

MOBKOI

SUPER BOWL 2023

DID YOU KNOW?

The average cost of a 30-second TV spot during the 2022 Superbowl was \$6.5 Million.

91%

of Super Bowl viewers used their mobile devices during commercial breaks.

(Fast Company)

69%

of TV viewers use a second screen (typically a mobile device or laptop) after seeing an ad to find more information on a product or service.

(IXA Hub)

35%

of people complete a follow-up action on their mobile device based on a commercial they saw during the Super Bowl.

(Fast Company)

Mobile is a perfect alternative or complement to costly and oversaturated Super Bowl TV ads. Get in front of Super Bowl-related audiences where they are spending the most time. Build excitement leading up to the Big Game and engage during the action with brilliant mobile ad experiences.

BY PARTNERING WITH MOBKOI, YOU CAN:

- Win consumer attention and loyalty with hyper-engaging mobile ad experiences
- Eliminate wasted impressions by securing premium media placements
- Ensure the highest levels of brand safety and performance with granular reporting and full site list transparency

HIGH-IMPACT FORMATS

Choose from a variety of options to ensure your message gets in front of the right audience.



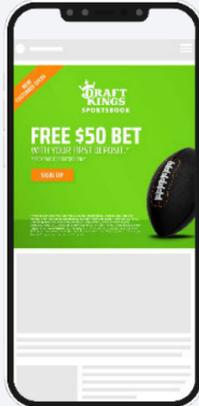
Interscroller



Uniscroller



Super Hero



Unibanner

CAPTURE THE RIGHT AUDIENCE IN THE RIGHT CONTEXT

Run across a list of premium and vetted sites across various verticals, or target a specific vertical to be closer to your audience's interests. Suggested sites to reach football fans, sports lovers, sports gamblers, and other relevant audiences:



CREATIVE INSPIRATION TO BUILD EXCITEMENT AROUND THE BIG GAME

Our creative wizards will design a brilliant mobile-first ad experience tailored to your campaign goals.



GAMIFICATION

Elevate interactivity and keep users in-unit engaging with your brand.



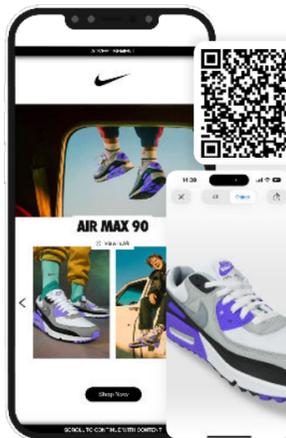
POLLING

Capitalize on Super Bowl excitement by allowing users to participate in live votes during the game.



COUNTDOWN

Drive buzz for the Big Game and connect with excited fans.



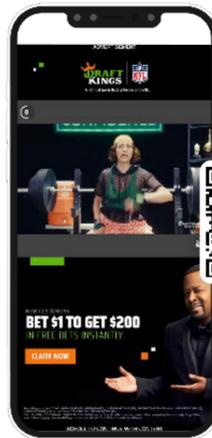
AR+

Our Augmented Reality solution brings your product into your customer's world.



LIVE FEED

Put your potential customers at the heart of the action by bringing them the score in real-time.



VIDEO

Tell a story to your audience and keep them in the unit for more extended periods of time.

BEST-IN-CLASS CAMPAIGNS THAT DELIVER RESULTS

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

MOBKOI 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



ARE YOU READY TO TACKLE HYPER-ENGAGING MOBILE ADVERTISING?

MOBKOI ads are quick and easy to activate. Access our latest creative innovations, set your goals and scale your campaign across 45+ markets.

CONTACT SALES@MOBKOI.COM TO GET STARTED

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.