Reach, **engage** and **reward** female sports fans with the only casual gaming experience tapping into the world of professional and college sports! We go deep and **deliver brand experiences** that turn players into purchasers.

290 owned and operated apps
140 of the most popular sports teams

Deeper brand connections with sampling, surveys, purchase rewards and more

IDEAL CLIENTELE

95%
US INVENTORY

60%
COLLEGE EDUCATED

45%
MARRIED

80%
FEMALE AUDIENCE

34%
25-34
YEARS OLD

32%
35-44
YEARS OLD

22%
45-54
YEARS OLD

ENGAGE

The relationship we develop with our players is the most important part of our business. We turn a sports fan's existing passion into a pattern of repeat usage that leads to purchases beneficial to our network of sponsors.

TO DO

- ✓ Read New Seahawks Article
- ✓ Enter Hourly Giveaway
- ○ Play Cookie Jam
- ✓ Redeem a Reward

Rewarding our players creates a regular cadence with our app which allows us to substantially improve retention rates for your app.

REWARD

We reward our players for the actions that create value for our sponsors.

Retirement Home Services

Cookie Jam

We don't use incentives to get an 18 year old to sign up for retirement home services, as that does not create value for the sponsor.
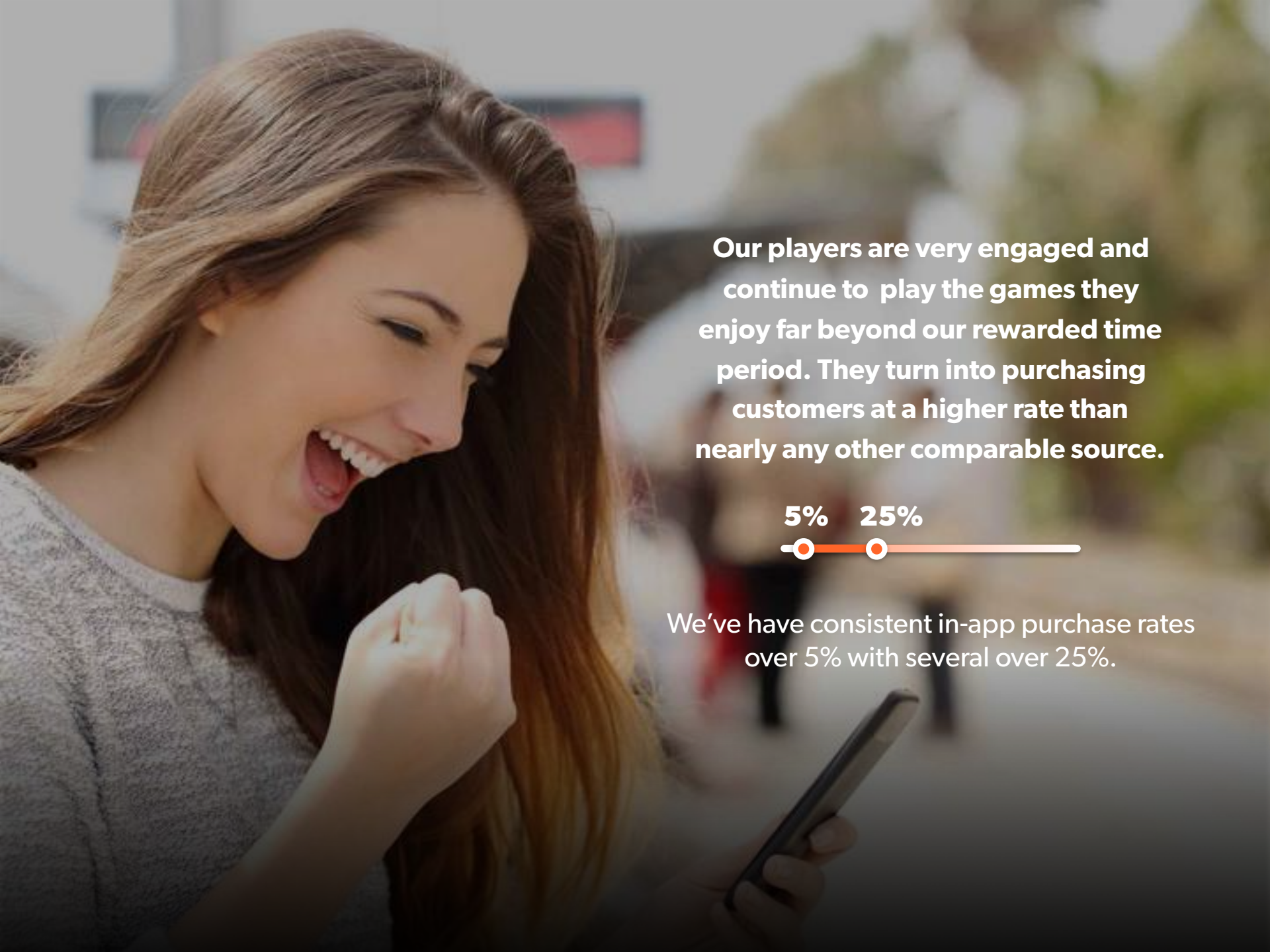
We do reward female casual game players who love match 3 games to play a new game for 10-15 days.

