

## NFT AMPLIFICATION

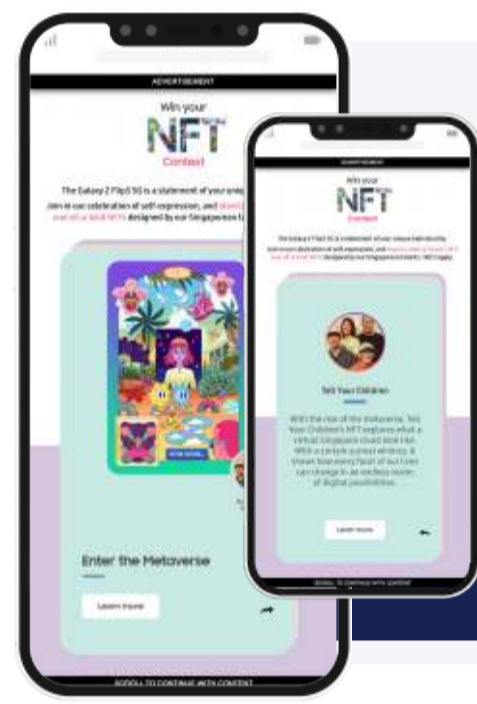
AMPLIFY YOUR NFT CAMPAIGN WITH FULL-SCREEN MOBILE AD EXPERIENCES

### WHAT IS AN NFT?

An NFT is a digital asset that represents real-world objects like art, music, in-game items and videos. They are bought and sold online, frequently with cryptocurrency or paired with the purchase of a physical product.<sup>1</sup>

Top brands, from luxury fashion to fast food, are testing NFT's as a new and interesting way to engage and transact with consumers. For brands looking to offer these types of digital assets, the key is displaying them to the right audience in the right format. Enter, MOBKOI.

While NFT's have been around for years, the novel technology has only recently gained mainstream traction. As such, there are two critical components to a successful NFT launch: A) a relevant and informed audience or B) educational content explaining what NFT's are and why they are worth buying. With MOBKOI, brands can extend their NFT campaign across contextually-relevant mobile media, leveraging full-screen creative formats designed for education and interaction with the right audience.



### CREATIVE DEVELOPMENT

Our team of creative maestros will transform your NFT assets into engaging and interactive, full-screen mobile ad experiences. From content cards to swipe through your collection to sophisticated dress-an-avator units, our experts will leverage the best formats and functionality to showcase your NFTs.



SCAN TO VIEW AD IN ACTION

OUR CUTTING-EDGE FORMATS PERFORM 3X TIMES BETTER THAN STANDARD DISPLAY ADS

### CURATED SITE LIST

Whether you are looking to reach NFT and Crypto enthusiasts or broader audiences, our campaign managers will generate the right site list for your goals. Whichever path you choose, we ensure top quality media environments and placements for your ads.

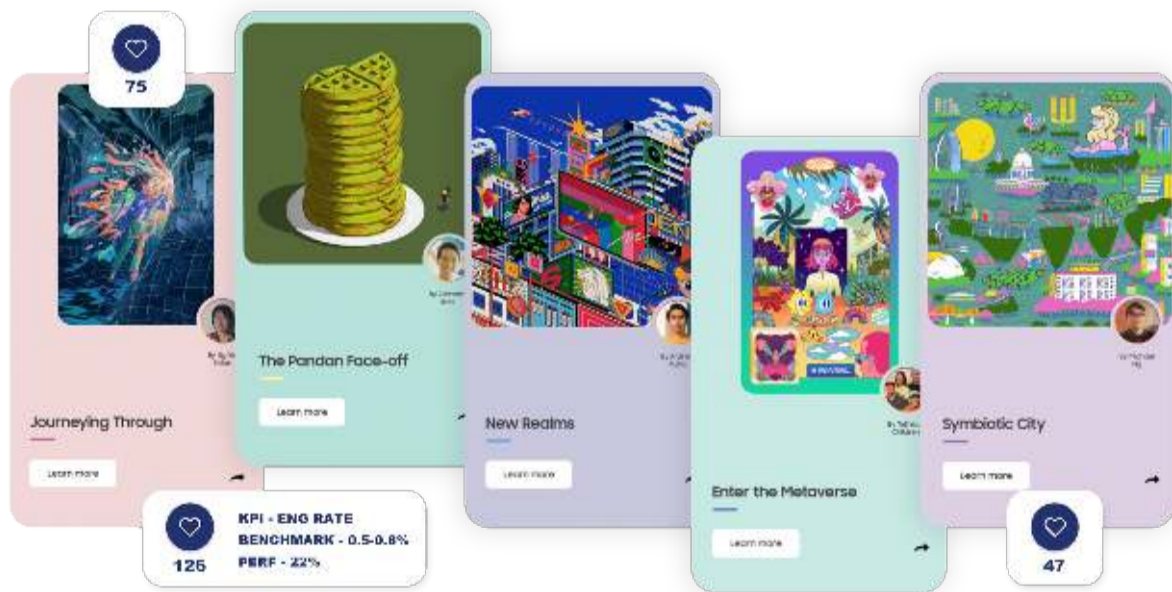
SAMPLE OF NFT & CRYPTO-RELATED SITES



CONSUMERS SPEND MORE THAN HALF OF THEIR ONLINE TIME BROWSING THE WEB FROM MOBILE PHONES.<sup>2</sup>

### TRANSPARENT AND GRANULAR REPORTING

Going above and beyond the industry standard, we offer full site-list transparency and granular performance reporting for each and every campaign. Leverage custom-event reporting to uncover the NFT's in your collection with the highest engagement and click-through rates. With MOBKOI, you get the highest levels of brand safety and campaign optimization with full transparency into delivery and performance at every stage of the campaign lifecycle.



### CONTACT US TO HELP AMPLIFY YOUR NFT LAUNCH IN AN INNOVATIVE WAY ON MOBILE

If you are interested in amplifying your NFT launch with high-impact mobile ads or simply want to learn more about NFT use cases and best practices, contact us at [marketing@mobkoi.com](mailto:marketing@mobkoi.com).

### ABOUT MOBKOI

MOBKOI is the full-service solution for brands and agencies to bring mobile ads to life. Through our tech-enabled solutions, creative excellence and seasoned team of experts, we transform advertisers' creative assets into highly engaging, full-screen mobile ad experiences. Unlike traditional display ads, our cutting-edge creative formats and contextually-relevant premium media placements result in truly impactful campaigns that consistently outperform industry benchmarks. Only with MOBKOI can brands execute top-quality mobile ads at scale, with granular transparency into delivery and performance at every stage of the campaign lifecycle.