

mofiler  
Feeding The World With Data

# The Data Monetization Platform

Mofiler is transforming big data generated by mobile apps into reachable Audiences and Insights.

Giving agencies, brands and marketers easy access to the kind of relevant and meaningful data that was once available only to tech giants like Google and Facebook.



## REACHABLE AUDIENCES

Self-serve tool to build custom segments and lookalikes with data from **700MM monthly active devices** and activate in across 50+ media partners.



## RAW DATA TO CUSTOM INSIGHTS

Based on data generated by thousands of third party apps, that meaningful asset is transformed into actionable insights to reach more users.

# How does Mofiler ecosystem work?





# Meet Jen

*Jen uses many Mobile Apps everyday*



# Meet Jen

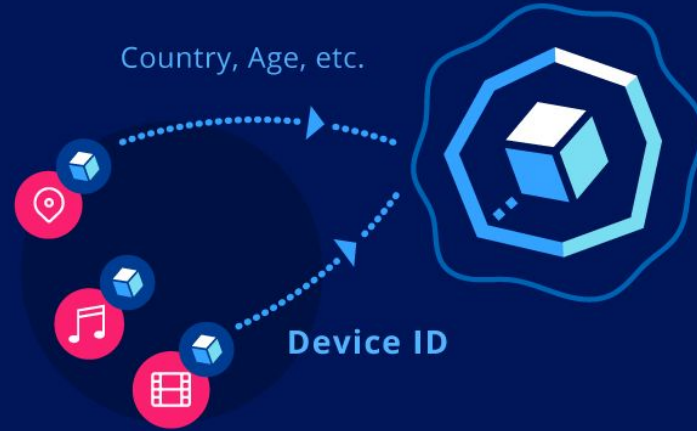
*Some of those Apps use Mofiler SDK* 



*User's privacy is our main asset. We work closely with our publishers to encourage privacy protection by enforcing opt-in consumer consent.*



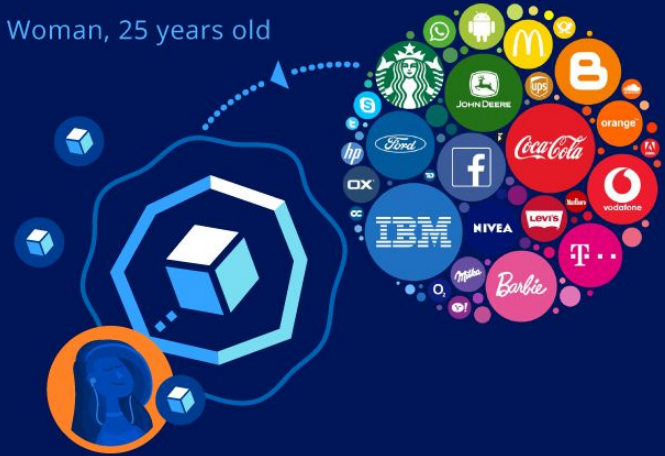
These specific Apps  
provide **Mofiler** with **Raw Data**



Data as age, gender, **Device ID** and location,  
among other behavioral information

Agencies, Brands and Marketers work with Mofiler to produce **insights** about their consumers ...

Woman, 25 years old

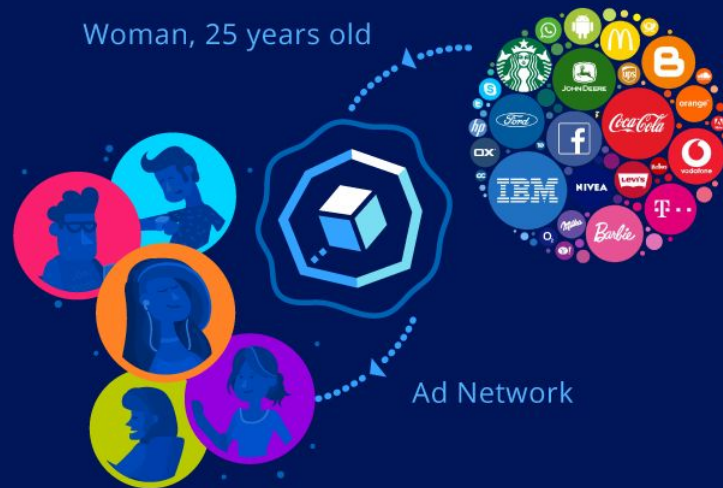




... and to execute **effective**  
**ad** campaigns by reaching  
custom **Audiences**



Jen, and others like her,  
receive **relevant ads**  
through different Apps (\*)



(\*) Mofiler relies on trusted app networks to run ad campaigns, targeting specific groups of users directly to their Device IDs (AHA!)



