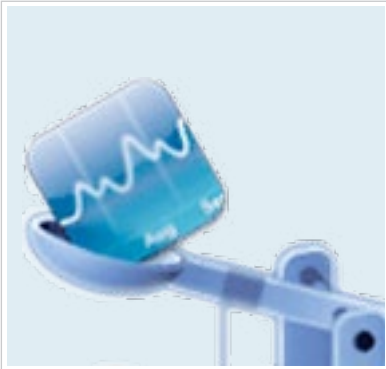




Beispiel **KatAPPult**



Assignment

- Raising the profile of a telecoms provider's free app in the Music category of the Apple App Store by using the KatAPPult tool

Implementation

- Control of the campaign with targeting for iPhones
- Direct linking to the App Store after tapping on a banner ad
- Campaign duration: 25 October – 2 November 2010

Results

- Significant increase in app ranking in the Music category
- The app was katAPPulted to no. 6 within just 24 hours
- Top ranking: no. 3
- The app generated so much attention that it appeared in the 'New and Noteworthy' category

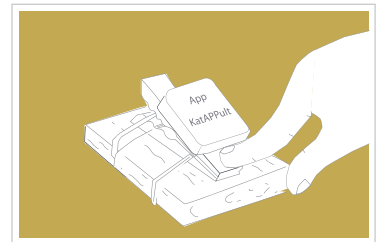


CUSTOMISED MOBILE SOLUTIONS

to promote a brand an app or cultivate an image

KatAPPult

- Guaranteed top 25-placement in the respective category of the Apple App Store.
- Accelerated product selling effect due to an increased visibility (Downloads increases up to 400%)
- Only for free Apps in the App Store



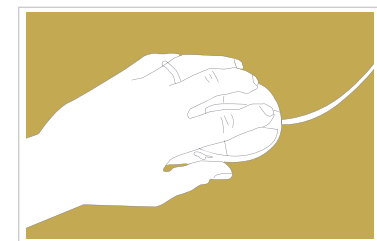
Location Based Advertising (LBA)

- allows a targeted location-based delivery of mobile advertising campaigns
- precise location of up to 50 meters
- individual positioning of cities, provinces or regions



Click-to-response campaigns

- potential customers can easily and conveniently get information or contact the advertiser or information (e.g. call center)
- depending on the setting of the advertising material or a corresponding button on the mobile landing page initiates a telephone call (click-to-call), an SMS (-to-SMS) or an E-mail (-to-e-mail)
- no media disruption
- can be delivered timed



About madvertise

We are the leading expert in marketing of mobile websites and Apps in Europe.

Our self developed server technology allows advertisers extensive coverage for display campaigns, innovative Rich-Media formats and performance influenced App-Marketing with guaranteed success.

With madvertise you have access to our global partners in over 50 countries with over 1.4 billion PI.