

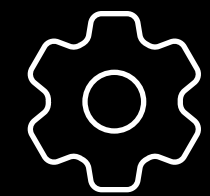


## **Self-directing Mobile Advertising Solution**

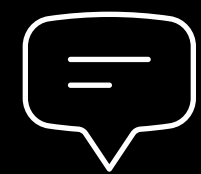
Advanced ML-based algorithms, cross-channel outreach,  
real-time optimization.



# What is Qi Ads?



ML-powered mobile advertising platform with exclusive **real-time optimization**.



Qi Ads uses **traffic from premium ad inventories**: Unity, IronSource, Mintegral, Applovin, Bigo, Xiaomi, Vivo, Oppo etc.



**CPI or CPA** paying models.

No more CPM like in another DSP networks.



# This is the way

## Step 1



### Launch Campaign

Create an account. Create your advertising campaign. You only need to upload the creatives and enter the desired KPI (for example, the cost of registration).

## Step 2



### It's how we make decisions.

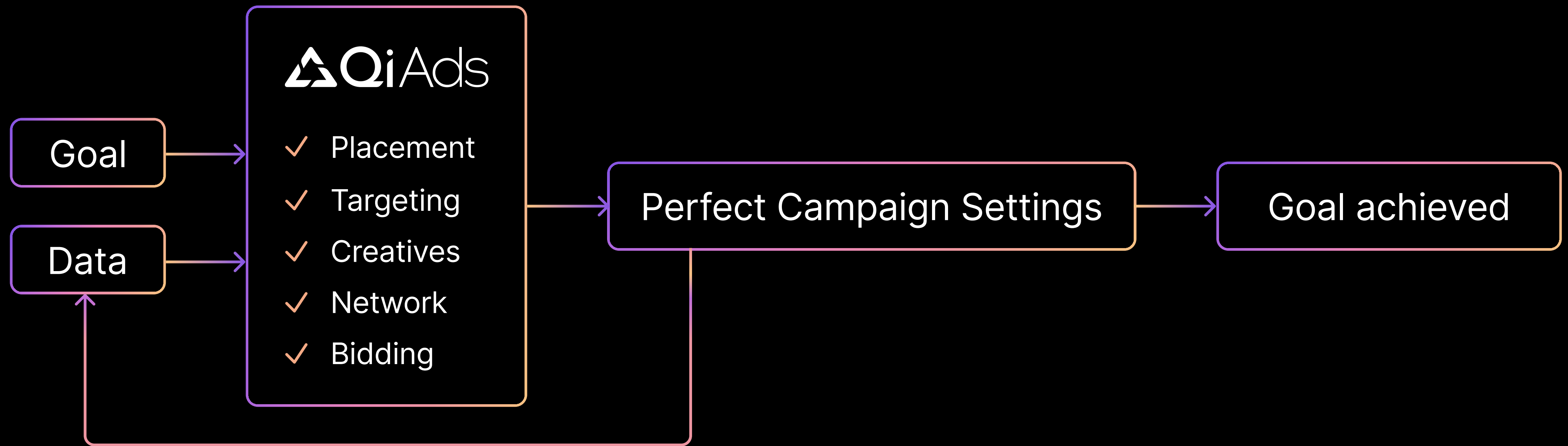
Qi Ads Platform automatically will optimize sources, placements, audience, bids, creatives based on your target actions and traffic quality.

## Step 3



### Get your users

Qi Ads will scale successful campaigns and get even more quality users.



# Qi Ads Machine Learning Platform

Qi Ads ML platform create a perfect blend of networks, placements, targeting, ad creatives and bidding to achieve your goal

