

01

MOBILE INNOVATION AT SCALE



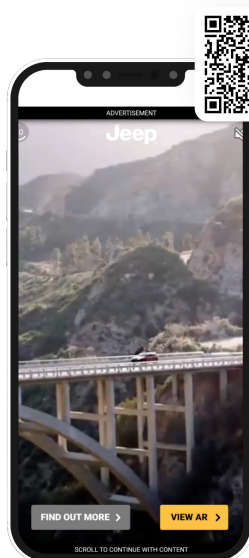
CUSTOMISATION

Allows users to explore and build their own car model giving the user a personalised, unique experience specific to them.



EXPERIENTIAL

Give users the experience of being in a new car and interacting with the finer details



AR

Bring the dealership experience to your front drive interacting with a brand new car just how you would in store.



WIPEABLE

Encourages the user to interact with the creative and see what is underneath.

02

TAP INTO NEW AUDIENCES WITH WORLD CLASS CREATIVE INNOVATION

Magnify the creativity of the MOBKOI's full screen Interscroller and introduce your brand to your audience in a brand safe environment. Customise your site list with several layers of targeting.



GLOBAL AUTOMOTIVE SECTOR PERFORMANCE

CTR
0.52%

ENGAGEMENT RATE
2X HIGHER THAN MOBKOI BENCHMARKS

VIEWABILITY
77%

DWELL TIME
14.2 SECONDS

*MOBKOI 1st party auto campaign data 2021

MOBKOI BENCHMARKS

VIEWABILITY
70% +

CTR
0.3 - 0.5%

ENGAGEMENT RATE
0.5 - 0.7%

DWELL TIME
14s

03

BE BIG, BE BOLD, CREATE IMPACT



OUR FORMATS ARE...

- Aligned to coalition for better ads
- High impact & polite
- User initiated
- Audiences have control and therefore drive accurate, accountable performance
- Innovative & natural to handheld devices
- Can host video and display assets



HERO FORMAT
INTERSCROLLER



MOBKOI STUDIO



Our team of UX designers leverage market trends and the latest technology to bring mobile ad experiences to life.

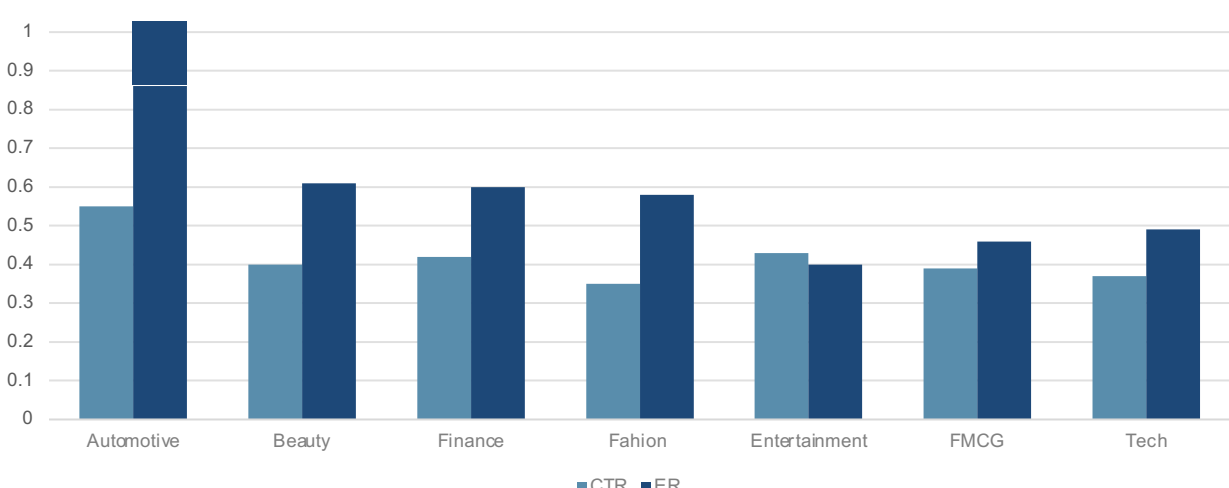
04

PERFORMANCE

AUTO brand campaigns on our platform are stand out performers compared to all other sectors on mobile. Reinforcing not only the need for quality creative innovation, but for a strong mobile first strategy.

This table, showcases the high interest users have in car brand campaigns on mobile devices.

MOBKOI SECTOR PERFORMANCE(GLOBAL)



AUTOMOTIVE BRANDS WE WORK WITH

