

MOBKOI

BLACK FRIDAY & CYBER MONDAY 2022

Black Friday and Cyber Monday are key dates for advertisers to promote holiday sales and discounts. These sales are mostly done online, so driving target consumers to the correct and most relevant URLs is important. Timing is key, both in the short build up to create excitement and during the narrow window of opportunity once the events start.

This is also the time of the year when the use of mobile nearly doubles, making Black Friday a MOBILE SHOPPING EVENT.

BY PARTNERING WITH MOBKOI, YOU CAN:

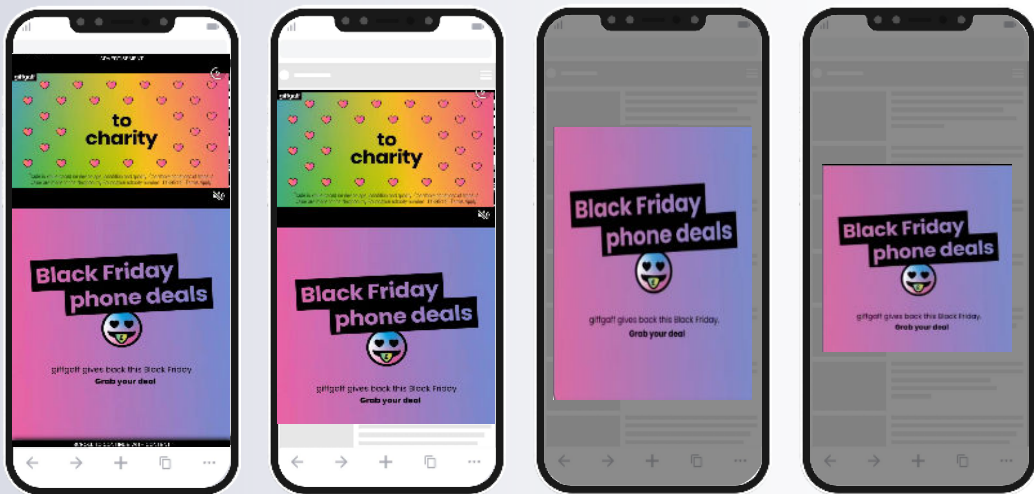
- Cut through an overpopulated marketplace, with polite, high-impact and full-screen ads – offering maximum share of screen and endless innovation opportunities.
- Access guaranteed, contextually relevant media placements at scale.
- Ensure the highest levels of brand safety and performance with granular reporting and full site list transparency.

In 2021, 73% of E-commerce sales were made on mobile devices.

Statista, 2022

HIGH-IMPACT MOBILE AD FORMATS TO FIT YOUR CAMPAIGN NEEDS

From full-screen Interscroller to Unibanner formats, choose from a variety of options to ensure your message gets in front of your audience.



Interscroller

Uniscroller

Super Hero

Unibanner

CONTEXTUAL TARGETING TO REACH RELEVANT AUDIENCES

Run across a list of premium and vetted sites aligned to various verticals in a particular market, or target a specific vertical to be closer to your audience's interests. Available verticals include: Business & Finance, Entertainment & Sports, Automotive, Technology, Beauty & Lifestyle.

BEAUTY & LIFESTYLE VERTICAL

Bustle

HELLO!

