



papaya

2020 MEDIA KIT

papaya

Better Service to Better Your Business



About PapayaMobile



PapayaMobile is a tech company that primarily focuses on big data technology development. Founded by graduates from Tsinghua, Stanford, and other prestigious institutions, as well as former Google employees, Papaya is headquartered in Beijing with branches in the U.S., Europe, and Hong Kong.

Since its founding in 2008, PapayaMobile has been helping advertisers in various industries to expand globally, and establish a comprehensive service structure to evaluate, cooperate, analyze and track results. At the same time, the team is dedicated to becoming the leading big-data technology service provider. Harnessing on our self-developed data platform, PapayaMobile thrives in channels like application, games, e-commerce, and social media, delivering more accurate, intelligent internet content and service for users across the globe.

About PapayaMobile



After Si Shen received her bachelor's degree from Tsinghua and Master's degree from Stanford, she joined Google in 2004 as the first non-American product manager. She worked at Google HQ and Google China in succession, mainly covering Mobile Product and Mobile Services.



AdAge "Most High-Profile Females" Award
Invited by TEDx to share her start-up stories
Forbes "25 Business Women with Most Potential"



First Mover Advantage

Started as a game developer; 11 years in and going strong.

Si Shen Founder & CEO



Full Team of Talents

One of China's largest performance agencies

Our Products

Agency

- China's second largest Facebook partner
- Google Premier Agency
- Covering other large social platforms

Performance

API

- Automatic campaign syndication and management

Manual

- Managed campaigns for best results



Our Traffic

Agency

- Facebook
- Google
- Other platforms

Performance

- DSP (programmatic)
- Media buy
- Affiliates
- Owned and operated



Intelligent integration analysis of big data selects the best matching traffic

Our Platforms

Our Platforms

Facebook, Google, and other popular
social media platforms



in



Bing

Google

facebook

papaya



Our Awards



iResearch Best Overseas
Marketing Platform



2017 Google Best Premier
Export Partner



Facebook Best Marketing
Education and Channel
Management Award



Our Clients

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5000+

PapayaMobile has become the vital link between mainstream media such as Tencent and FunPlus+, CCTV media and Internet enterprises such as alibaba and qihoo 360 and global new media users, serving more than 5000 clients of various sizes.



Our Performance

About Performance



Advertising

 × **14**

Databases Located
Around the World

 × **4,500**

Advance Server CPU

 × **2**

Billion Mobile User Data

 × **500,000**

Number of Users Capable of
Gaining for a Single Client

 × **1,000**

User Profile Verticals

 × **3**

Billion Bidding Per Day

 × **5**

Billion Bidding Analysis



Medium



User



Material

PapayaMobile Big-Data Intelligent Marketing Platform

Target Dimensions

Media



Media Type



User Group



Industry



Geo-Tagging



Time Behavior

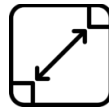


Verticals

Display



Placement



Size



Rich Media



Video



Ad Distribution



Skippables

User



Age



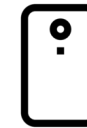
Gender



Language



Location



Device



Hobbies

High-Quality Ads Service

papaya

- Performance mobile marketing platform; 24/7 one-on-one customer service.

Multi-Dimensional User Targeting

- Big data analysis, quickly and accurately target users

Localization

- Localized ads optimization, customized solutions for SMB clients

Quick Set-up

- Campaign management, secure and effective

Free Training

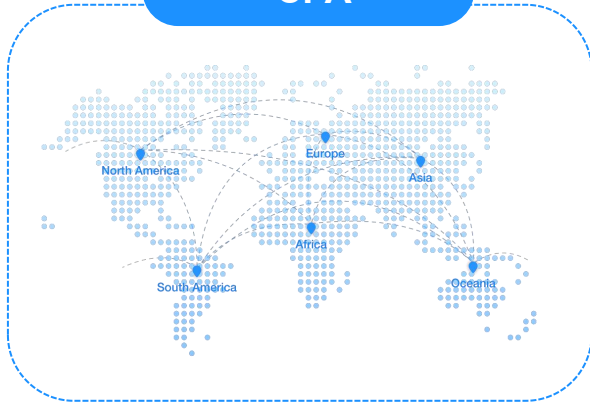
- Campaign management and ad optimization recommendations



