

# Performance IN

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BUYER'S GUIDE  
SERIES



## CPI Network Buyer's Guide

13 of the top CPI networks go head-to-head

# Choosing a CPI Network

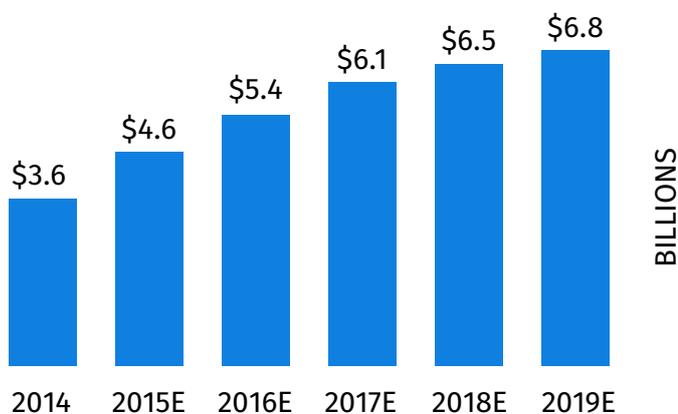
Smartphones are fast on their way to becoming the dominant browsing device across the world. Take Google's declaration that over [half of its searches](#) are made by phones, the continuous updates from networks and channels regarding a [mobile-first ecosystem](#), or their creation of [smartphone-specific businesses](#) to support this.

A tidal shift towards mobile is clearly reflected in advertising, where smartphones are playing an increasingly important role in driving brand awareness, traffic and sales. In the world of mobile apps, huge campaigns geared towards user acquisition are nothing new, and one model in particular is winning brands' hearts.

Cost per install (CPI) marketing has secured its place as an effective way of generating mobile audiences at the blink of an eye, allowing digital ads to be placed across media to drive installations for a specific app, with brands being charged either by a fixed or bid rate when the app has been downloaded.

Global CPI for iOS stands at an [average of \\$1.24](#), and by reeling in mobile users that spend much more once they're inside the apps of their choosing, combined with the monetisation opportunity for affiliates and app developers, it's easy to see how CPI has become a lucrative market in its own right.

According to figures from [BI Intelligence](#), install revenue in the US alone will reach nearly \$7 billion by 2019, as compared to \$4.6 billion in 2015.



Earlier this year, [MobiKwik's Akash Gupta](#) stated that 2016 would be game-changing for CPI as app marketing strategies become more ROI-driven and geared towards better KPIs.

On what appears to be a tipping point for the model, we decided to reflect its importance within a guide aiming to help you - our readers - pick the best CPI networks to work with.

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## Choosing and working with CPI networks - dos and don'ts

Working with CPI networks can have many benefits - whether by generating revenue through monetising traffic, bringing revenue by buying traffic and running campaigns, and swallowing up any unfilled inventory.

Choosing the right network can increase the success of your campaign to a huge degree, so it's important to think carefully about who you work with. When choosing your network, there are a number of elements and practices to bear in mind.

### Number of networks

Although there are no limits on how many networks you should be collaborating with on a single campaign, the general advice is to only work with as many as you can control on a daily basis.

This is due to the fact that the traffic your networks bring in should be monitored regularly, and if your team has too many sign-ups to keep track of, it might be hard to act on what is coming through.

Although it would seem that the more networks you work with, the more traffic you get, having an exclusive contract means that your network can open your campaign up to all of its sources, while precise targeting will be its key priority. Caring less about volume could also make it easier for you to identify fraud - allowing greater focus on quality - whilst saving you a fair amount of time looking into things that don't convert.

### Reaching your target

One of the first steps to take when launching a campaign with a CPI network is to identify traffic sources and set realistic targets for what you want to achieve. Defining targets for installs and setting up a daily cap for each source is crucial as it will indicate which types are doing the business. This way also makes it easier to weed out the weaker ones and dedicate some of that expense to the top performers.

Setting caps for networks, on the other hand, only allows them to enable a certain amount of sources, and cuts the opportunity to optimise traffic.

A good CPI network will deliver a consultative approach to account management, supporting you in defining your campaign's objectives, budget, and timeframe for 'completion', as well as providing tips on optimising performance.

It's also key to find out what technology is available to your network to guarantee the highest possible level of engagement and retention, which should naturally bring the best ROI.

