

# 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.

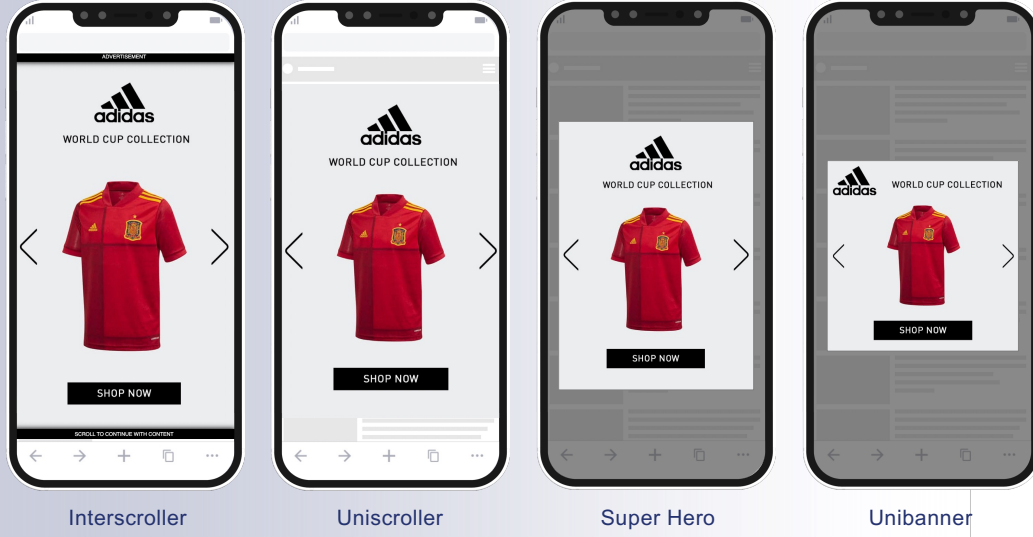
Amplify your World Cup campaign across the mobile web with brilliant ads that engage mobile users before, during and after the action. It's time to get your mobile formation in place to capitalize on this rare and massive advertising opportunity.

### 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:

### SPORTS FANATICS

Goal	90 Min
Ask Men UK	ESPN
Eurosport UK	Four Four Two

### EVENT EMBRACERS

Time Out	DailyMail
CNN	Metro
Bleacher Report	LadBible

## 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.

<b>POLLING</b>	<b>COUNTDOWN</b>	<b>AR+</b>	<b>LIVE FEED</b>	<b>INTERACTIVE</b>
Capitalise on World Cup fever by allowing users to take part in live votes around match, tournament or golden boot winners	Drive buzz for the next event and connect with excited fans	Our Augmented Reality Solution brings your product into your customers world	Put your potential customers at the heart of the action by bringing them the score in real time	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)

### 3<sup>RD</sup> PARTY VERIFICATION PARTNERS



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OR YOUR LOCAL MOBKOI REP FOR MORE INFORMATION.