

.PUSH NOTIFICATIONS

an innovative and user-friendly way to
connect with your target audience



WHAT IS A PUSH NOTIFICATION?

Push notification is a new type of a native ad format letting you connect and engage with your target audience in a non-intrusive way.

Once users who visited website or installed app opt-in to get your push notifications, they start getting push ads messages. Each push notification looks like an alert that pops up on a desktop or mobile device and has a title, description, and image.

Push notifications are created to deliver positive user experience. They don't distract users from interacting with their content.

Since push ads get directly to a user's device, they reside in the notification tray for hours, visible and accessible for a user. Also, users can receive only a limited number of notifications a day and have an option to unsubscribe anytime.

These factors ensure high-quality traffic and authentic audiences for your campaigns.



HOW IT WORKS:

1

Users agree to receive push notifications from a website or app.

2

Your ads get delivered to a user's desktop or mobile devices, even when they aren't browsing.

3

When they click on the notification, the users go to your landing page or offer.

HOW CAN YOU BENEFIT FROM PUSH NOTIFICATION ADS?

Native at heart

Native to user interests, non-intrusive, user-friendly, and highly-engaging

Bot-free traffic

Users opt-in to receive push notifications, that's how you receive 100% real users

Vast reach

Supported by major browsers and OS, push ads let you reach users on every device type

Advanced Customization

You can set time when your user should get the message, add visuals and emoji

Higher CTR

Maximum viewability leads to higher CTR and conversion, unlike traditional ads

Unparalleled Visibility

Delivered to the users even when they aren't interacting with website or app

WHAT CAN YOU PROMOTE USING PUSH NOTIFICATIONS?

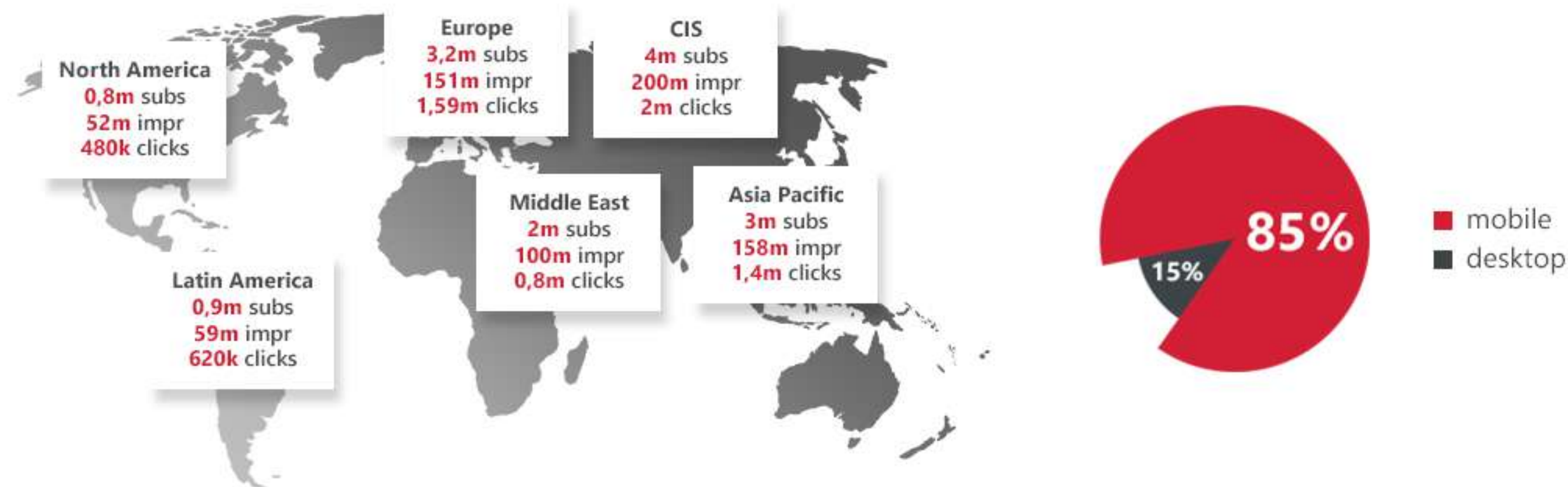
- Special offers and promos
- Boost mobile app downloads
- Announce sales & discounts
- Send traffic to your websites
- Find new winners for contests and giveaways
- Alert of new content
- Alerts, based on geolocation



KEY STATISTICS AND FACTS

Push notification is a brand new ad format, yet spreading with the speed of lightning. So far, we provide access to **14 million** unique users globally, and this number keeps growing.