Generating **leads** to the brands and a new **revenue stream** to the App owners

# Data Products

Products and Services  
based on Data





Data  
Feed



Audience  
Marketplace



Managed  
Services

# Insights-Ready Data



Data  
Feed

Mofiler provides data buyers with a daily stream of raw data to **enrich** first party datasets for user behavior analysis and research.

- *Location data*
- *App Graph / App Activity*
- *Device Attributes*
- *Monthly license fee*

## Insights-Ready Data

# Data Feed

With access to raw data you can improve your current datasets and discover new insights about your users or consumers.

Data Feeds Include:

- Transactional Data Feed - (MAID, IP Address, User Agent, Time Stamp)
- App Graph - apps on device
- Precision Geo - Lat/Lon
- Point of Interest - Precision Geo mapped to retail locations etc...
- Interest & Behaviors - mapped to IAB 2.0 taxonomy
- App Activity - i.e. in app behaviors
- Device Attributes - make, model, carrier
- Demographic Data - gender, age, HHI, Education
- #email + MAID pairs

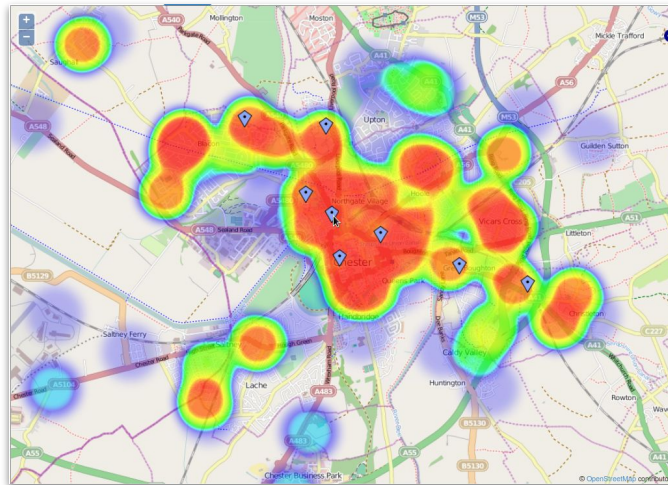


# Location Data

With geospatial data you can understand the physical world and extract insights to empower your business efforts, such as marketing actions or retail store decisions.

With Location Data Customers can:

- Create location-based audiences for Marketplace
- Analyze user's behaviour and movements
- Data aggregations: how often people visit, where they came from, where else they go, and more.





# Reachable Audiences



Audience  
Marketplace

Mofiler generates cohorts / **reachable audiences** to run **effective** digital ad campaigns.

- *Self-service*
- *Build custom audiences and lookalikes*
- *Activate in across 50+ media partners*

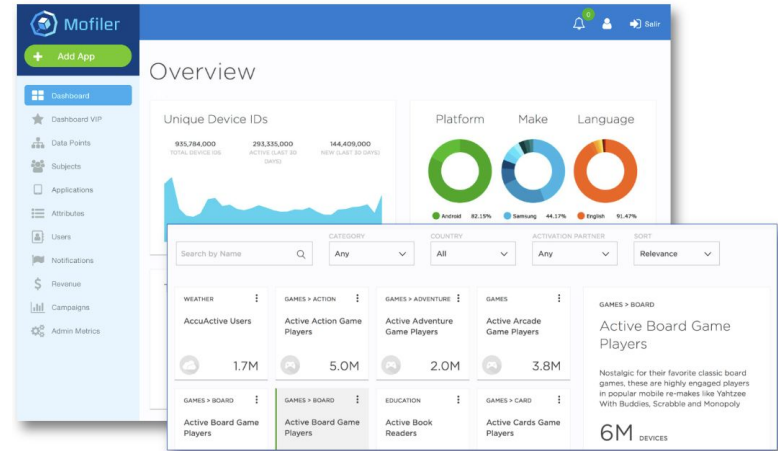
# Mofiler Audience Marketplace

The Marketplace provides Marketers an easy-to-use interface for crafting ideal audience segments. It enables users to easily filter and search through the top audiences and also to develop lookalike audiences from the complete set of data elements available, such as:

- Geos
- POI
- App Usage
- Web Usage
- Demo
- Interests
- Behaviors

The Marketplace also allows to automatically activate those audiences across media sources, such as:

- Social Platforms – Facebook, Instagram, Snap, Twitter
- DSP's – Trade Desk, DBM, Oath, MediaMath, Turn, BRX
- Networks – AdColony, InMobi, LoopMe, Chartboost, AppLovin
- And more!



# Audience Explorer

BROWSING POPULAR AUDIENCES

Easily filter and search through the top audiences:

- Overview details on every audience
- One-click ability to immediately activate
- Save to your Audience Manager for activating later

The screenshot displays the Audience Explorer interface. At the top, there are filters for SORT (Created), CATEGORY (Any), COUNTRY (All), and ACTIVATION PARTNER (Any). Below the filters is a grid of 12 audience cards. Each card shows the audience name, category, and size. The 'Outdoor Enthusiast' card is highlighted. To the right of the grid is a detailed view for 'Outdoor Enthusiast', showing its category (LIFESTYLE), description, size (3.50M DEVICES), activation partners (Facebook), and apps on device (Strava, Track Your Run Or Ride - iOS, Strava: Track Running Cycling & Swimming With Gps - Android, Alltrails: Hiking Running & Mountain Bike Trails - Android, Alltrails: Hike Bike & Run - iOS, Map My Run Bv). Below the detailed view is a platform distribution bar (iOS 56.57%, Android 43.34%) and app ownership icons for Facebook, Twitter, YouTube, Messenger, Instagram, and a flame icon.

Category	Audience Name	Size
LIFESTYLE	Outdoor Enthusiast	3.50M
TRAVEL	The Chasers	5.09M
EDUCATION	The Embracers	20.00M
FOOD & DRINK	Fast Food	13.37M
LIFESTYLE	Mother's Day Shoppers	1.18M
LIFESTYLE	Mother's Day: US Moms	3.57M
FINANCE	Mobile Banking	16.48M
FINANCE	Mobile Payment	53.16M
TRAVEL	Ridesharing	119.81M
SHOPPING	Shopping	200.00M
FINANCE	Crypto-Currency	2.59M
TRAVEL	Travel Booking	200.00M

# Data-Driven Services

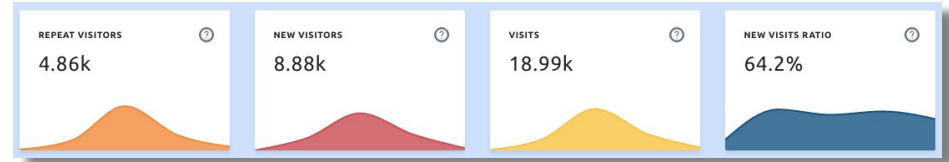


Managed  
Services

Mofiler provides end-to-end services to create, find and elaborate insights about target audiences.

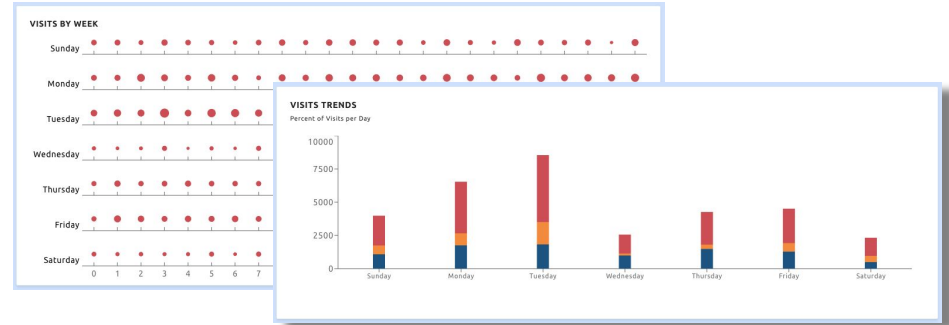
- *Foot Traffic Analysis*
- *Mobility Index and Movement Tracing*
- *OOH media planning*
- *Consumer Online and Offline Behavior*