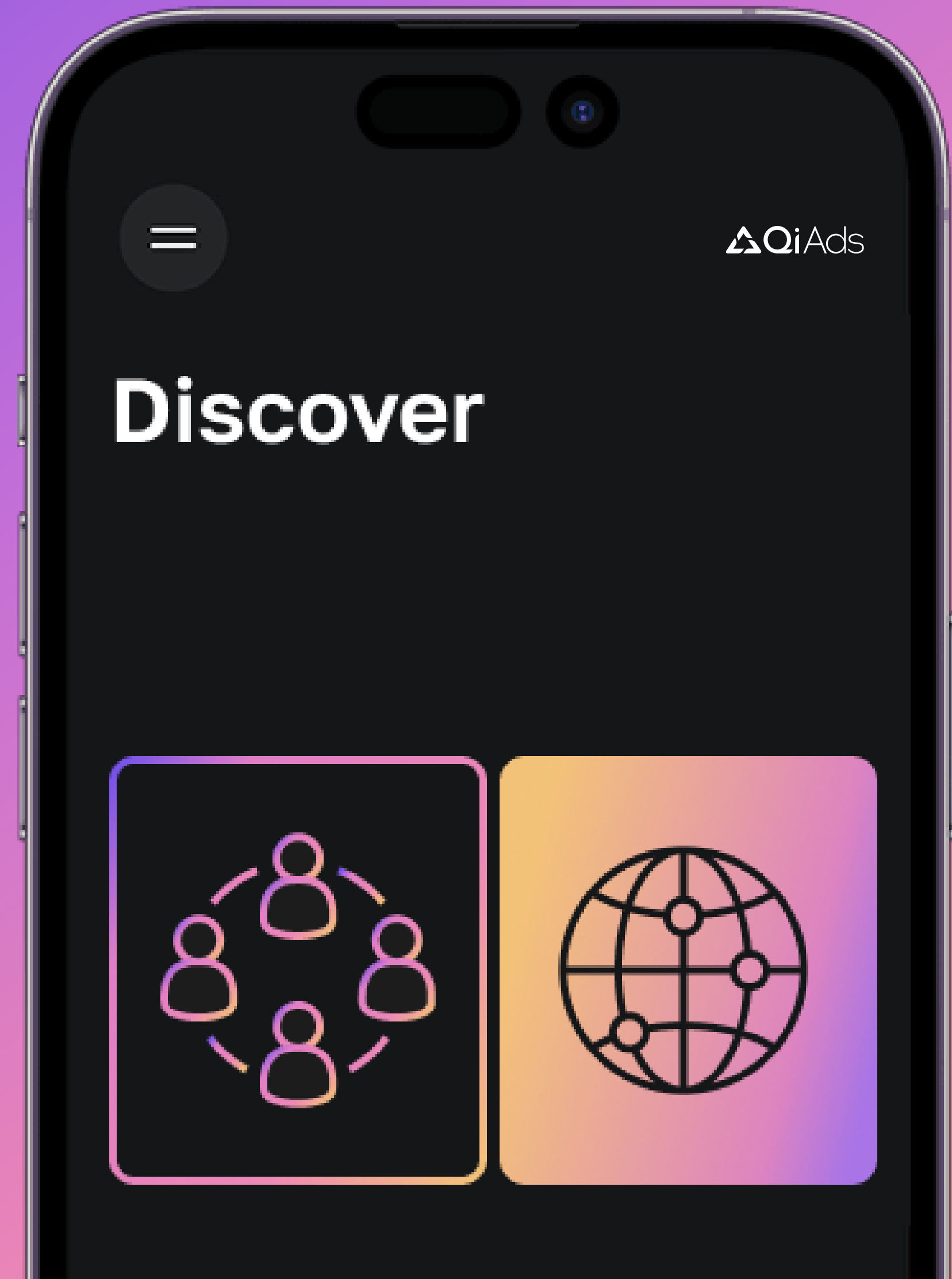
# Connect with the appropriate audience everywhere and anywhere

