MOOLAH MEDIA
APP.NOTIFY PRODUCT DATASHEET

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Overview and Benefits

Due to growing competition in the application marketplace, app developers need to commit increasing amount of capital to generate installs, which are usually priced on a per install basis. However, majority of app downloads do not result in active users. Since traditional ad networks only monetize active users, it is very difficult to run profitable applications as the average lifetime value of a user is lower than the average cost per install. Additionally, most publishers have limited means to reach out to dormant users to get them to re-engage with the app or cross promote other apps.
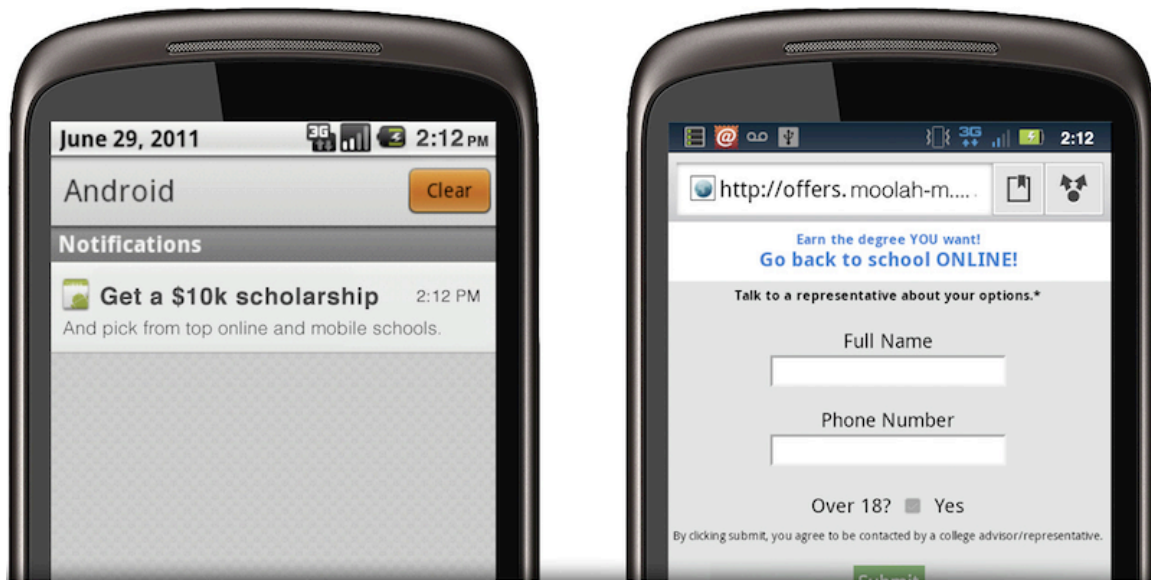
Moolah Media's App.Notify product allows application publishers to deliver notification based advertisements and to keep their users engaged via customer relationship management (CRM) services. Notification based services provide the following benefits:

- Notification based ads generate a significantly higher level of performance since the ad inventory is more persistent than in-session banner ads, i.e. the ads remain in the notification inbox until the user views them and/or deletes them. App.Notify ads generate $8 to $15 eCPM for publishers, which is incremental to in-app monetizaton services like banners and interstitials.
- Notification based ads are not tied to app performance – the ad campaigns are independent of the app usage level. This allows publishers to monetize their entire user base and generate a recurring monthly revenue that grows with each additional download.
- Notifications deliver superior CRM service wherein a publisher can re-engage inactive users and promote additional features and apps.
- App.Notify is a highly flexible service that allows a publisher to configure the campaign content, targeting, and message frequency.

Product Features

App.Notify consists of a web-based publisher dashboard and a lightweight SDK that requires a simple 2-step process to integrate with an application. The SDK is a small JAR file and a simple integration guide that is downloadable from your developer dashboard.

App.Notify delivers notifications into the standard Android notification tray. Upon clicking on a notification, the user is directed to the action defined in the notification i.e. a mobile website.   A sample user experience depicting a notification and a landing page is shown in the Figure below.

App.Notify Android Click-to-Web User Flow

Below is a summary of the features in App.Notify:
- High performance ads that yeild $8 to $15 eCPM, or 5c-20c ARPU recurring monthly
- CRM service that allows developers to engage users on an ongoing basis
- Self-serve publisher dashboard that provides:
  - Real-time revenue reporting
  - Ad Targeting settings
  - Ad frequency and content controls
- Full user privacy via one-way encryption (SHA1) of all user identifiable information.
- Comprehensive user opt-in and opt-out controls available at the app level with user opt out available with each campaign.
- Support for multiple advertising actions including Click-to-call, click-to-web, click-to-download and click-to-SMS.

Please contact us at publisher@moolah-media.com for any inquiries.