

MOBKOI

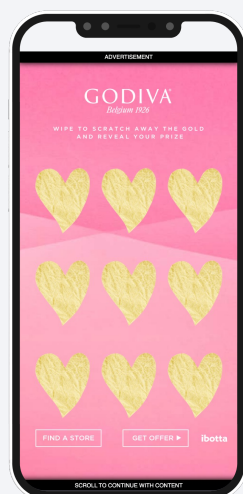
VALENTINE'S DAY 2023

Make a lasting impression this Valentine's Day with hyper-engaging mobile ad experiences. Whether you're running a special Valentine's Day promotion or simply spreading the love, MOBKOI ads will help amplify your message and win over the hearts of your target customers.

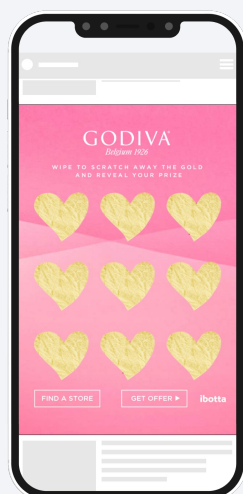
BY PARTNERING WITH MOBKOI, YOU CAN:

- Cut through the clutter with our high-impact, full-screen interscroller format, offering maximum share of screen and endless creative innovation opportunities.
- Access guaranteed, contextually relevant, premium ad placements at scale with our publisher-direct model.
- Ensure the highest levels of brand safety and performance with granular reporting and full site list transparency.

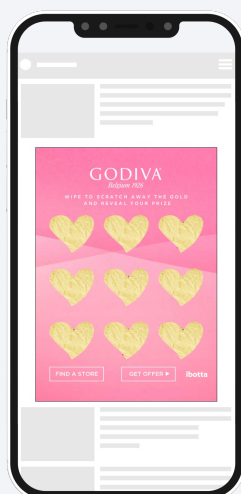
AMPLIFY YOUR VALENTINE'S DAY MESSAGE WITH HIGH-IMPACT MOBILE FORMATS



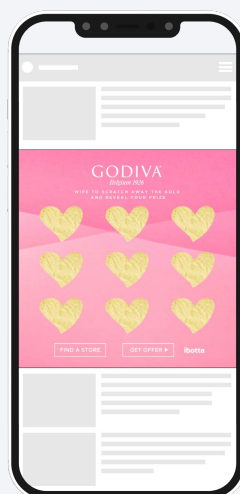
Interscroller



Uniscroller



Super Hero



Unibanner

THE BEST IMPRESSIONS IN THE RIGHT CONTEXT

Don't worry about making a bad impression this Valentine's Day. We've built the infrastructure to ensure our clients' mobile ads capture the attention of consumers in the places that matter most. No black box. No open-market fills. By partnering with MOBKOI, you get what you pay for: Top quality ads in premium environments.

BBC **HEARST** **COSMOPOLITAN** **Bustle** **REFINERY29** **CONDÉ NAST**

CREATIVE INSPIRATION TO WIN THE HEARTS OF YOUR TARGET CUSTOMERS

Our team of creative wizards will design a brilliant mobile-first ad experience tailored to your campaign goals. From talking ads to shoppable and engrave units, the following are top recommended creative types for a sweet and successful Valentine's Day campaign.

TOP INNOVATIVE CREATIVE UNITS TO DRIVE AWARENESS:



GAMIFICATION

Charm your audience with scratch off, puzzle or hidden object games incorporating hearts, candy or gifts.



ADTALK

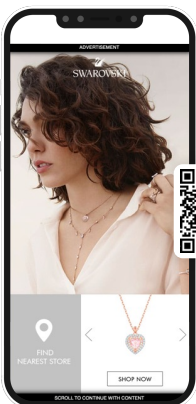
Guide users to the perfect gift for their loved ones with interactive, live chat functionality.



ENGRAVEMENT

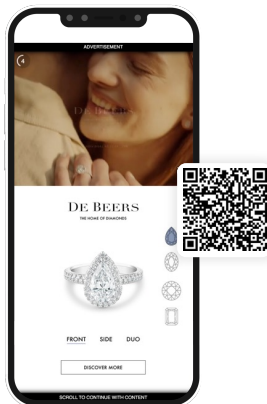
Personalize the experience by allowing users to view their own engraving on product shots within your ad.

TOP CREATIVES THAT SUPPORT ECOMMERCE AND INCREASE CONSIDERATION:



DRIVE TO BOUTIQUE

Make it easy for ad viewers to find your nearest brick & mortar location with a store locator feature.



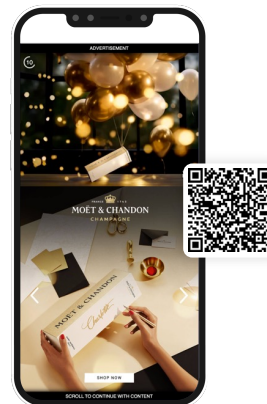
CONFIGURATOR

Help shoppers build the perfect gift for that special someone with this interactive unit (ideal for Jewellery brands).



REACTIVE SCROLL

Enchant users with a Valentine's Day-themed overlay feature that reacts to the motion of their scroll.



INLINE SHOPPABLE

Support your e-commerce goals with units designed to provide an easy shoppable experience.

BEST-IN-CLASS CAMPAIGNS THAT DELIVER RESULTS

Our customer success team and campaign managers will work tirelessly to ensure your campaign gets the special care it deserves. Count on total brand safety and optimal performance for your Valentine's Day ads.

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



READY TO GIVE YOUR VALENTINE'S DAY CAMPAIGN SOME EXTRA LOVE?

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.