We reward the right audience for completing the activities that create value for you.

It's all about helping sponsors hit KPIs!

Our players are very engaged and continue to play the games they enjoy far beyond our rewarded time period. They turn into purchasing customers at a higher rate than nearly any other comparable source.

5%   25%
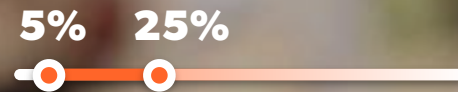
We've have consistent in-app purchase rates over 5% with several over 25%.

APP INSTALL OPTIONS

Incent (Burst)

This is a cost effective option for climbing the charts fast, but still getting an install from the right demographic. We reward the player for installing and opening your app. If they love it, you can grow a lifelong user.

Cost Per Action (CPA)

Players are rewarded for completing a specific objective, like reaching level 5, completing an in-app purchase, etc.

INFLUENCE — MOBILE — **EXCLUSIVE**

Ongoing Usage

We reward players for playing your game 10-30 days.
Each campaign delivers amazing results, targeting your 1, 7 and 30 day return rates.

Ongoing Usage Plus

Looking to drive ongoing usage and drive spending inside your app. We can reward players for daily usage plus milestone actions like daily or weekly in-app purchases.

PAYOUTS

- Incent Burst: $0.30 - $0.75

- Casual Games: $1.00 - $7.00

- Ongoing Usage

  - KPI Day 3 retention: $1.00 - $1.50+

  - KPI Day 4-7 retention: $1.50 - $2.00