Multiple Cooperation Modes

- Multiple calculation methods including CPA, CPI, CPL and CPS to provide quality traffic for clients
- Effective Advertising Operation

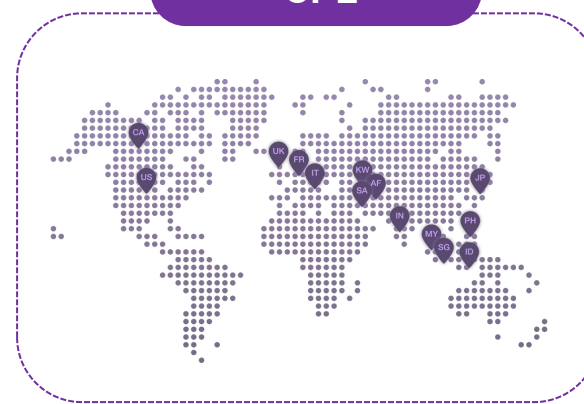
CPA



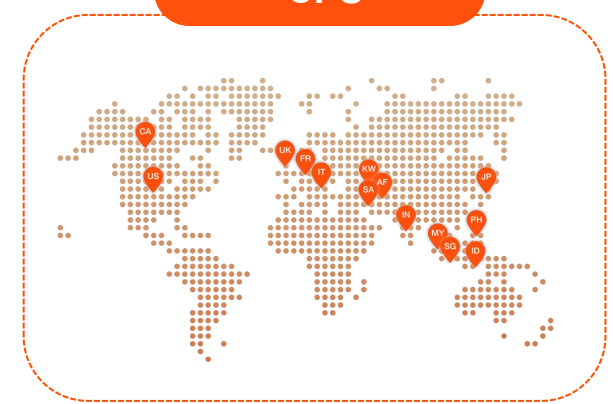
CPI



CPL



CPS



Global Traffic Source

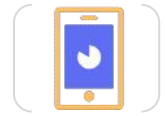
- For all traffic, we have a strict screening mechanism, through the call back source to ensure the security and quality of traffic.