### Picking your CPI

Asking networks what their CPIs are is a common practice. However, their estimates are typically based on the 'auction principle', whereby [the higher CPI, the greater the traffic](#). It does not take into account the quality of it.

Starting with a competitive - but not high - CPI is a good strategy. Give it some time and monitor the results; if traffic is low, the cost can be increased.

It's also important to remember that the CPI varies between countries and depending on the app, so being aware of the target market is crucial. According to [Clickky](#), iOS app CPI stands at just under \$1 in the US, but only \$0.40 in Turkey.

The cost per install should be the same for all networks involved; this way you will be able to easily compare their performance and choose what works best for your campaign.

### Preventing, detecting and fighting fraud

According to the [Association of National Advertisers](#), fraudulent traffic will waste \$7.2 billion this year alone. With money pouring into CPI, fraudsters are likely to follow the trail.

Bots automating installs, re-installing an app which has already been downloaded and fraudsters randomising device IDs or click locations are the most common types of fraud, but there are a number of other activities to bear in mind.

There are different threats at each stage of conversion funnel, and prevention is a responsibility shared between the advertiser and network. Fraud on the whole is considered an industry-wide problem and one that will only be eradicated with collaboration from all parties.

Most commonly, fraud in CPI can be detected when incentivised traffic is sold as non-incentive. Ad networks typically aim for supplying the best-quality traffic and ensure their sources do not engage in such practices, however, it isn't always the case. By monitoring the conversion rate of a campaign on a daily basis, it's easy to spot the indicators, and the solution is to cut things off at the source.

When choosing your network, make sure you pick a trusted one and that your partners have double-layered protection for automatic IP filtering and detection. To stay on the safe side, regular checks of IP addresses associated with installs are a good practice as numerous installs coming from identical or very similar IPs suggest a fraudulent activity.

Using first-party indicators such as post-install behaviour can otherwise help detect fraud, as it's harder to fake post-install events than clicks or regular downloads. If while running a CPI campaign you notice that users driven by a certain source have no post-install activity in-app at all, it can be suspected as fraud.

### **Choosing a network**

That's the basics covered from our end, and the only thing left is to introduce the networks. We've compiled a list of trusted partners with varying levels of detail regarding their background. In all cases there is an opportunity to reach out for more information, while a select few offer a full breakdown of what's on offer.

We hope you enjoy the guide.



**Monika Komar** *News and Features Reporter*



# Adcash

Est. 2007

[adcash.com](http://adcash.com)

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## Offices:

**Tallinn (HQ)**, Barcelona, Sofia, and Paris.



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## Five main competencies of platform:

- Works across all main devices (desktop, in-app, mobile web, in-stream video) and pricing models (CPC, CPA, CPI, CPL, CPE) whilst supporting all main payment methods
- Large selection of ad formats and nearly unlimited traffic from all geos
- In-house built advertising technology with finger-printing capability
- Anti ad-blocking solution that ensures your inventory gets seen
- Dedicated account teams or self-service with 24/5 support



## Q&A:

### Thomas Padovani

Adcash CEO



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#### Please tell us why you're the leading CPI network in this Guide

Adcash was born in performance marketing and is more than just a display network. It has always focused on selling ad space, which is why we've placed ourselves as a bridge between the publisher and advertiser.

From our position, we can see trends as they are set and quickly adapt our technology to stay ahead of the curve. We have the right mix of high revenue for publishers and traffic quality for advertisers, which is why our partners trust us.

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#### What are the main benefits for publishers and advertisers?

Both publishers and advertisers benefit from our 10 years of experience in developing advertising technology and our commitment to increasing global market coverage. This is reflected in a team of over 180 dedicated developers and a network that brokers over 20 billion impressions per month.

Publishers benefit from our services, because we provide advertisers who are willing to spend money for their traffic. With access to premium advertisers, we can ensure a high eCPM and fill rate. We also need to make sure that the ads they display are seen, otherwise they won't make money. That is why we work on improving device and browser compatibility, as well as technology to bypass ad blockers.

From day one, we've been committed to providing advertisers with direct traffic. When we can't, we use our RTB desk and hold that traffic to the same standards we have when buying directly. This ensures that advertisers will be able to find relevant traffic within our solutions. The Adcash platform also provides tools to easily build and manage targeted, engaging campaigns.