This is how a number of users, impressions, and clicks are share within countries:



Here are some more facts and figures:

traffic validation
100%
real users

bid floor
\$0,10

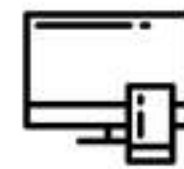
buying method:
1st
price auction

VARIOUS TARGETING OPTIONS



By GEO

Attract visitors from specific countries, regions, and cities



By DEVICE

Target mobile, tablet, and desktop devices via operating systems

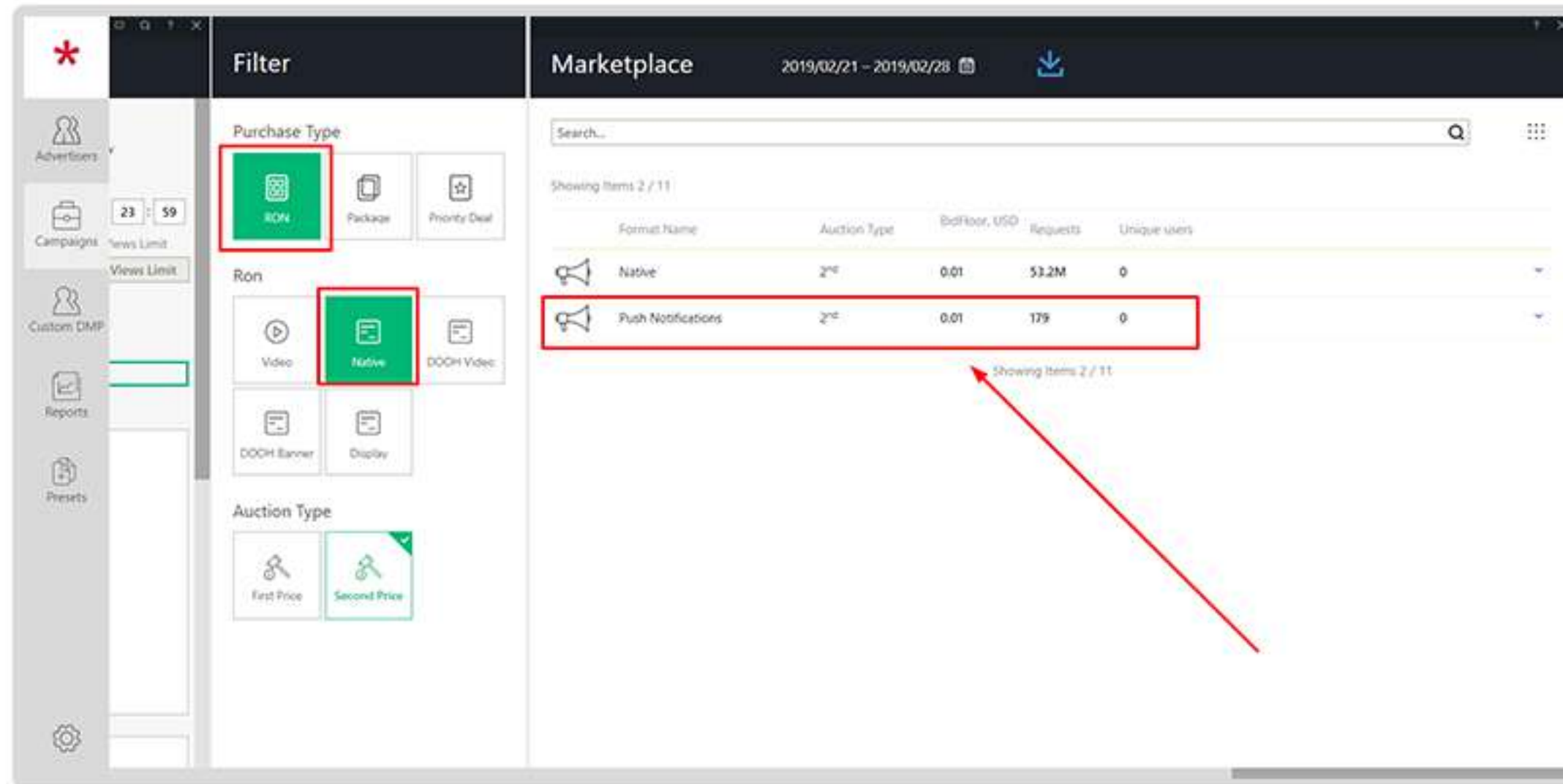


By BROWSER

Get visitors from specific browsers or make an exclusion list

