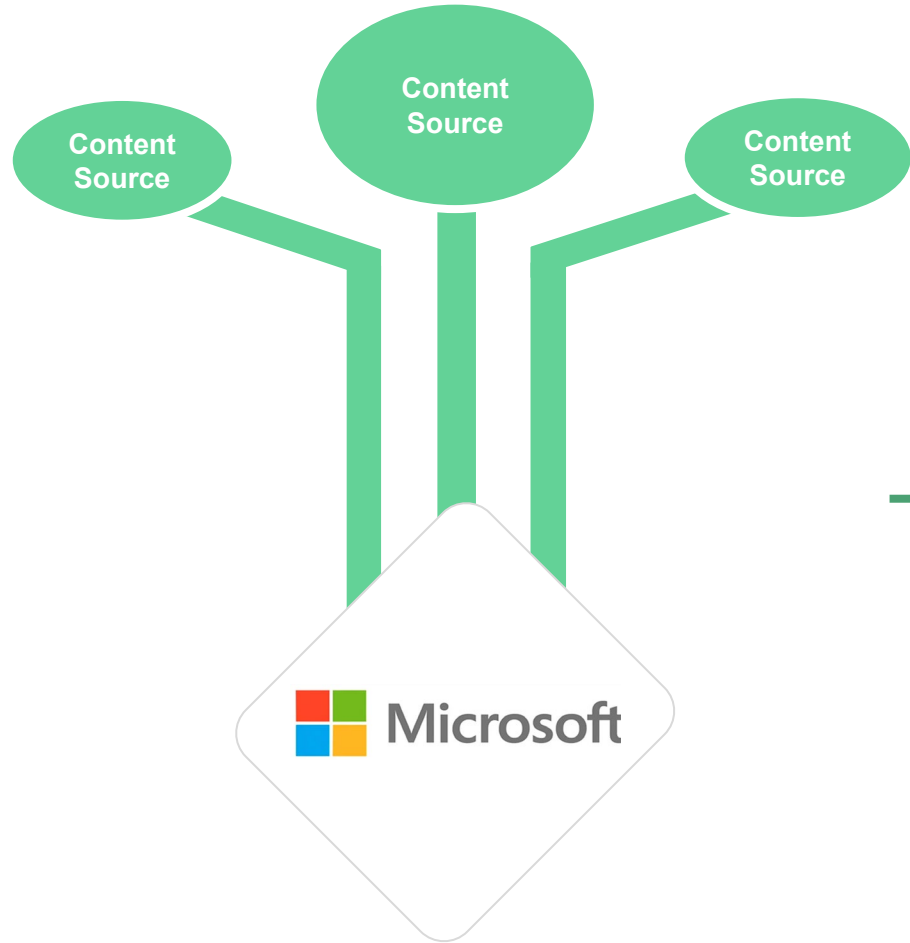
Case Study: 1News

Program Overview

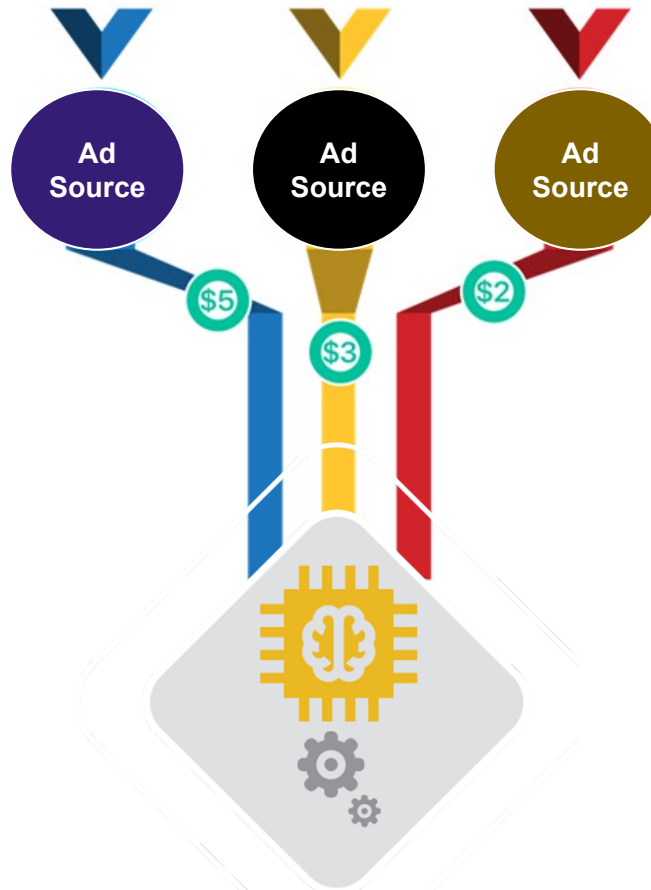


- 1News helps customers discover breaking news from the world's most-trusted journalists and publications
- Search by category, share articles with friends, and sign up for daily news briefs.
- Powered by Microsoft News
- Revenue via multiple channels: organic content, native ads, push