Papaya DSP



Promotional Networks



Preload



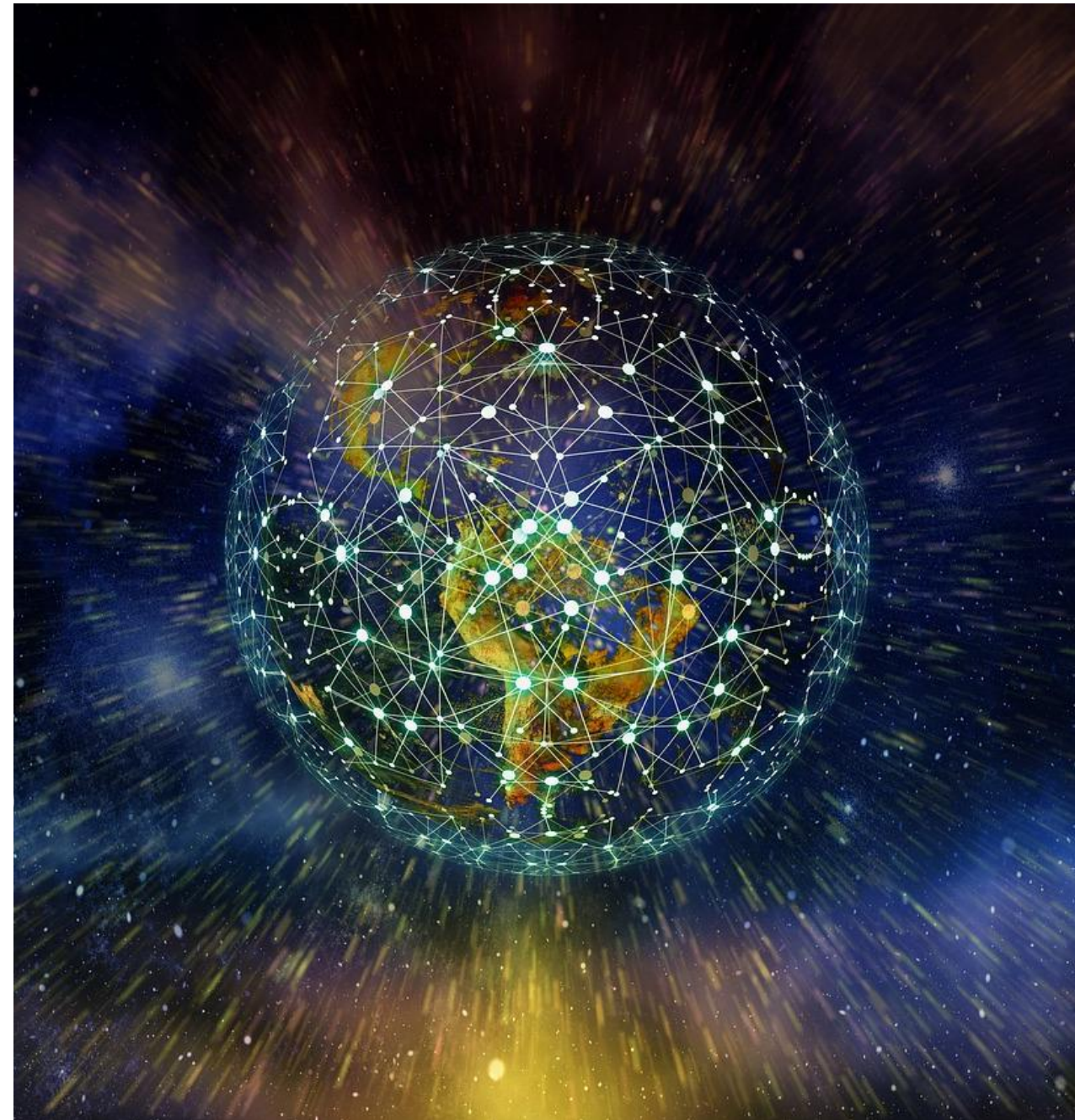
Direct Publishers and Long-term Networks



