



PINSIGHT FOR PUBLISHERS

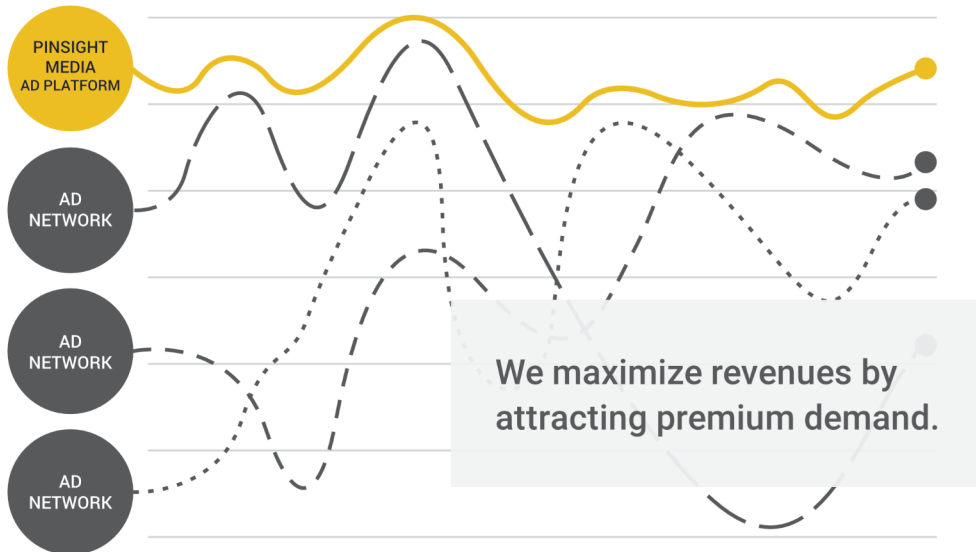
UNLOCK THE POWER OF YOUR APP

WHO WE ARE

Pinsight Media is a mobile data company. Our Data Monetization Platform (DMP) combines verified mobile carrier data with demographic, behavioral, and location data from multiple mobile network operators. From our powerful DMP we create custom, targeted media solutions to reach the right mobile users at the right time.

WHY WE'RE BETTER

We are more than a mobile ad vendor. We are an app publisher that has built a trusted monetization offering for mobile apps. Thanks to the success of our own apps under the OneLouder brand, we attract premium advertising demand from hundreds of sources all over the world. Our portfolio of owned and operated apps allows us to deliver the volume that buyers want. When you join our network by using our SDK, we put our suite of solutions to work for you.



Along with serving ads via our SDK, we offer in-app messaging options and help with placement recommendations. Just ask – we'll connect you to the right resources at the right time and make implementation simple.

ONELOUDER APP PORTFOLIO

These are just some of the apps we've developed:



CBS Sports



1Weather



BaconReader



Tweetcaster



StarShop



WE HAVE STREET CRED

Our own apps have:

55M

TOTAL DOWNLOADS

27M

DAILY AD REQUESTS

800M

MONTHLY AD REQUESTS

1.5M

DAILY ACTIVE USERS

WHY JOIN OUR NETWORK



PINSIGHT SDK

Our developer SDK ties your apps to our carrier data, ensuring the most relevant ads are served to your users while yielding the highest available CPM rates.



MULTIPLE DEMAND SOURCES

Gain instant access to hundreds of international demand sources. Our direct sales team also helps put your app in front of big brands, increasing revenue opportunities and expanding demand.