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#### How do you deal with fraud on the platform and guarantee quality with the publishers you use?

We're committed to fraud prevention and invest heavily in the technology and personnel needed to achieve it. Our dedicated team of specialists monitor traffic and back up our automated system by performing manual checks.

We reinforce our in-house technology with third-party tools. By using both, we have a better view of what trends are emerging, because we gather intelligence from the market and our network. Not every network can say this.



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## How have you kept in line with emerging trends over the last year?

The three major trends we've followed are growing mobility, changes in the advertising ecosystem and advertisers increasing experience with online advertising.

Traffic has continued to move from desktop to mobile and we've moved with it. We've strengthened our in-app and in-stream offerings. Adcash is also building technology and expertise to provide full interactive video, as well as additional ad formats.

The advertising ecosystem is no longer closed. We now provide access to our trading desk, while improvements are being made to our filters to ensure a good level of quality on the traffic we buy when purchasing directly is not an option.

Advertisers don't need as much help executing their campaigns as they once did. To support this, we've been focusing on developing self-service tools that will increase their efficiency when they want to manually create, track, and manage their campaigns.

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## What improvements are you looking to make within the next year?

We will continue in the same vein, improving our advertising technology to improve client ROI and the user experience. Adcash's mission is to be at the origin of the click that generates revenue. We will continue to work with publishers and advertisers to accomplish this.

Adcash needs to ensure that advertisers have reach and engagement, and publishers are able to earn money from ads. Format offering, compatibility, and targeting will be improved. Fraud prevention will continue to be a focus for us too. Lastly, supply and demand sources will be increased through our business development team.



Do you offer bidding in real time? **YES**

Do you support all acquisition and retention channels? **YES**

Do you host a retargeting platform? **NO**

Is there a set-up fee? **NO**

Do you support display and video ad formats? **YES**

Do you offer behavioral targeting? **NO**

Do you offer reporting in real time? **YES**

Can I target by device and location? **YES**

Do you offer keyword targeting? **YES**

Can you IP target down to the individual household? **YES**

Do you offer incentivised traffic? **NO**

Do you offer CPA, CPM and CPE models on top of CPI? **YES / YES / YES**

Is your inventory served directly through publishers, via third parties, or a combination of both? **COMBINATION OF BOTH**

Can I cap my daily budget? **YES**

Are your services available for iOS, Android and Windows titles? **YES**

Do you have fraud and compliance control tools in place? **YES**

Am I able to run campaigns with third-party tracking? **YES**

Do you have a monthly minimum inventory guarantee? **YES**

Do you require exclusivity? **NO**

Can I run a test campaign with you before committing? **NO**



# ICONPEAK

## IconPeak Est. 2013

[iconpeak.com](http://iconpeak.com)

**Contact:** Zuar Salazar / [zuar@iconpeak.com](mailto:zuar@iconpeak.com) / +49(0)30609836433

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### Offices:

**Berlin (HQ),** Seoul



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### Five main competencies of platform:

- Full media management and flexible pricing, including CPI
- Internal programmatic media team with hypertargeted RTB traffic
- Proprietary technology delivering higher ROI through continuous ad optimisation
- Guaranteed in-app engagement, retention and monetisation performance
- Support from account managers in 22 languages with real-time reporting

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### Monthly downloads on network:

1.5 million



## Q&A:

### Felipe Ogibowski

Co-founder/CEO



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#### Please tell us why you're the leading CPI network in this Guide

IconPeak is at the core of top mobile CPI strategies. As one of only 18 TUNE Certified Partners across the world, we continuously shape best practices in the ad tech industry. Our proprietary technology collects campaign data in real time, allowing account managers to rapidly adjust traffic delivery if necessary, and ensure that advertisers' objectives are met. The end result is successful campaigns with lower operational costs.

The company boasts a multitude of ad categories, including native and video placements, mobile display and social inventory. Alongside these, our programmatic media-buying team has the ability to purchase traffic using numerous pricing models. This creates diversified portfolios for ad campaigns, maximising the delivery and quality for advertisers.