  - KPI Day 8+: $2.00+

  - CPA/CPE: $5.00 - $50.00
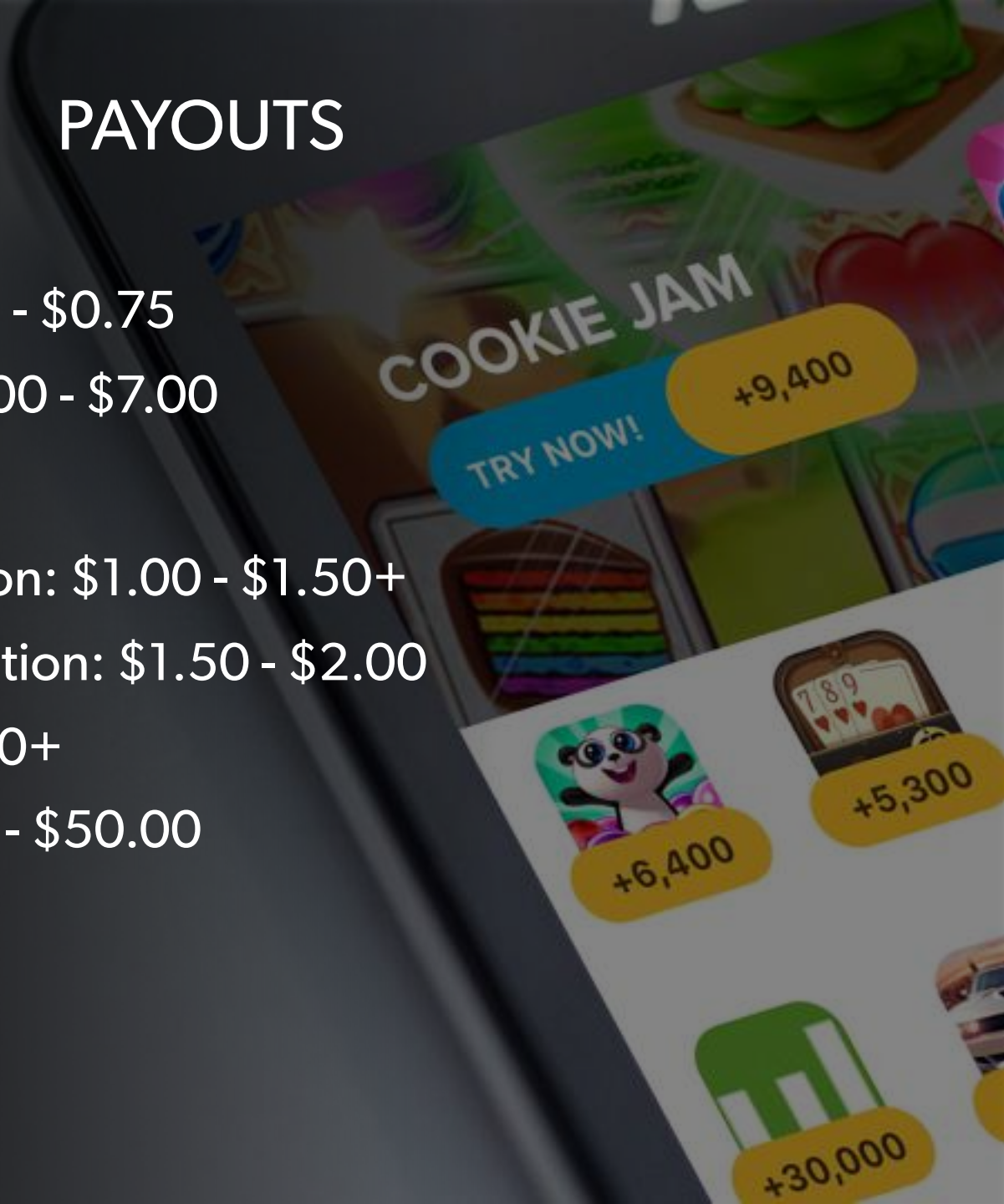
Sponsor Guard™

Our proprietary scoring system that monitors the behaviors that create value for our sponsors. We create a "Prestige Score" to identify the players most likely to interact with your app or product. Players who are "point vacuums" and don't support our sponsors lose prestige, and future point opportunities are reduced or removed, giving higher-scoring players the most opportunities to interact with and create value for our sponsors.

Our complete Prestige scoring system is proprietary but includes:

- In-app purchase rate
- Daily app complete rate
- Session Data
- CPA completion %
- Interaction with sponsor rate
- App hard drive space
- Available ram
- Number of installed app
- Age
- Geolocation
- Ad-id consistency

Sponsor Guard can identify a player's potential for engagement by watching things like in-app purchase history, phone type and available storage space.

Some people are quick to compare us to incent traffic they have experienced elsewhere, but we perform dramatically differently. In fact we guarantee the performance of our Engage Platform. Run a test of 100 installs and if our audience isn't the highest quality, you won't pay for the installs.

We'll let you know if we don't think your app is a good fit. We always focus on hitting core KPI's and we want your campaign to be a success.