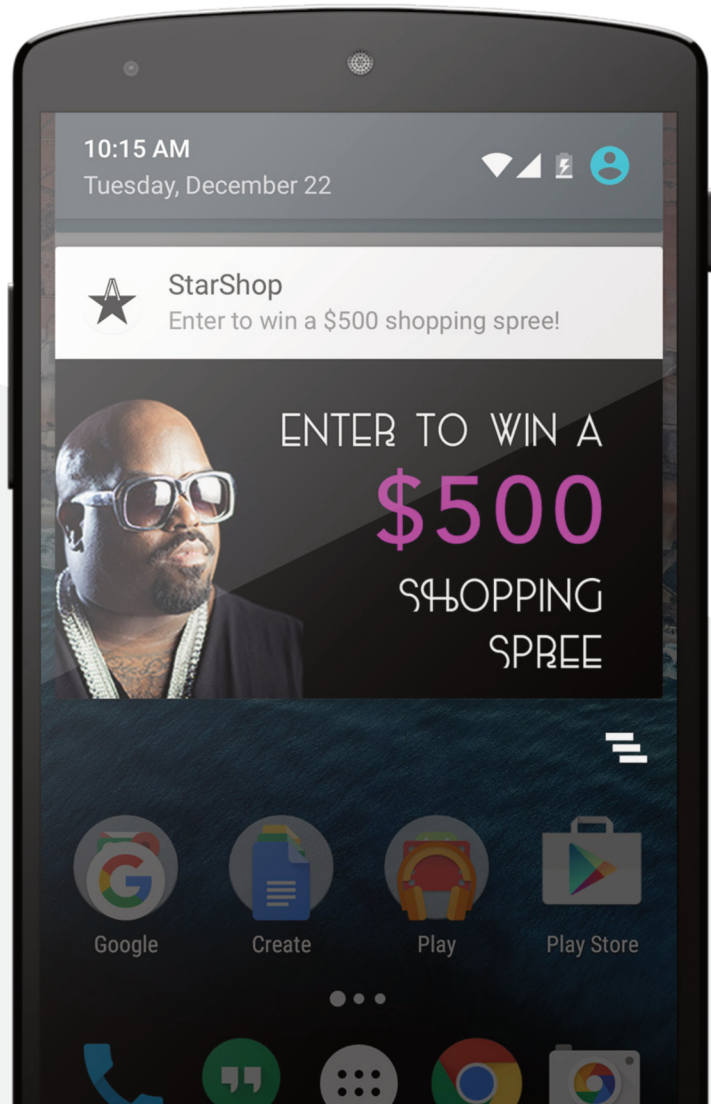


PLACEMENT RECOMMENDATIONS

As a publisher ourselves, we know which ad units will meet your goals and drive ROI.

IN-APP MESSAGING

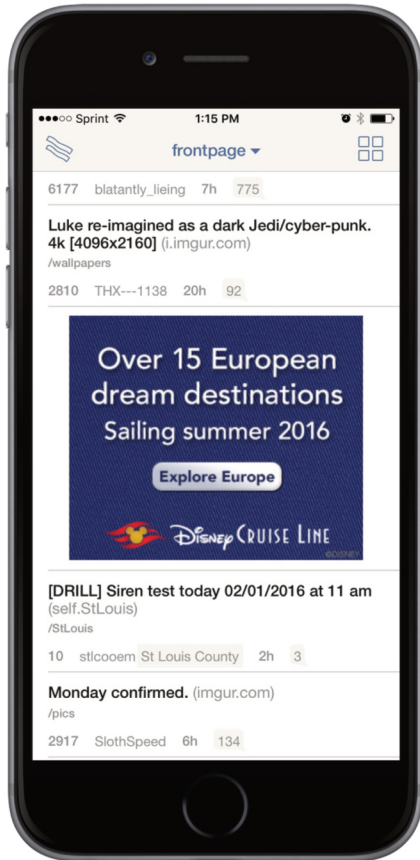
Install our SDK to engage existing users with our in-app messaging service. Send unlimited messages on up to one million devices at no additional cost.



MULTIPLE CREATIVE FORMATS

The Pinsight SDK serves many different ad types, allowing you to choose what works best for you and your monetization strategy. **We adhere to IAB standards.**

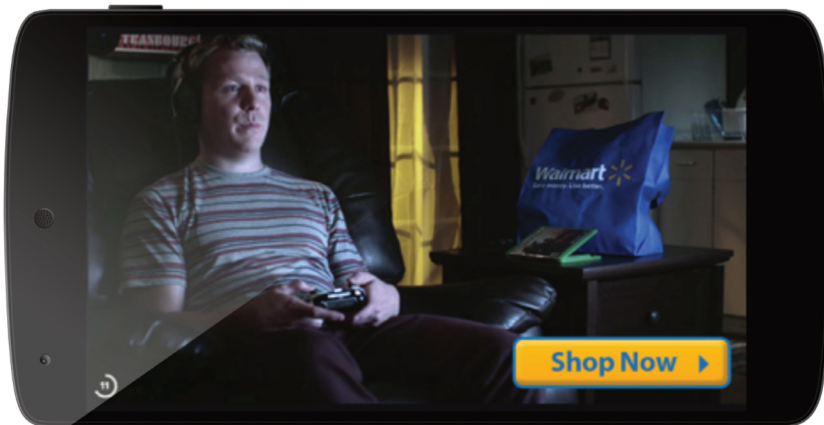
WWW.IAB.COM



MOBILE 300x250
MREC ad



MOBILE INTERSTITIAL
Full page interstitial



MOBILE VIDEO
Full screen video

ROLLOUT FOR FOUNDERS

A NEW WAY FOR FOUNDERS TO LAUNCH.