In our three-and-a-half years of existence, IconPeak has been ranked as one of the top three performance marketing agencies in Europe by the [European Performance Marketing Awards](#) and one of AppsFlyer's top 30 advertising partners in terms of global user retention. Beyond this, we were chosen as one of the top 10 Fastest Growing Companies in Germany by TNW and won Deloitte's Technology Fast 50 Rising Star award in 2015.

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#### What are the main benefits for publishers and advertisers?

For advertisers on the hunt for user acquisition opportunities, IconPeak delivers a consultative approach to account management. We work closely with advertisers to help define their objectives, budget and the timeframe for a campaign, as well as determine the best strategy to engage the right audiences. Our experienced team then executes the campaign through various channels, including video and native ad placements, social and display, and social media influencers. By continuously optimising performance through our proprietary Smarticon technology, we guarantee that users reach the level of engagement and retention required to make a killer ROI.

For publishers looking to monetise their app's traffic, IconPeak offers thousands of CPI campaigns across numerous verticals, in geos stretching from the US and the UK to Russia and China. Publishers have access to all of their metrics within the system, which allows them to monitor their performance at any given time, confirm they are on the right track to achieving their KPIs and view any changes to the campaign. They also automatically receive notifications about new campaigns that Smarticon technology deems likely to perform with their traffic sources.



# ICONPEAK

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## How do you deal with fraud on the platform and guarantee quality with the publishers you use?

IconPeak combats fraud through Smarticon, as well as constantly scrutinising traffic delivery and monitoring in-app activity. Our technology provides improved tracking, blocks certain types of traffic that might be fraudulent, and flags other suspicious sources for additional checks from the technical team. It also offers campaign managers post-install event information, allowing them to match KPIs with the optimal traffic source. This ensures that any fraudulent traffic, and any other traffic that doesn't reach the campaign's quality standards, is removed.

Besides taking actions to ensure current traffic sources are surpassing the quality requirements, IconPeak's media acquisition team follows strict processes and guidelines to make sure that we only enter into partnerships with quality publishers. Every new publisher is individually reviewed and, upon being accepted, submitted to regular quality checks.

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## How have you kept in line with emerging trends over the last year?

As consumers become increasingly averse to advertising, which is shown by the popularity of ad blockers, IconPeak is constantly on the lookout for improved methods of connecting with audiences. This includes extending our reach into native platforms where ads can be smoothly integrated into original content streams, and into platforms which allow our programmatic media-buying team to utilise substantial data when targeting, providing users with content that is more relevant to them.

Day in and day out, we are working on improving our product offering to advertisers. Reaching engaged users is high on the priority list. We recognise the reach and influence of creators on platforms such as YouTube and have even developed our own platform, [SocialScene.io](https://socialscene.io), to connect brands with influencers.

One of our most successful campaigns was the one for the ToyBlast app, which was promoted by three different influencers with over 4.5 million subscribers. Each influencer created a video for the user base that endorsed ToyBlast in a novel way. Within two days the campaigns accumulated over 600,000 completed views and thousands of engaged users.

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## What improvements are you looking to make within the next year?

For years advertising agencies and networks relied on advertisers to perform quality checks themselves. We aimed to be at the forefront of engagement-based advertising and began to actively optimise our campaigns based on automatically reported user and traffic KPIs, removing the burden from advertisers' marketing teams. This also boosted the efficiency and speed at which campaign optimisation is done.

We will continue to develop our technology to provide our clients with superior quality. One of our upcoming releases will offer advertisers access to an interface where they will be able to monitor KPIs for every traffic source that's delivering users to their campaign. It will also allow them to take action on their own, providing them with even more control and transparency.



# ICONPEAK

Do you offer bidding in real time? **YES**

Do you support all acquisition and retention channels? **YES**

Do you host a retargeting platform? **NO**

Is there a set-up fee? **NO**

Do you support display and video ad formats? **YES**

Do you offer behavioral targeting? **YES**

Do you offer reporting in real time? **YES**

Can I target by device and location? **YES**

Do you offer keyword targeting? **NO**

Can you IP target down to the individual household? **NO**

Do you offer incentivised traffic? **YES**

Do you offer CPA, CPM and CPE models on top of CPI? **YES / YES / YES**

Is your inventory served directly through publishers, via third parties, or a combination of both? **COMBINATION OF BOTH**