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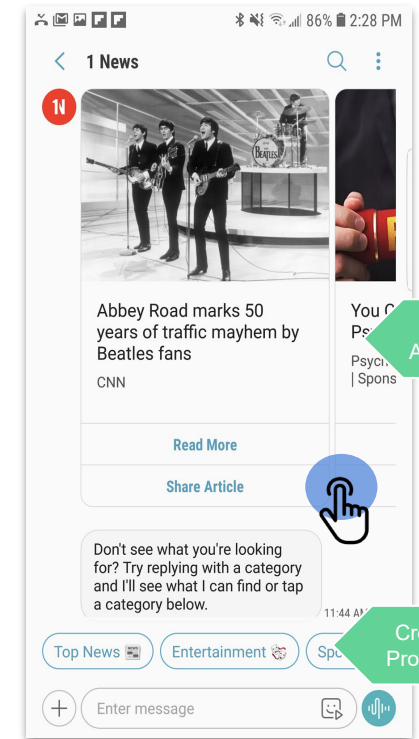
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Case Study: 1News

Program Integration

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Native Ad Cards

Cross Promos



Case Study: 1News

Program Results



10-15%

CTR



40¢

CPC



3¢

\$/TXT

MNO Program Launch

Subscriber RCS experience

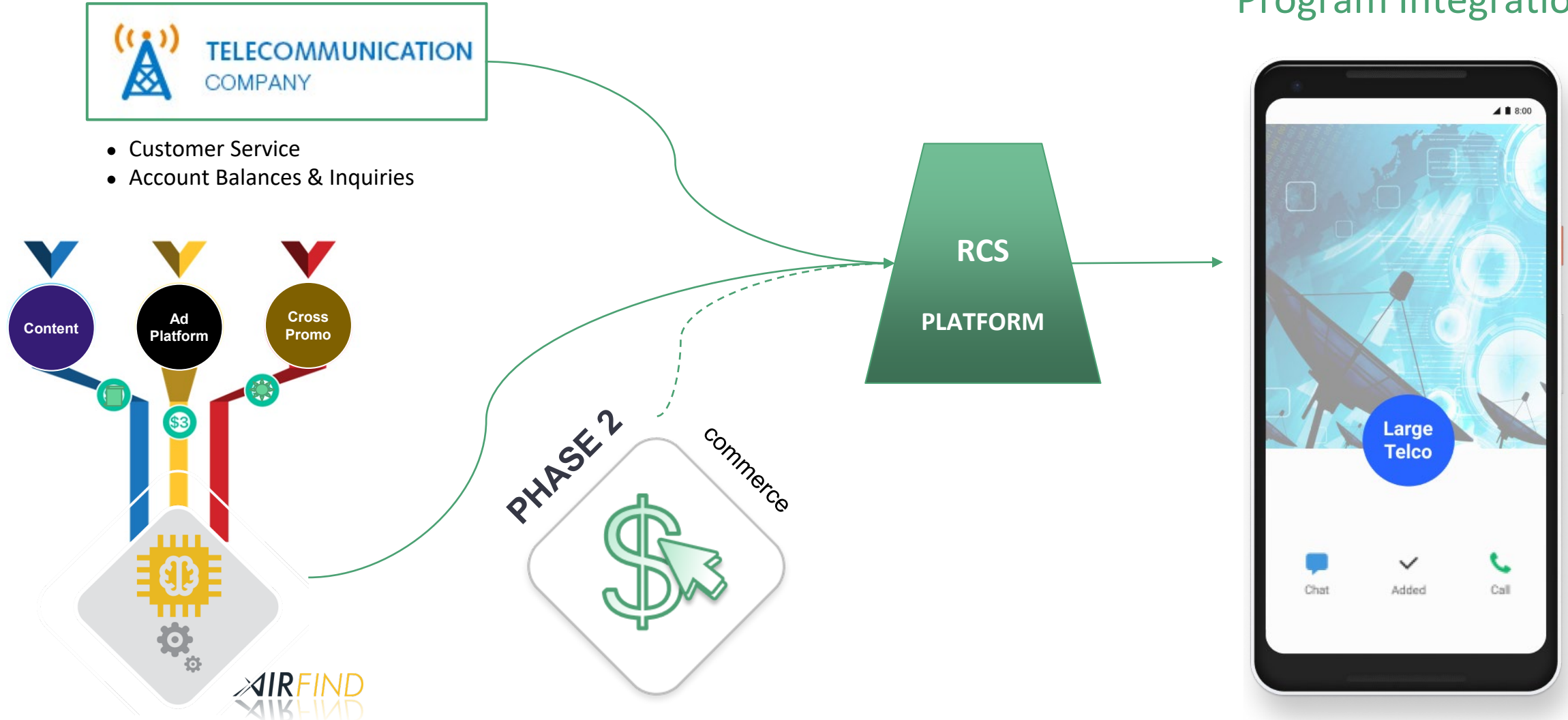


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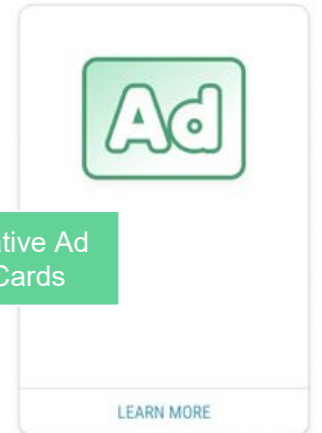