Rollout is a service exclusive for founders looking for monetization. At no cost to you, we will develop your app and take it to market as a revenue engine, helping you acquire new users, drive installs, and make money.

[VISIT PINSIGHTMEDIA.COM/ROLLOUT FOR MORE INFO.](https://www.pinsightmedia.com/rollout)



AD MONETIZATION

Fill ad requests and generate revenue with the Pinsight for Publishers Ad SDK.



PINSIGHT APP DISTRIBUTION

Attract high-quality new users and drive installs with our exclusive placements. We create a custom distribution package that meets your goals.



IN-APP NOTIFICATIONS

Incorporate push notifications inside your app to engage existing users with custom messages, such as event promotions or new feature announcements.



APP INTELLIGENCE REPORT

Learn about your existing users, including demographic and behavioral information, with one free Intelligence Report. The Pinsight SDK must be installed and the app must have at least 10,000 daily active users to access the report.



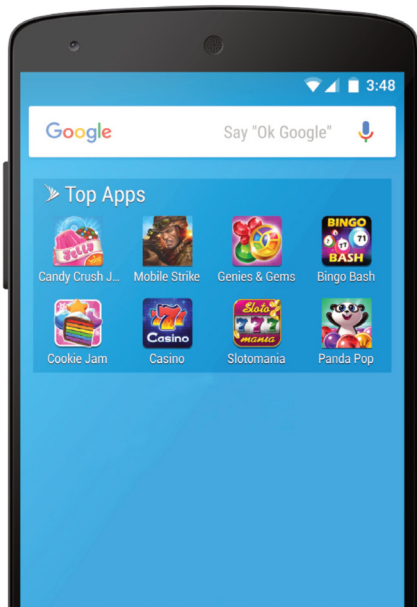
APP DEVELOPMENT

Your app can't be monetized until it's built. From writing the code to user testing, we will develop your app. With Android and iOS development options, we'll enable the Pinsight SDK and have your app ready to deploy in Google Play and iTunes.

OUR EXCLUSIVE TECHNOLOGIES INCREASE REACH

TOP APPS

Stand out in a crowd with preloaded app discovery on millions of devices, exclusively managed by Pinsight.



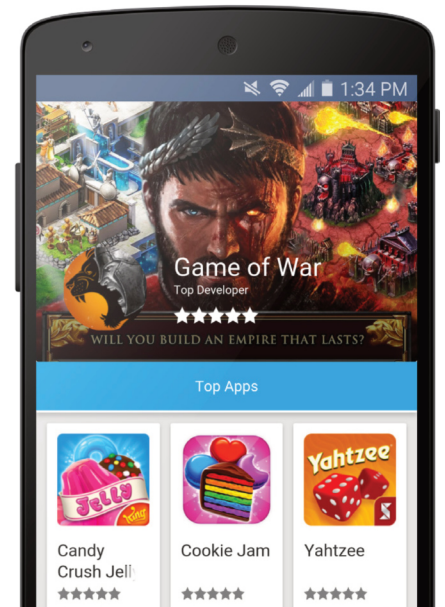
PUSH NOTIFICATIONS

Instantly acquire new users for your app. Send a notification to millions of Android devices or use precision targeting to meet your goals.



APP WALL

Web-based container allows additional app distribution opportunities across our Pinsight for Publishers network.



TESTIMONIALS



Pinsight got us an Android app to market with the promotional clout that no other development partner could match. We were able to attract and retain large advertisers by leveraging the resources and expertise available to us through our partnership.

Graham Dodge, Sickweather
Rollout for Founders Participant



Pinsight's knowledge and experience in mobile advertising has enabled Smith Micro to significantly grow revenues from our CommSuite® visual messaging platform, benefiting us and our carrier customers. We look forward to growing our partnership with Pinsight and expanding into additional properties.

Mike Womack,
Smith Micro Software, Inc.



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