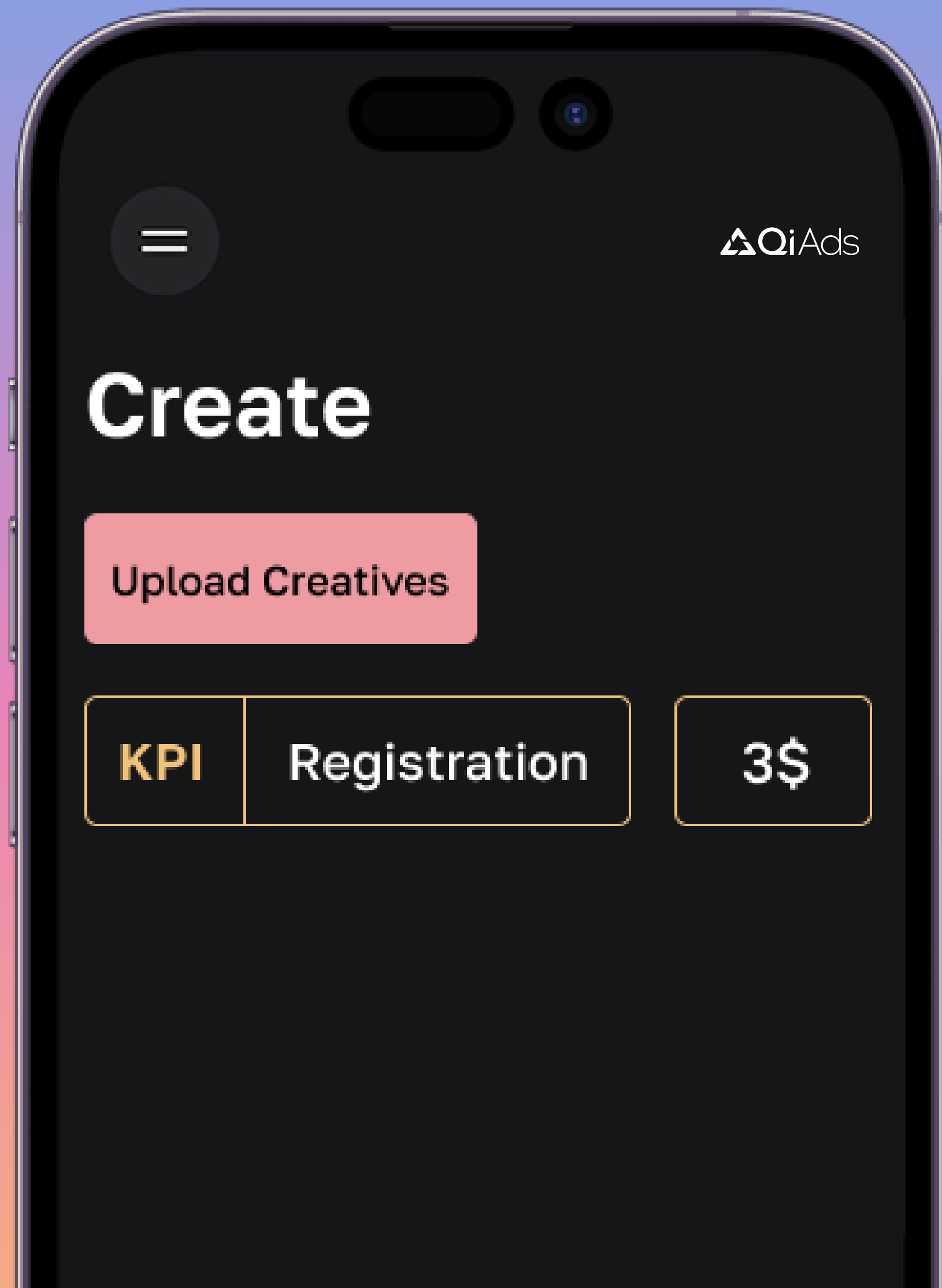
Discover your most valuable users within a network of 20 in-app & oem networks worldwide. Unleash your growth potential by avoiding constraints on audience segments. QiAds' machine learning engine accurately predicts the lifetime value of each potential user, ensuring the acquisition of high-value users, no matter where they are.

✓ 20 networks

✓ Machine learning

✓ Worldwide





## Simplified Campaign Management

Effortlessly create and oversee user acquisition campaigns, while gaining a comprehensive overview of your marketing performance across various breakdowns.