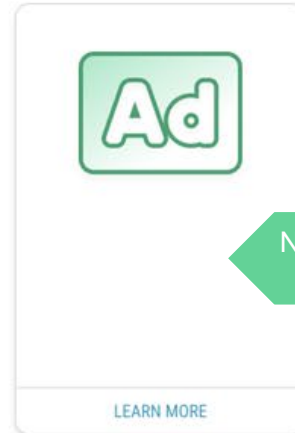
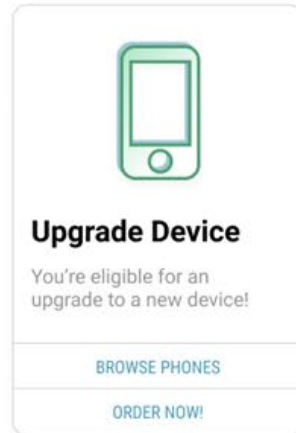
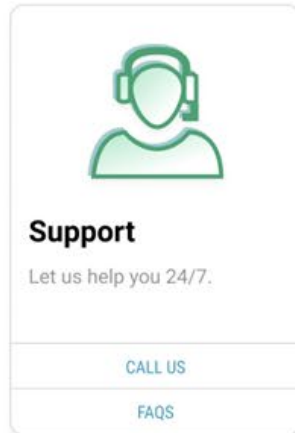
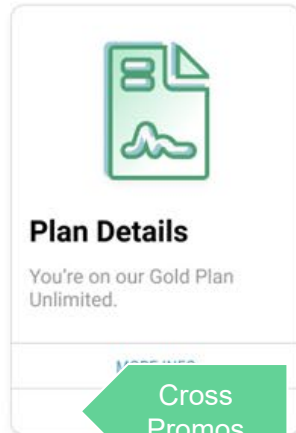
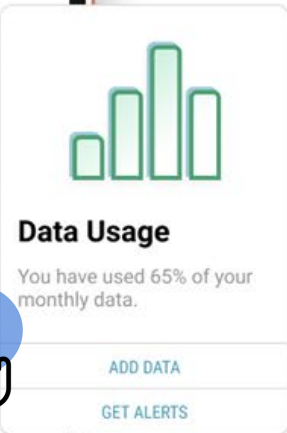
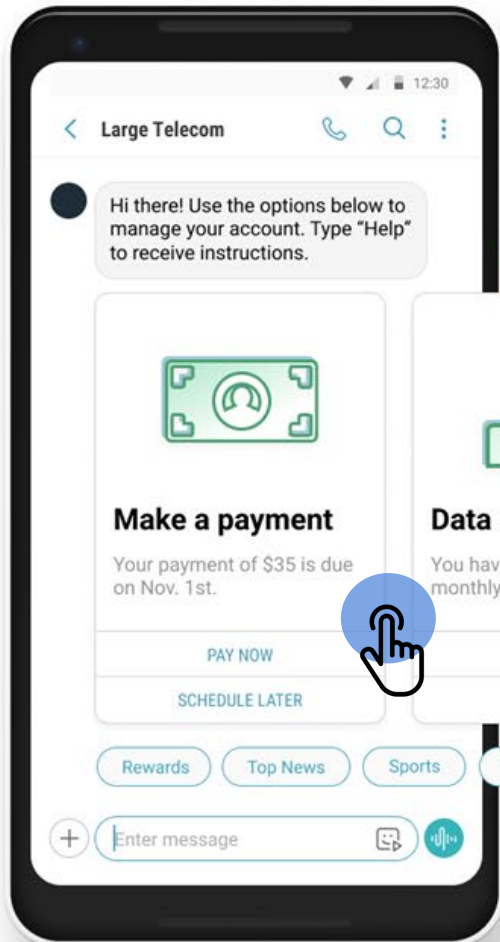
MNO

Program Integration



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





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



Thank you

Contacts

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