COSMOPOLITAN

marie claire

ELLE

i-D

TECHNOLOGY VERTICAL

Bloomberg

How-To Geek

BGR

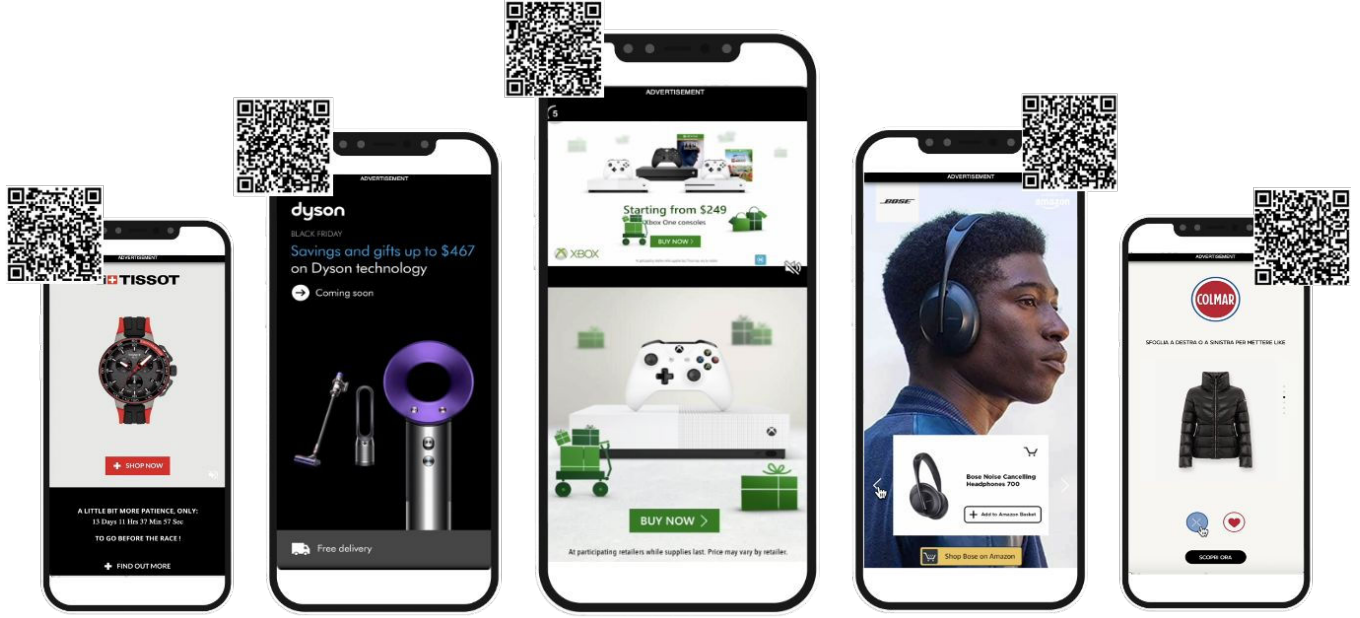
Laptop

Forbes

The New York Times

CREATIVE INSPIRATION TO BUILD EXCITEMENT AND ACHIEVE YOUR E-COMMERCE GOALS

Our team of creative wizards will design a brilliant mobile-first ad experience tailored to your campaign goals. Build anticipation before the big sale and push online purchases with our shoppable units.



COUNTDOWN

VERTICAL VIDEO

SHOPPABLE

AMAZON BASKET

SWIPE TO LIKE

Use a live countdown timer to build suspense & excitement before the start of the big sale

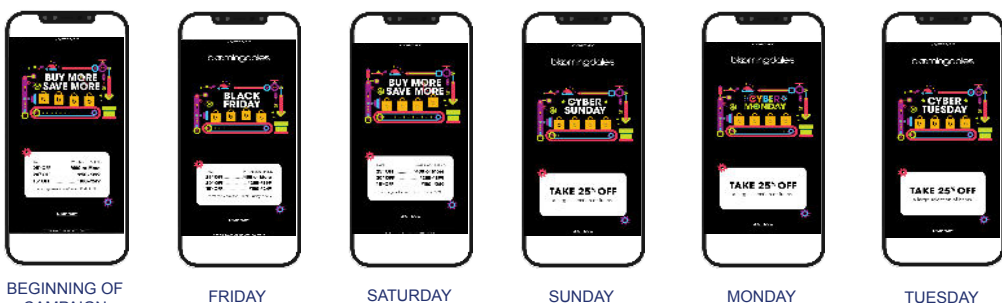
Best practice for delivering video assets on mobile and to tease the audience before the anticipated event

Generate e-commerce sales with units designed to provide a shoppable experience

Direct link to the user's amazon basket for a seamless purchase journey

Explore products by swiping left & right with the final choice displayed on the end card

DAILY UPDATES ENSURE YOUR AD STAYS RELEVANT



BEGINNING OF CAMPAIGN

FRIDAY

SATURDAY

SUNDAY

MONDAY

TUESDAY

BEST-IN-CLASS CAMPAIGNS THAT DELIVER RESULTS

Our customer success team and campaign managers work tirelessly to ensure brand safety and optimal performance for each and every campaign that comes out the door.

BENCHMARKS

60-70%

VIEWABILITY

40-60%

VIDEO COMPLETION RATE

0.2-0.5%

CLICK THROUGH RATE

0.3-0.6%

ENGAGEMENT RATE

3RD PARTY VERIFICATION PARTNERS



BLACK FRIDAY PACKAGES

Book your campaign by the 4th of November to qualify for one of our exclusive packages.

BRONZE 35k NET*

Creative Development & Implementation: x1 Creative

MOAT AD Verification

100% Transparent Site by Site Reporting

Designated account management team

2.5% Added Value Impressions

SILVER 60k NET**

Creative Development & Implementation: x2 Creatives

MOAT AD Verification

100% Transparent Site by Site Reporting

Designated Account Management Team

5% Added Value Impressions

1 Brand Study in 1 Market

GOLD 100k NET***

Creative Development & Implementation: x4 Creatives

MOAT AD Verification

100% Transparent Site by Site Reporting

Designated Account Management Team

10% Added Value Impressions

2 x Brand Studies (in a maximum of 2 x markets)

* US Only or 2 x EU markets
** Up to 3 Markets OR US + 1
*** Up to 4 markets OR US + 2

Packages can be bought via Managed IO or Programmatic Guaranteed. We advise booking early as inventory will be highly sought after during this key period of the year. Package elements are subject to availability.

NEW BRAND INCENTIVE!
Additional 5% AV impressions on top of Black Friday packages for any brand that hasn't worked with us in last 2 years.