Can I cap my daily budget? **YES**

Are your services available for iOS, Android and Windows titles? **YES**

Do you have fraud and compliance control tools in place? **YES**

Am I able to run campaigns with third-party tracking? **YES**

Do you have a monthly minimum inventory guarantee? **NO**

Do you require exclusivity? **NO**

Can I run a test campaign with you before committing? **YES**



**mobusi**  
MOBILE ADVERTISING

# Mobusi

Est. 2012

[mobusi.com](http://mobusi.com)

## Offices:

**Madrid (HQ)**, Los Angeles, Mexico D.F and Singapore



## Five main competencies of platform:

- Self-service platform
- Multiple ad formats, including banner, pop, redirect and interstitial
- Targeting options: geo, device, OS, browser, carrier, vertical
- Service from our account managers all year round
- Whitelist and blacklist

## Monthly downloads on network:

1.016.885 (AUG)



# mobusi

MOBILE ADVERTISING

## Q&A:

**Macarena Cenalmor**  
VP of Client Services



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### Please tell us why you're the leading CPI network in this Guide

Mobusi is a performance agency, headquartered in Madrid and with over five offices, housing a total of 180 employees. Not only do we care immensely about goals and KPIs on the advertiser side, we are also experts in getting an audience, creating and developing new strategies and tools to lead the pack. Our current stack encompasses a Postevents platform, video inventory, native ads and influencers among others. As we are a technology company by trade, we can develop everything according to the trends of the market.

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### What are the main benefits for publishers and advertisers?

For publishers, mobusi covers every country with every type of offer. That's the reason we are one of the best monetisation solutions on the market. No matter where your traffic comes from, we will monetise it with a view to getting maximum revenue for every publisher.

For advertisers, as we said before, we are experts in audience. We have 12 different verticals where we can set up an offer and track absolutely *everything*. This helps a lot when studying data and user behaviour. It doesn't waste clicks, time and money in A/B testing.

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### How do you deal with fraud on the platform and guarantee quality with the publishers you use?

We tried a lot of different tools on the market and finally decided to develop our own as we were missing an air of agility with new fraud patterns that appear every day.

One of the best things we do is detect suspicious traffic and send it to our own apps, to study the behaviour and track those patterns to improve our tool. Things like VPNs, IP masking, suspicious CRs and bots just don't enter our network anymore. Obviously there are other fraud types that you only detect after the conversion - that's why we work fast to detect it and block it through our click ID.

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### How have you kept in line with emerging trends over the last year?

We try to attend every important show in the market, listen and talk with the biggest players. It is really important for us to understand that we are on the right path and lead the market with that information. Relationships and transparency with our partners are a must.



**mobusi**  
MOBILE ADVERTISING

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### What improvements are you looking to make within the next year?

We want to completely lead the CPI market with some of the different tools and strategies that we are developing.

On a general level, we have what it takes to create a specialised, local team that perfectly understand and know the mobile environment and can keep fighting against fraud and help our clients reach their goals better and faster.



**mobusi**  
MOBILE ADVERTISING

Do you offer bidding in real time? **YES**

Do you support all acquisition and retention channels? **YES**

Do you host a retargeting platform? **NO**

Is there a set-up fee? **NO**

Do you support display and video ad formats? **YES**

Do you offer behavioral targeting? **YES**

Do you offer reporting in real time? **YES**

Can I target by device and location? **YES**

Do you offer keyword targeting? **NO**

Can you IP target down to the individual household? **YES**

Do you offer incentivised traffic? **YES**

Do you offer CPA, CPM and CPE models on top of CPI? **YES TO ALL**

Is your inventory served directly through publishers, via third parties, or a combination of both? **A COMBINATION OF OWN PUBLISHERS, NETWORKS, MEDIABUYERS, RTB AND AFFILIATES.**

Can I cap my daily budget? **YES**

Are your services available for iOS, Android and Windows titles? **YES**

Do you have fraud and compliance control tools in place? **YES**

Am I able to run campaigns with third-party tracking? **YES**

Do you have a monthly minimum inventory guarantee? **WE MANAGE MORE THAN 120 MILLION CLICKS PER DAY, BASED ON ECPM RANKING**

Do you require exclusivity? **NO**

Can I run a test campaign with you before committing? **YES**

# CLAYMOTION

## Claymotion Technologies

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### Contact:

Neel Juriasingani / [neel@claymotion.in](mailto:neel@claymotion.in) / +91 9810640682

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### Five main competencies of platform:

- Focus applied to in-app event optimisation
- Focus applied to in-app event optimisation
- High quality owned and operated products for India
- Direct traffic across Asia, Europe, Middle East and Africa
- Exclusive Windows in-app traffic through global partnership with Microsoft



## ExoClick

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### Contact:

Óscar Amores / [advertising@exoclick.com](mailto:advertising@exoclick.com) / +34 931 810 272

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### Main competencies of platform:

- CPI through our performance team



## Liftoff

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### Contact:

Dennis Mink / [dennis@liftoff.io](mailto:dennis@liftoff.io)

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### Five main competencies of platform:

- Full service performance app marketing platform
- CPA-optimised mobile user acquisition and retargeting
- Lookalike profiling and targeting
- High-performing, personalised advertising with dynamic ads
- Option to pay on CPA



## Linking Mobile

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### Contact:

Ginj Pall / [ginj.pall@linkingmobile.com](mailto:ginj.pall@linkingmobile.com) / 0203 137 9267

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### Main competencies of platform:

- Supporting new app installs on a cost per install
- Driving in-app engagements and subscriptions/registrations/LTV on a pure cost per engagement
- Targeting for app re-engagement – segment and target existing app installers to drive app usage
- Global publisher partner network, direct and strategic, with US/UK offices
- Mobile performance expertise – six years of working with brands/advertisers/agencies



## mtmy

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### Contact:

Pazit Malchi Bodesky / [pazit.ma@matomy.com](mailto:pazit.ma@matomy.com) / +972-54-9222382

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### Main competencies of platform:

- mtmy is the mobile-first ad agency from Matomy (LSE: MTMY, TASE: MTMY.TA), a world-leading martech company delivering smart technology and a personalized approach to advertising
- We focus on optimising your search, social, and programmatic campaigns according to a wide range of parameters, including location, behavior, device, OS, creative type and demographics, turning insights to action
- Putting your advertising goals first, mtmy adjusts strategy according to your brand, campaign activity and insights to achieve long-term customer retention through a holistic approach



## MOBIDEA

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### Contact:

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### Main competencies of platform:

- Programmatic network for affiliate marketers
- Specialises in mobile subscriptions, pin submits, sweepstakes and app install offers
- Able to send traffic to highly profitable offers or auto-optimize it using Smartlink®
- 30,000+ affiliates who always get a flat 80% revenue share
- Daily payments

# Mobvista.

## Mobvista

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### Contact:

[marketing@mobvista.com](mailto:marketing@mobvista.com)

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### Five main competencies of platform:

- Industry leading CVR and EPC
- 3,000+ offers from 1,000+ global advertisers
- CPI, CPA and CPL models
- Exclusive Facebook and Google AdWords SDK offers
- Local account management delivered 24/7



## OGMobi LLC

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### Contact:

Tom Voitik / [tom@ogmobi.com](mailto:tom@ogmobi.com)

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### Main competencies of platform:

- Delivery of four million installs per month
- Highest quality incentive installs (rank the app store)
- Video ads (rewarded + interstitial)
- Static ads (interstitial + banner)
- Offer walls



## Sociomantic Labs (AppKit)

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### Contact:

Greg Endean / [greg.endean@sociomantic.com](mailto:greg.endean@sociomantic.com)

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### Main competencies of platform:

- Re-engage idle users to drive sales
- Drive incremental sales and grow customer loyalty
- Drive customers to your channel of choice
- Increase your user base



## Vungle

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### Contact:

Bennett Carroll / [bennett.carroll@vungle.com](mailto:bennett.carroll@vungle.com) / 07974536627

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### Main competencies of platform:

- In-app mobile video advertising
- Performance marketing for in-app video ads
- Performance-based mobile app installs (CPI)
- CPM-based programmatic advertising

# Contact us

Fancy getting your voice heard at PerformanceIN?

We work closely with a range of different performance marketing experts to produce reports, Buyer's Guides, research and articles for the benefit of our growing audience.

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Contact [sales@performancein.com](mailto:sales@performancein.com) for details about our various offerings.