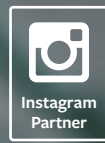


Kenshoo™ GAMING

The most impactful publishers.
The most valuable ad placements.
Your best users. **Game on.**



 Marketing Partners

Drive mobile app installs and LTV

with unique algorithms designed specifically for mobile gaming advertisers

Execute end-to-end funnel optimization

to scale volume towards high value users and balance among all in-app optimization events

Optimize creative performance

with an industry leading analytical dashboard designed to improve KPIs while cross referencing creative elements and their performance

Perform granular analysis

with intuitive, comprehensive performance reports and actionable insights

Gain strategic resources

to provide industry insights and stay ahead with latest innovations

“ Makes media buying
more efficient”

FLARE
G A M E S

“ Hands on
service”



“ Adjusts immediately
to market and
Facebook changes”

PIXELFEDERATION®





Drive Unprecedented Gaming Advertising Performance

POWERFUL FEATURES DESIGNED FOR THE BIGGEST AND THE BEST

OPTIMIZATION AND SCALE

Gaming-centric algorithms maximize the Return on Ad Spend and yield optimization towards cohorted ROI, balancing optimization with scale across titles.

CREATIVE MANAGEMENT AND TESTING

Image and Video Galleries enable management of thousands of creative assets and crop existing creative assets to make them compatible with Instagram and Facebook.

FULL FACEBOOK MOBILE AD SUPPORT

The only FMP to support all Facebook features offered for gaming and mobile app customers.

DYNAMIC DATA VISUALIZATION

State-of-the-art data visualization provides deep insights and helps with easily taking action on the data.

CROSS-DEVICE MEASUREMENT

A server-side integration brings in-app events into the platform while a proprietary solution measures the impact of marketing investment across different devices and platforms.

Learn More at [Kenshoo.com/Gaming](https://www.kenshoo.com/Gaming)