Create a campaign in one minute. Simply upload your creatives and enter your desired KPI. Then the platform will do everything automatically.

✓ Creatives

✓ KPI

✓ Relax

# Achieve your KPI effortlessly with automated user acquisition

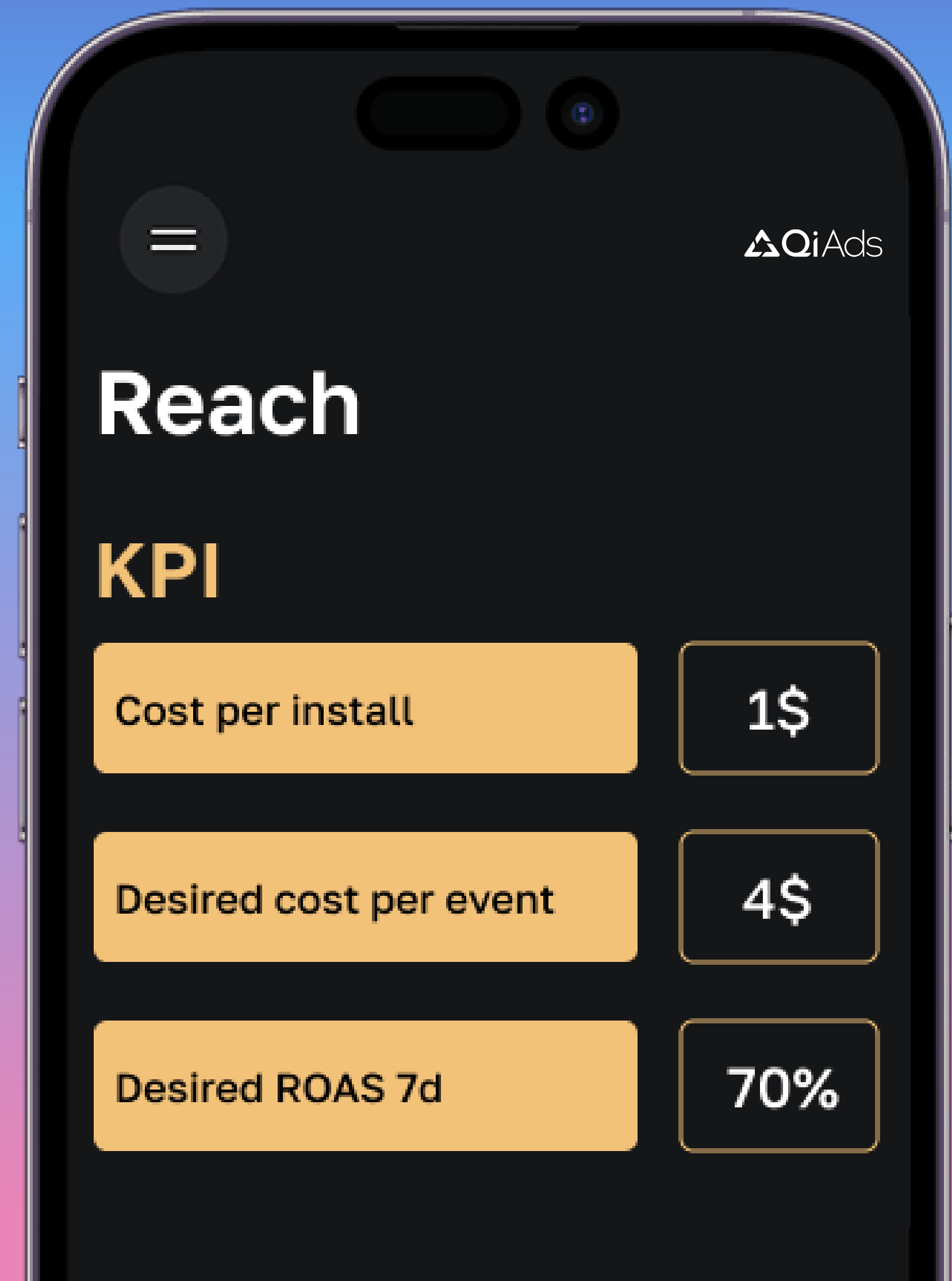
Achieve your UA goals more efficiently with tools that maximize your budget utilization. Our machine-learning algorithm automatically optimizes traffic based on your KPIs. Qi Ads will find all your users quickly, automatically, and at minimal cost.