# Foot Traffic Analysis



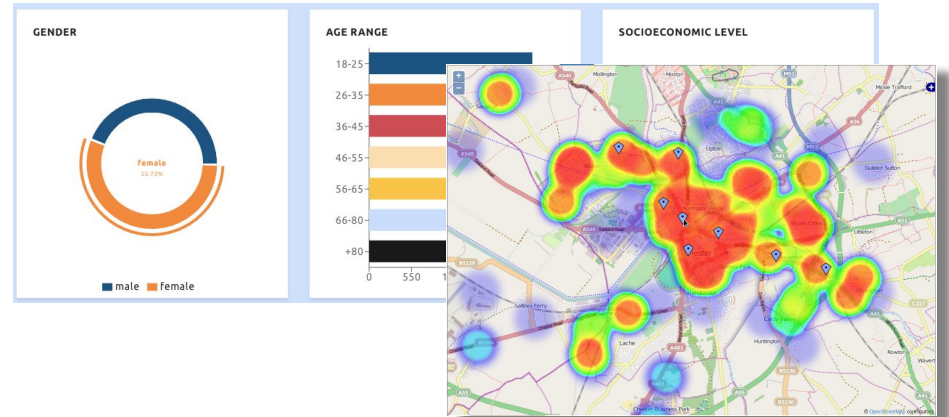
Key metrics include:

- Unique visitors
- Frequency
- Repeat Visitors
- Dwell Time
- Total impressions (visits)



## Audience Breakdowns:

- Demographics breakdown (age, gender, socioeconomic level)
- Tech breakdown (device, make, model, carrier)
- Visit trends by day of week and hour of day



# OOH Media Planner

Mofiler provides a deep understanding of attribution and attrition, giving customers the power to access, analyze, and optimize your data through its services and features.

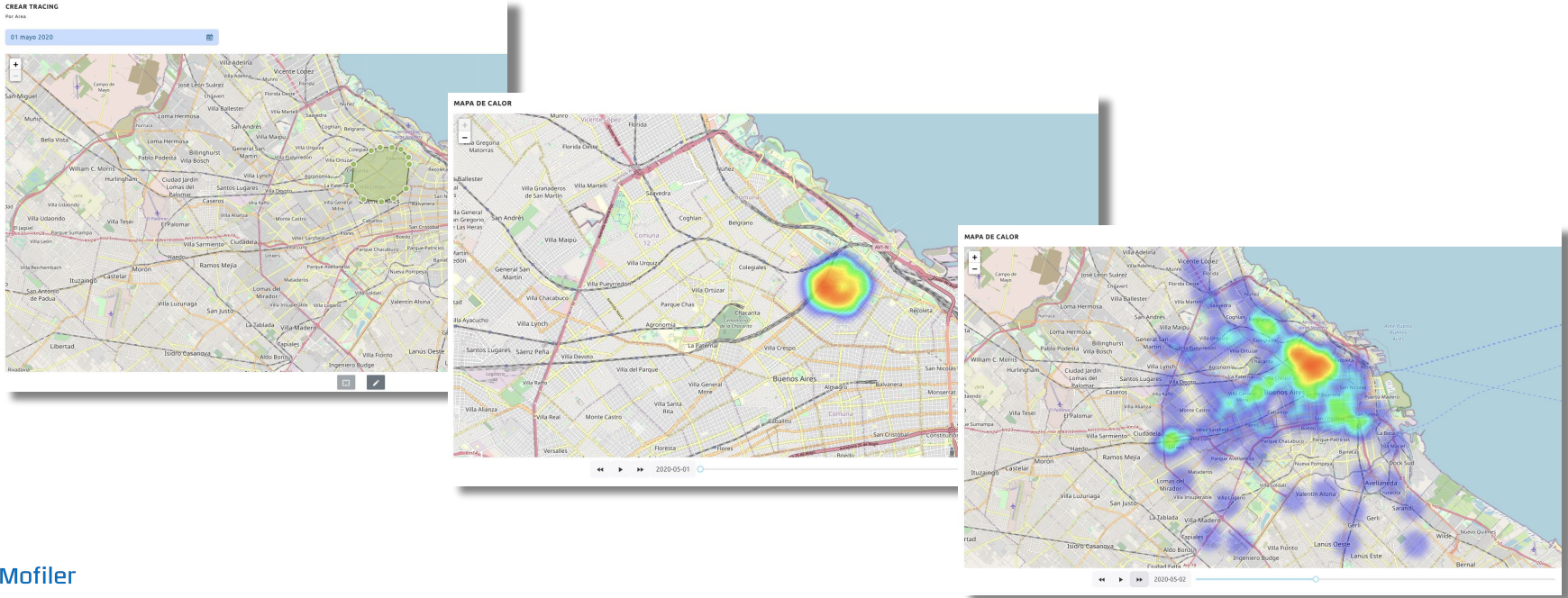
Search for the best billboards:

