

MOBKOI

FIFA WORLD CUP QATAR 2022

More than half the world's population tuned into the record-breaking 2018 World Cup. When the industry's biggest tentpole event comes into play, don't get caught offside and miss the chance to connect with millions of football fans on their phones.

Amplify your World Cup campaign across the mobile web with brilliant ads that engage mobile users before, during and after the action. It's time to get your mobile formation in place to capitalize on this rare and massive advertising opportunity.

BY PARTNERING WITH MOBKOI, YOU CAN:

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

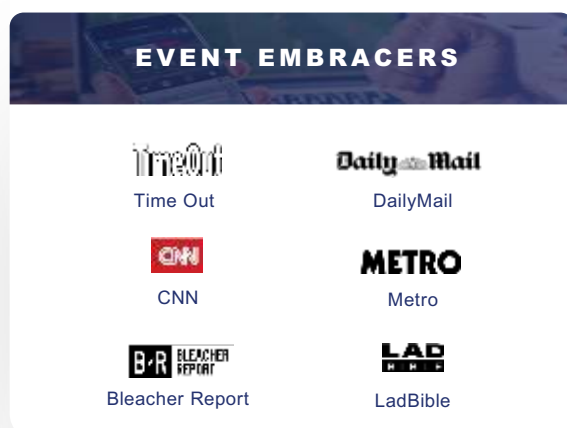
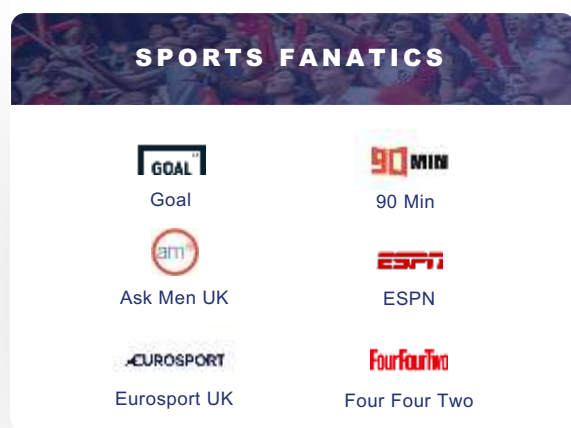
HIGH-IMPACT AD FORMATS TO FIT YOUR CAMPAIGN NEEDS

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



CONTEXTUAL TARGETING TO REACH RELEVANT AUDIENCES

Custom site lists by market allow you to put your brand in the heart of the action. Suggested sites to reach football fans, event lovers, sports gamblers and other relevant audiences include:



CREATIVE INSPIRATION TO BRING YOUR ADS TO LIFE

MOBKOI's team of creative wizards will design a brilliant mobile ad experience tailored to your campaign goals. Whether that's to build anticipation via countdowns, drive awareness through interactive video or boost consideration via Augmented Reality, we have the right solution to achieve your KPIs.



- POLLING**
Capitalise on World Cup fever by allowing users to take part in live votes around match, tournament or golden boot winners
- COUNTDOWN**
Drive buzz for the next event and connect with excited fans
- AR+**
Our Augmented Reality Solution brings your product into your customers world
- LIVE FEED**
Put your potential customers at the heart of the action by bringing them the score in real time
- INTERACTIVE**
Drive engagement with hero assets with interactive video to discover behind the scenes content

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

78% VIEWABILITY

60% VIDEO COMPLETION RATE

:14s DWELL TIME (SEC)

3RD PARTY VERIFICATION PARTNERS



WORLD CUP PACKAGES

Select from our Bronze, Silver and Gold options or contact us for a customized package.

BRONZE 50k	SILVER 100k	GOLD 250k
Creative Development & Implementation: x2 Creatives	Creative Development & Implementation: x4 Creatives	Creative Development & Implementation: x10 Creatives
MOAT AD Verification	MOAT AD Verification	MOAT AD Verification
100% Transparent Site by Site Reporting	100% Transparent Site by Site Reporting	100% Transparent Site by Site Reporting
Designated account management team	Designated Account Management Team	Designated Account Management Team
5% Added Value Impressions	7.5% Added Value Impressions	10% Added Value Impressions
	Brand Uplift Study x1 Market	Brand Uplift Study x3 Markets

NB: Can be bought via Managed IO or Programmatic Guaranteed. We advise booking early as inventory will be much sought after around this flagship sporting event.

Package elements are subject to availability

CONTACT SALES@MOBKOI.COM

OR YOUR LOCAL MOBKOI REP FOR MORE INFORMATION.