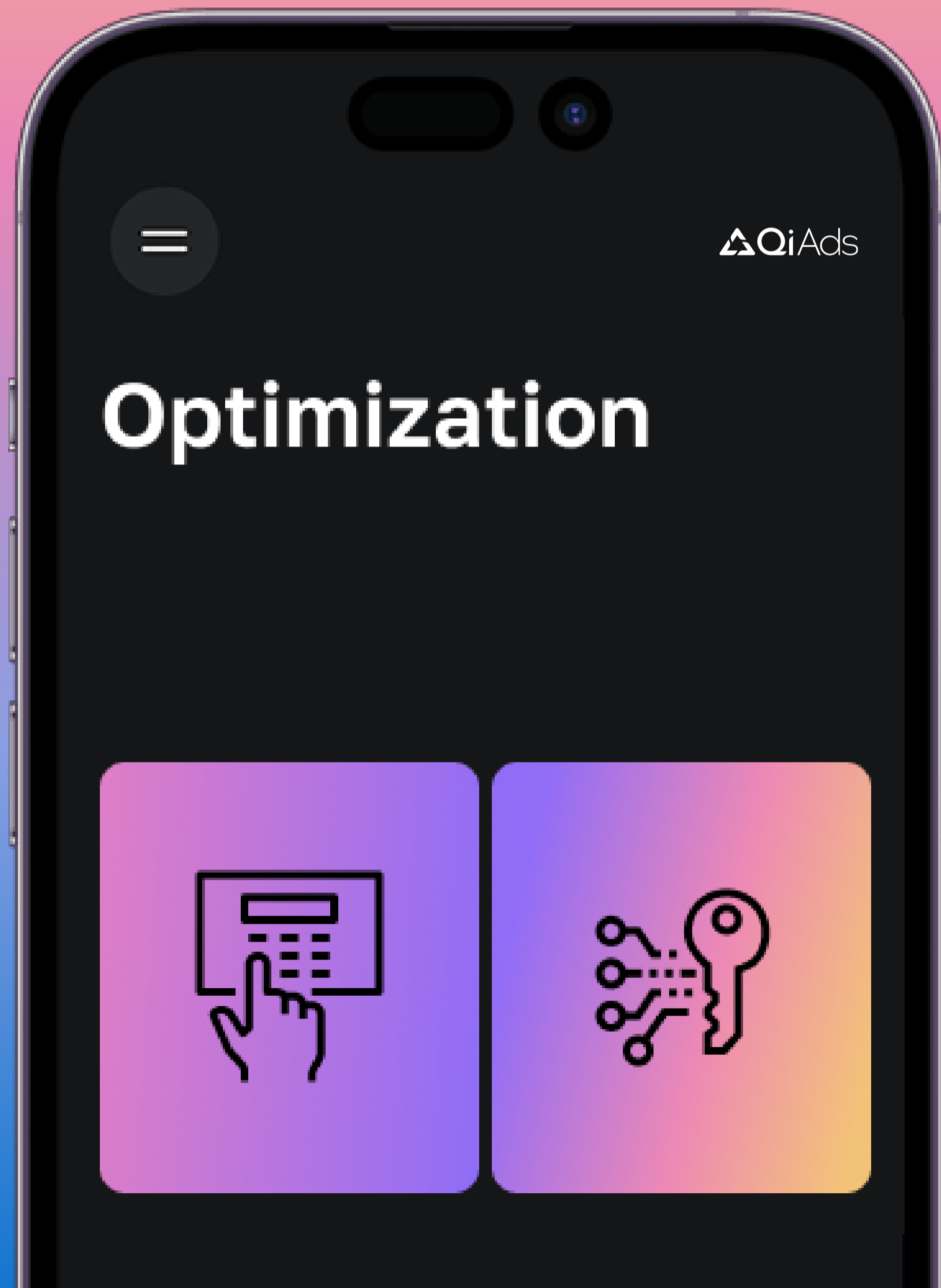
✓ Event optimization

✓ Install optimization

✓ ROAS optimization

✓ RR optimization





## Real-time automatic optimization

Utilize our automated traffic optimization system, which encompasses the enhancement of sources, placements, creatives, audience, and bids.