- Input Target Audience
- Include POIs references, socio-demographics
- Filter by Online Behavior
- Activate matched audience

The screenshot displays the 'PLANNER Audience Builder' interface. On the left, the 'FILTROS' section includes filters for 'VISITAS' (30 Dias), 'PUNTOS DE INTERES' (Mercado de Asunción, Paraguay), 'Distancia' (100m, 200m, 500m), 'GÉNERO' (Femenino), 'RANGO DE EDAD' (18-25, 36-45, 56-65), 'NIVEL SOCIOECONÓMICO', and 'USO DE APPS'. On the right, the 'RESULTS' section shows 'USUARIOS ESTIMADOS' (23,234) and 'FILTROS SELECCIONADOS' (Visitas: 30 Dias, POI: Mercado de Asunción, Paraguay (200), Género: Femenino, Rango de Edad: 18-25, 36-45, 56-65). Below this, the 'BILLBOARDS' section lists 'TOP MATCH' results: 'BILLBOARD #1' (54% match, Avenida Washington Luis, 1415, Santo Amaro, SP, 04626-001, Audiencia: 193) and 'BILLBOARD #2' (1% match, Avenida Jabquara, 2979, Mirandópolis, SP, 04045-004, Audiencia: 43). A map on the right shows the geographic distribution of these billboards in São Paulo, Brazil.

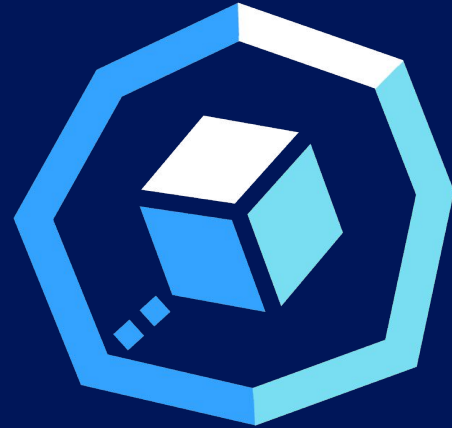
# Movement Tracing

Analysis of aggregate location data provides insights on how a specific group of devices - initially identified with a hand-picked area - got in contact with other devices in the following days, to better understand general patterns of people's movements and behaviors and how these change over time or due to specific events.



# Why Mofiler

Data Safety, Scale and Diversity





# The Data Monetization Platform

Mofiler's mission is to democratize data access and we consider privacy and reach our main pillars to deliver tools and services to our customers.

## DATA SAFETY

User's privacy is our main asset and we take it seriously. We work hard to keep our standards high and compliant with:

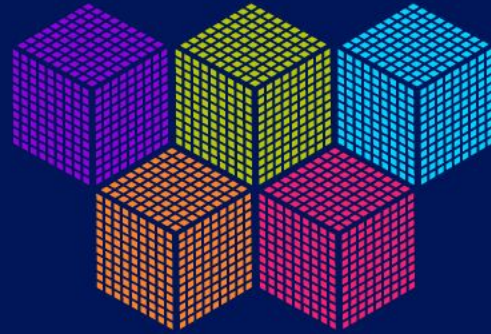
- GDPR, CCPA
- Google Privacy Policies
- Apple Privacy Policies

## DATA SCALE

We understand data has value only when it can be used. **4 billion total devices and 700 million global MAUs** are reachable through our platform and services.

We continue expanding with more direct publisher's integration and global data partnerships.

# THANK YOU!



**mofiler**  
Feeding The World With Data