Easily Monetize Your Mobile Traffic

CAKE

appthis

AppThis gives marketers access to 30,000 app campaigns across virtually every geographic area, providing 99% coverage of the mobile market

AppThis is a mobile advertising technology company that has developed a solution called AppWall which dynamically promotes app install campaigns across any geographic area or device.

How it works

AppThis works with hundreds of advertisers and AppWall supports more than 10,000 individual campaigns. Whenever a user visits the AppWall URL, they are provided with a variety of CPI apps based primarily upon the user's geo, device, and revenue yield. AppWall accepts global traffic from both Android and iOS, and is having great success with network and agency partners who run the tool for many reasons, including but not limited to:

- Monetizing unfilled mobile inventory
- Mobile redirect (wrong geo, lead cap exceeded, offer paused, etc..)
- Interstitial ads
- Exit pops for mobile landing pages
- Promoting the AppWall via traditional display methods

AppWall works off of a single tracking link per account so tracking is easy, automatic and instantaneous.

Conversions

A conversion occurs after a user visits the AppWall and selects and installs an app. AppThis can either pay on a dynamic rate per install generated and

CAKE & AppThis, A Natural Fit

After integrating CAKE with AppThis, users can:

- Monetize mobile traffic with one piece of code
- Monetize international mobile traffic with apps
- Provide localized ads by location and language
- Get started quickly with easy set-up and integration

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See clearly, spend better.

pass revenue on in real-time or pay on a flat rate per install based on an average CPI and geo tier. If one single user installs more than one app, more than one conversion is recorded.

AppThis's payout budget is essentially unlimited. If an individual app campaign is paused or exceeds a daily cap, the AppThis system will automatically remove it from the AppWall in real-time.

What this means for CAKE users

Whether you are looking for a way to get started monetizing mobile traffic or already purposefully drive mobile traffic and are looking for an easy-to-use tool to get better results, integrating CAKE and AppThis can be a great solution. If you are new to the process of monetizing mobile traffic, AppWall lets you use AppThis's connections with advertisers and their existing mobile campaigns to immediately start converting without the hassle of establishing these connections yourself. If you are seasoned at monetizing mobile traffic, AppWall can reduce the amount of effort you put into the process by helping to further automate tracking and payout.

Take a closer look

View a working demo of AppWall by visiting http://appfly.mobi from a mobile device.

"I have been working with the team at AppThis for over a year and have been delighted with the results. For depth of coverage, AppThis is second to none and with no campaign management, it means I can concentrate on acquiring and building distribution sources. International mobile should be a key growth area for any digital marketing company. App campaigns are often global in nature so it makes sense to partner with AppThis because they have built a simple way to serve the best app to a consumer anywhere on the planet!"

-Claudia Smithson - Founder, Lolaleads