✓ Networks

✓ Placements

✓ Creatives

✓ Audience

✓ Bids

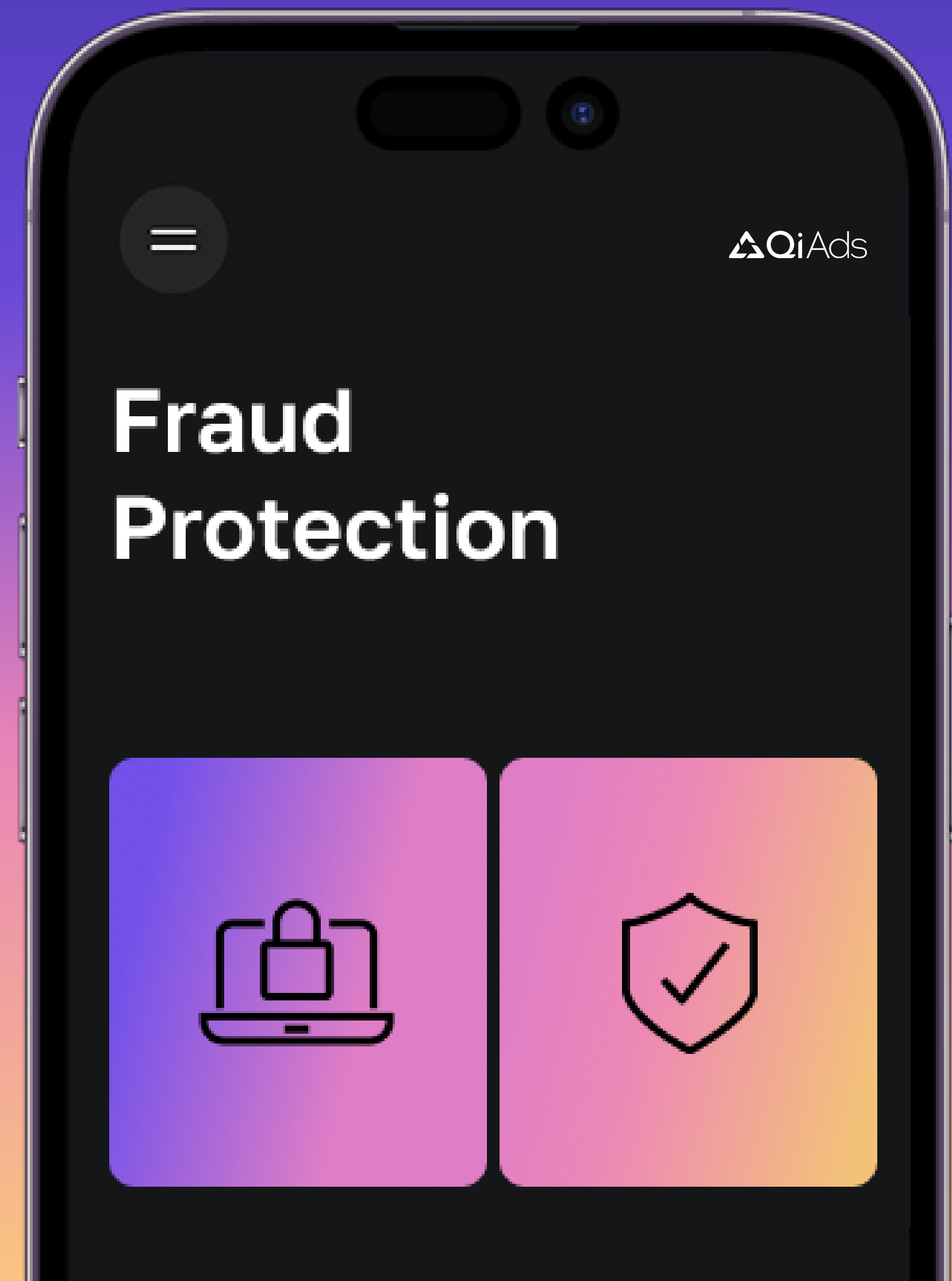
# Machine learning fraud protection

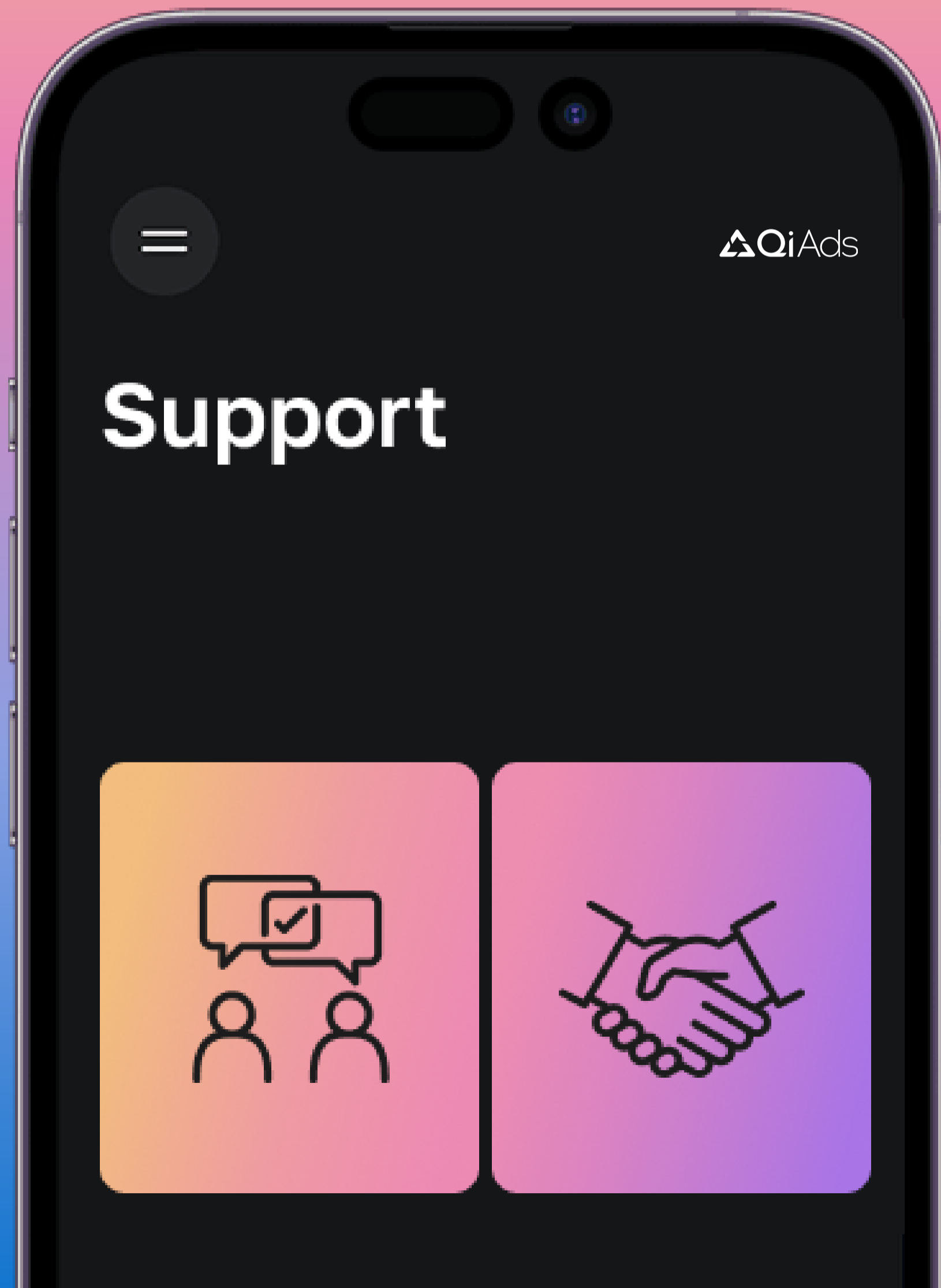
We possess ample data to safeguard your application from fraudulent traffic. Our platform is capable of identifying and mitigating 50% of fraudulent traffic through our Protect feature.