Media Buying

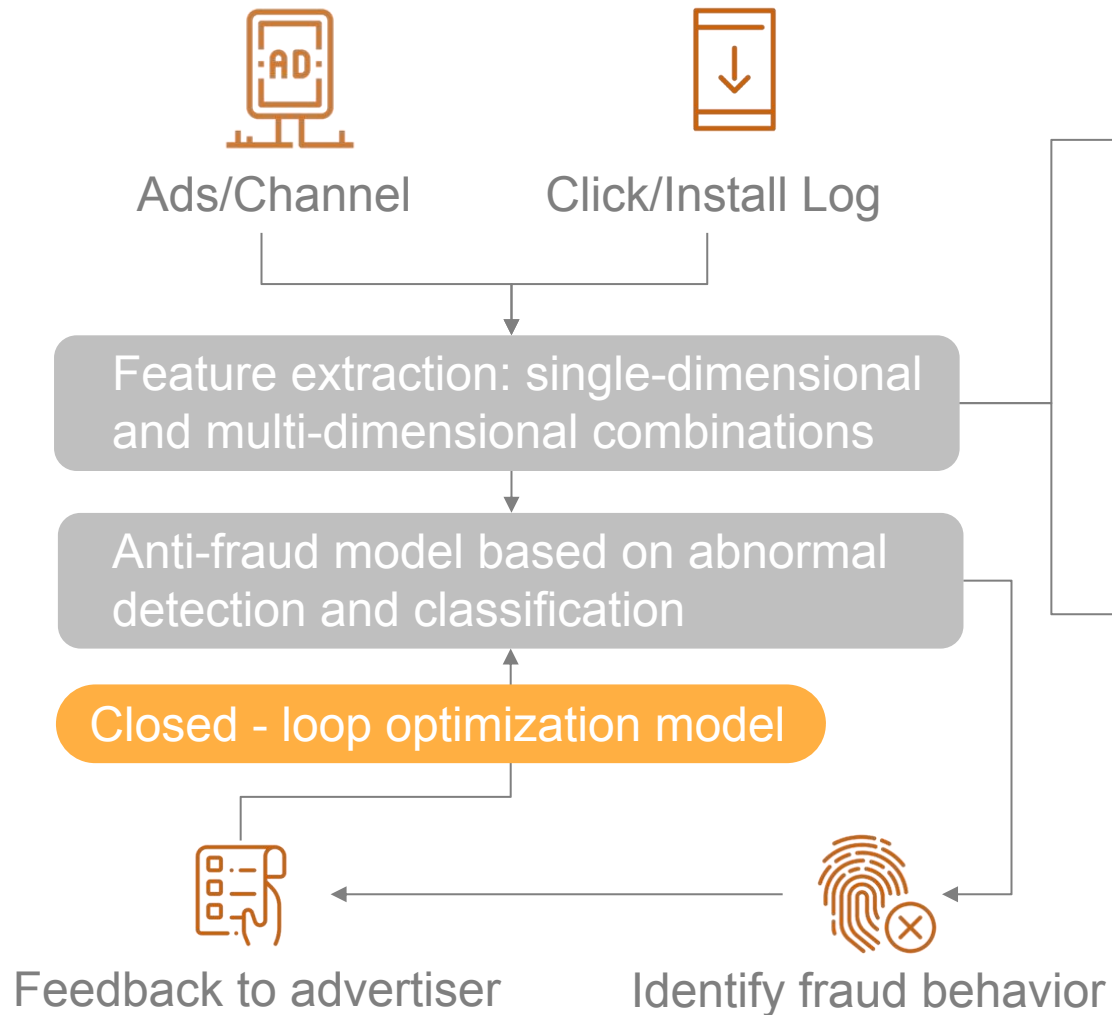


In-App



Anti-fraud

- Machine learning anti-fraud



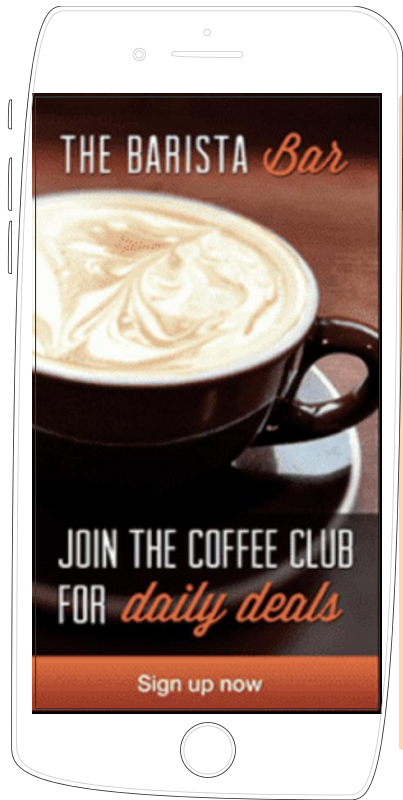
Single-dimensional

1. Ads/Channel features
2. IP : Duplication and blacklist
3. User-Agent: Same device, high frequency of click/install within a short duration
4. User identity: User behavior is abnormal, and the same user corresponds to multiple devices
5. Traffic :CR is too high or too low, click to conversion is abnormal, etc...