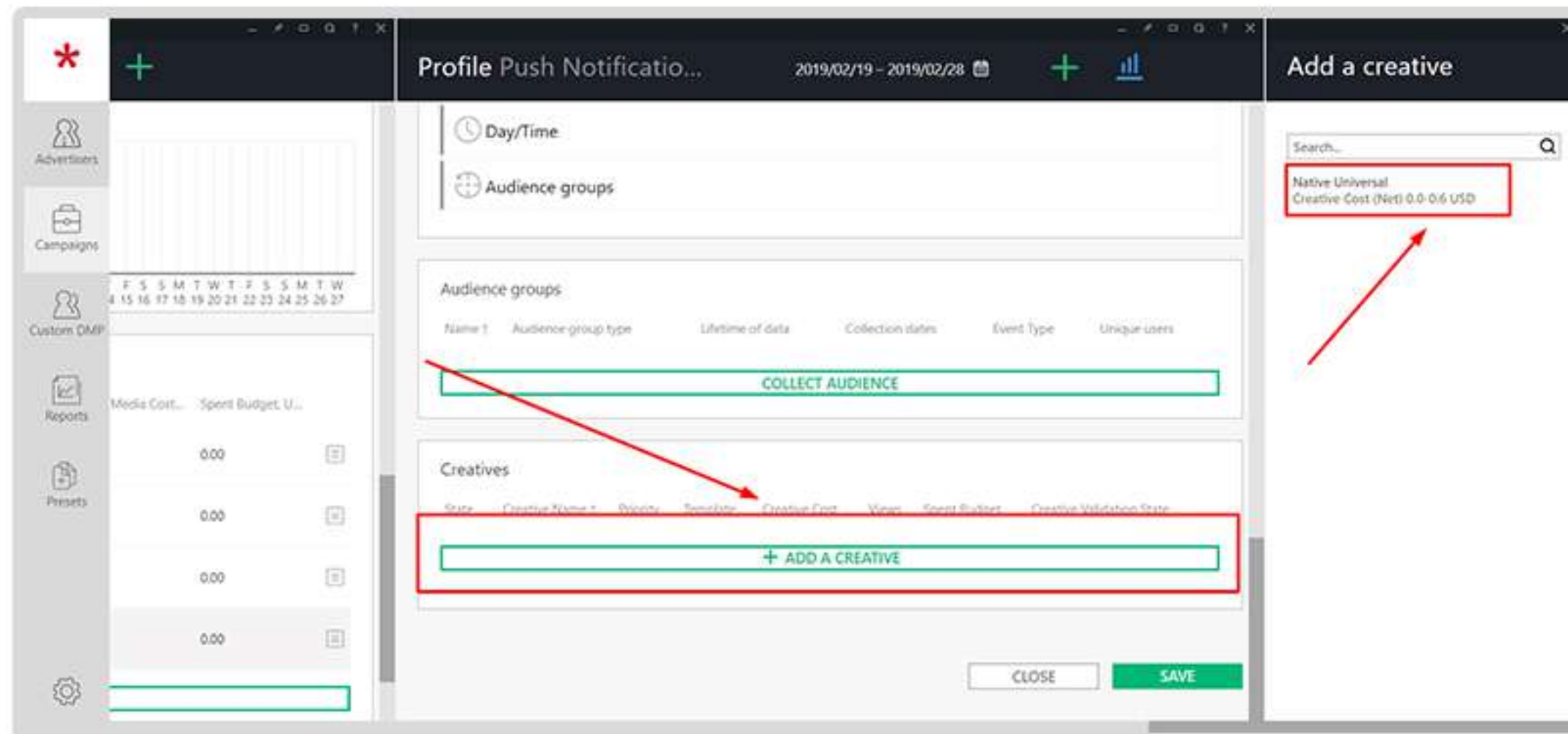


HOW TO START PUSH NOTIFICATION CAMPAIGN VIA ADMIXER.DSP:



STEP 1: CREATE A CAMPAIGN

- Choose Filters: select RON as a purchase type, Native as type of ad placement, and Second Price as auction type
- Then select Push Notifications in a Format list in Marketplace



STEP 2: HEAD TO CREATIVES

- Add your creative
- Then you're all set



NEED MORE INFORMATION OR GUIDANCE ON SETTING UP YOUR PUSH ADS CAMPAIGN?

REACH OUT TO US AND WE'LL BE GLAD TO HELP YOU!



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