✓ Click spam

✓ Bot's farms

✓ SDK spoofing

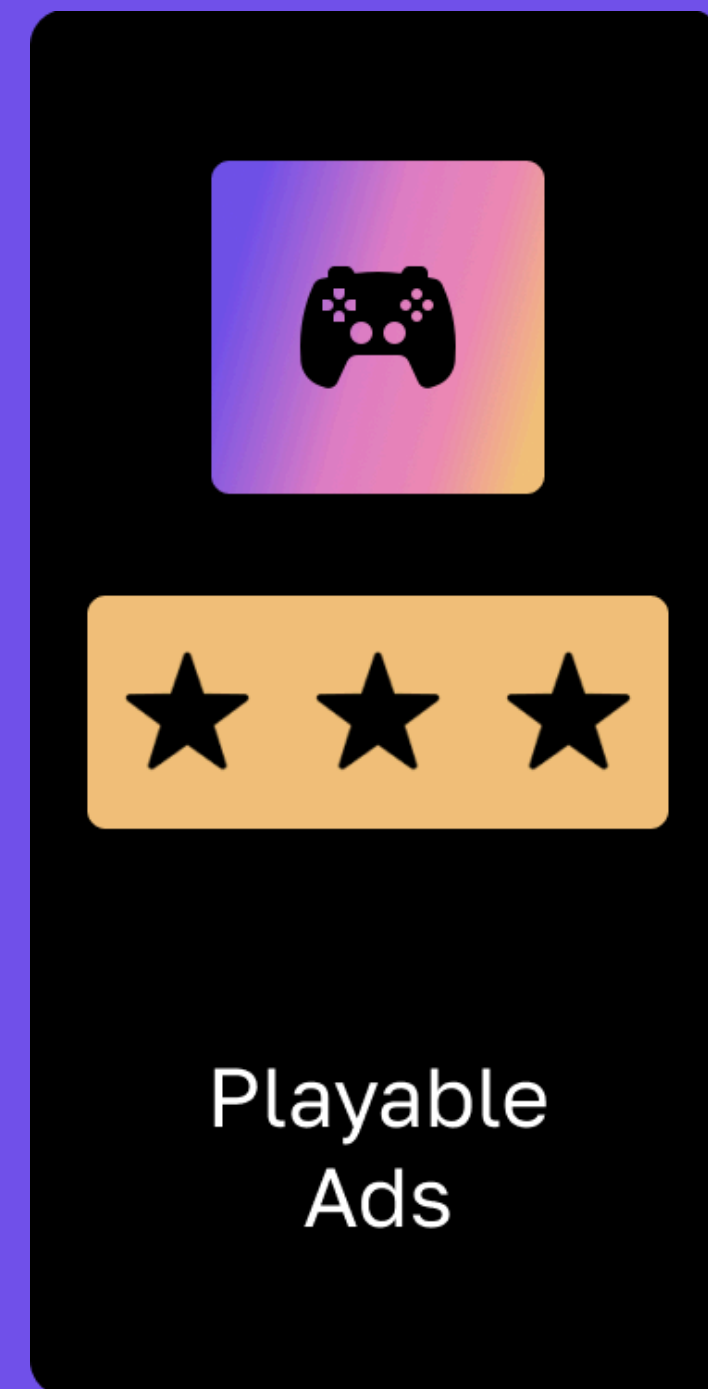