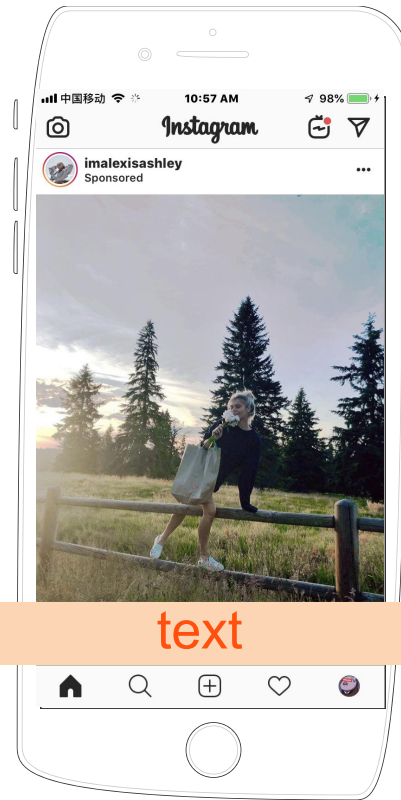
Multi-dimensional

The statistical distribution of multiple dimension features combined with time and space characteristics.
(For example: the IP geographical location from the same user in a certain period of time is too much or too large)

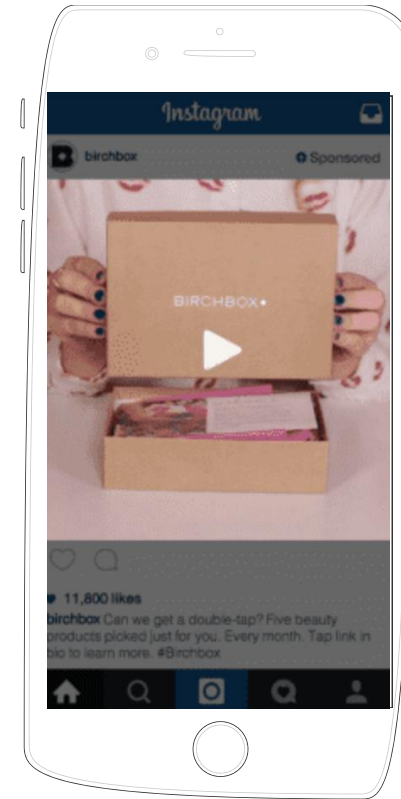
Creative Ads Format



Open
Screen

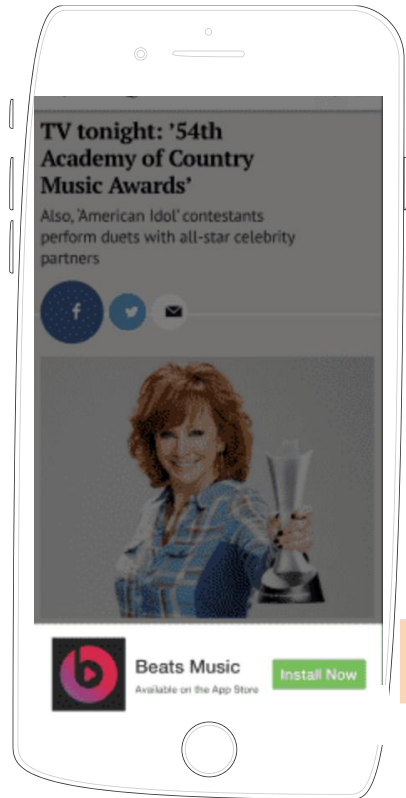


text

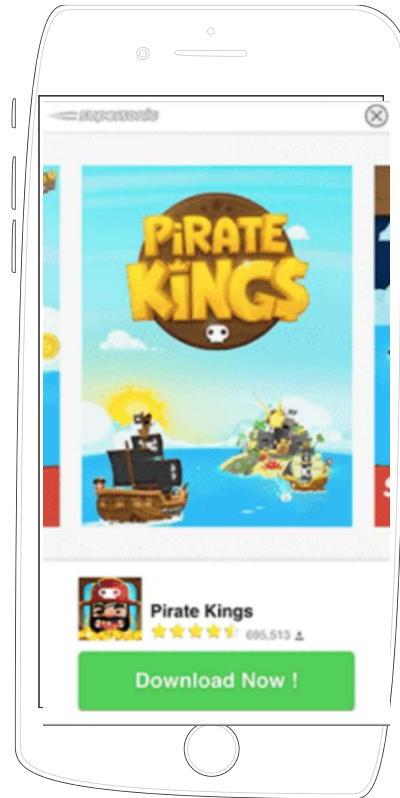


video

Creative Ads Format



Banner



Interstitial



Overlay

Client Testimonials



"With the help of Papaya, our 360 battery plus had improved conversion rate by 45% in the United States and 27% in Europe within a short period of time. Their professionalism and service awareness in this area are the reasons we chose to work with them." - Qihoo 360 Technology Co. Ltd.



"Papaya is our first and the largest global ads provider. The reason for cooperating with Papaya is based on its professionalism and service responsiveness. We grow together and dive deeper into the global mobile ads industry. I look forward to continuing our cooperation in the future." - ChuKong Technologies



"In working with Papaya we saw Papaya is very motivated to send advertisers new insights on mobile advertising trends and the right data measurements." - Adjust



"We have always enjoyed working with Papaya, our contacts are responsive, knowledgeable and helpful. It's great working with a partner who understands and responds to our needs so well." - Linking Mobile



"The team at PapayaMobile are very responsive and are always available. They are great at ensuring our campaigns come in on budget, within KPIs and on time. They are always there to answer any technical or delivery queries and ensure we hit our quality targets." - Mobavenue

Case Study



Tokopedia

With thousands of registered merchants and 10 million+ average monthly visits, Tokopedia is selling more than 2 million items per month.

Performance

6000+

Daily Installment

10%+

Purchase Rate



MakeMyTrip

MakeMyTrip is the largest Indian OTA company, covering more than 50% of OTA market share in India.

Performance

↑ 30%+

Related Search Rate

Case Study



Noon

Noon is working to expand services with \$1 Billion sovereign wealth fund investment, serving customers in areas with high disposable income and better internet access.

Performance

6000

Daily Installment

2-3%

Purchase Rate



StarzPlay

StarzPlay is the largest foreign streaming media service provider in the Middle East. It has been the key player in facilitating OTT business growth in the market.

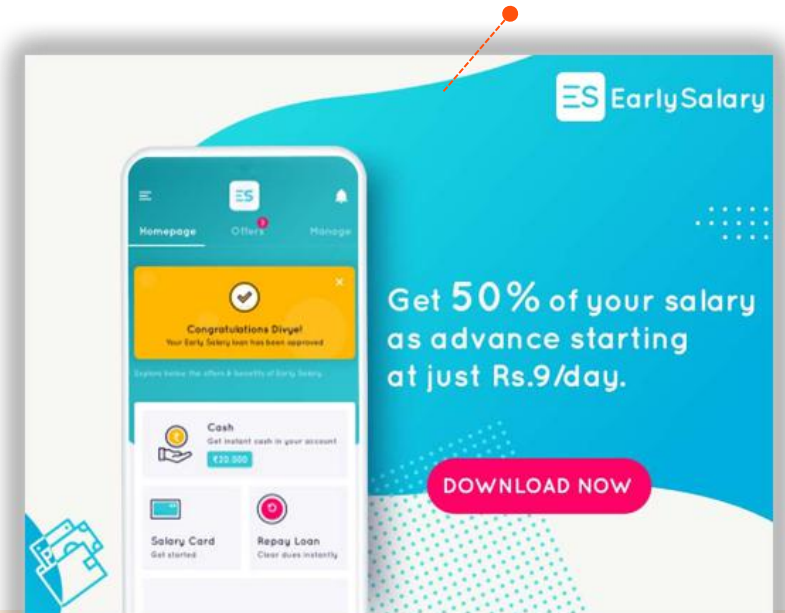
Performance

100,000+

New Users

↑ 8%+

Paid Services



EarlySalary

EarlySalary is continuously integrating into financial services and insurance, at a time of booming tech development and financial prosperity.

Performance

100,000+

Quality New Users

8%+

Credit Rate

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**Your Next Mobile
Marketing Partner**

Web: <http://www.papayamobile.com/>