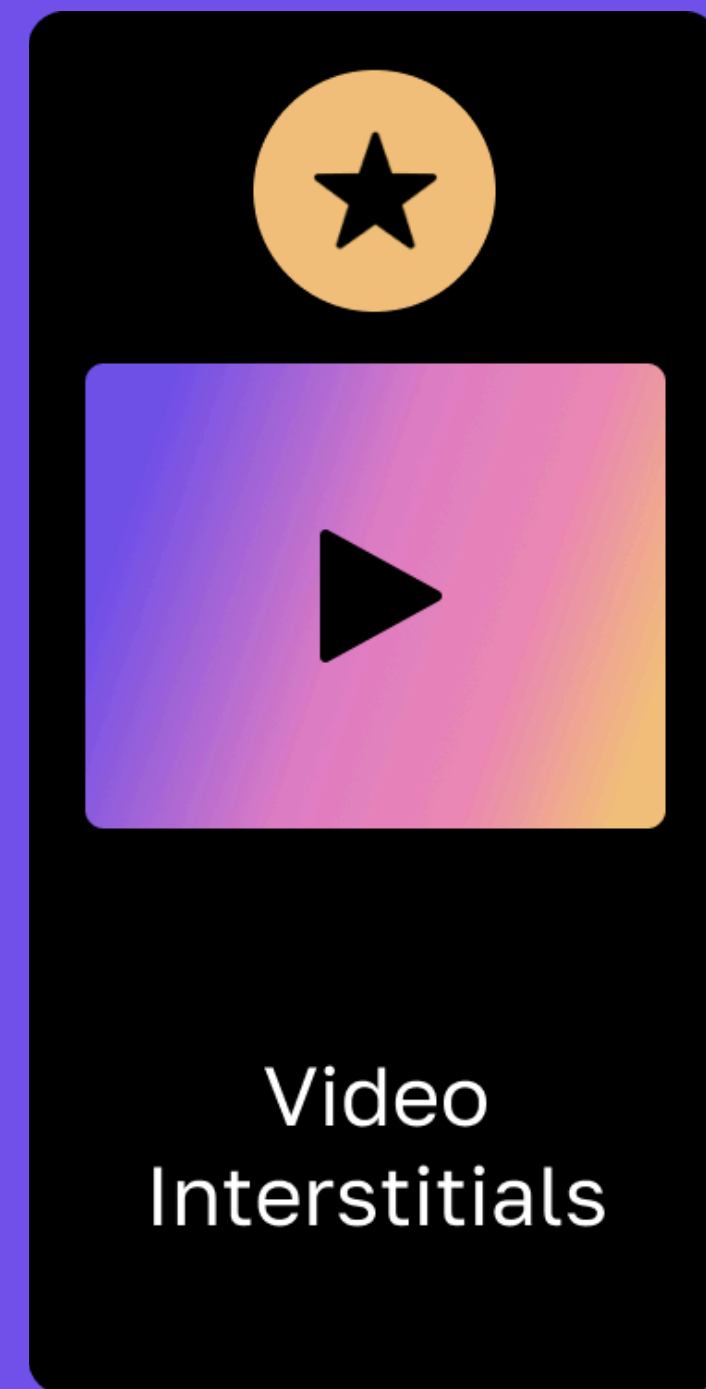
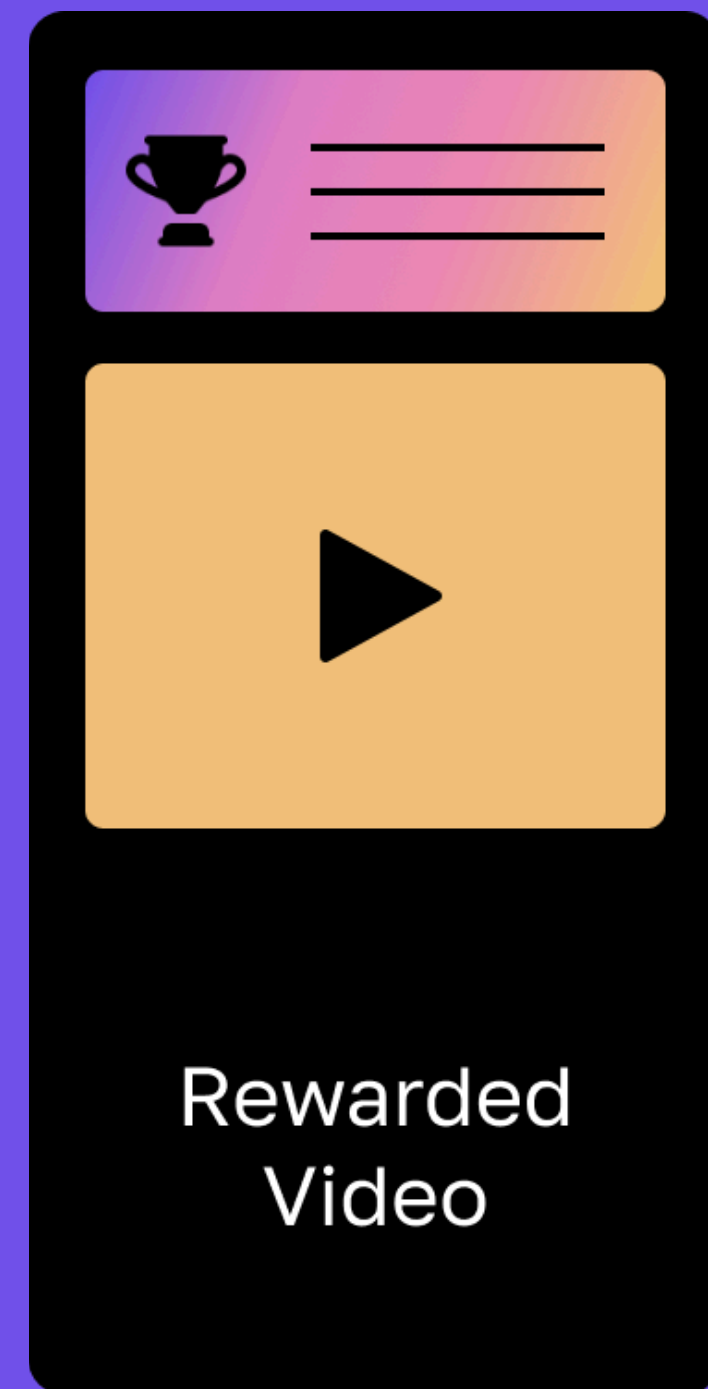
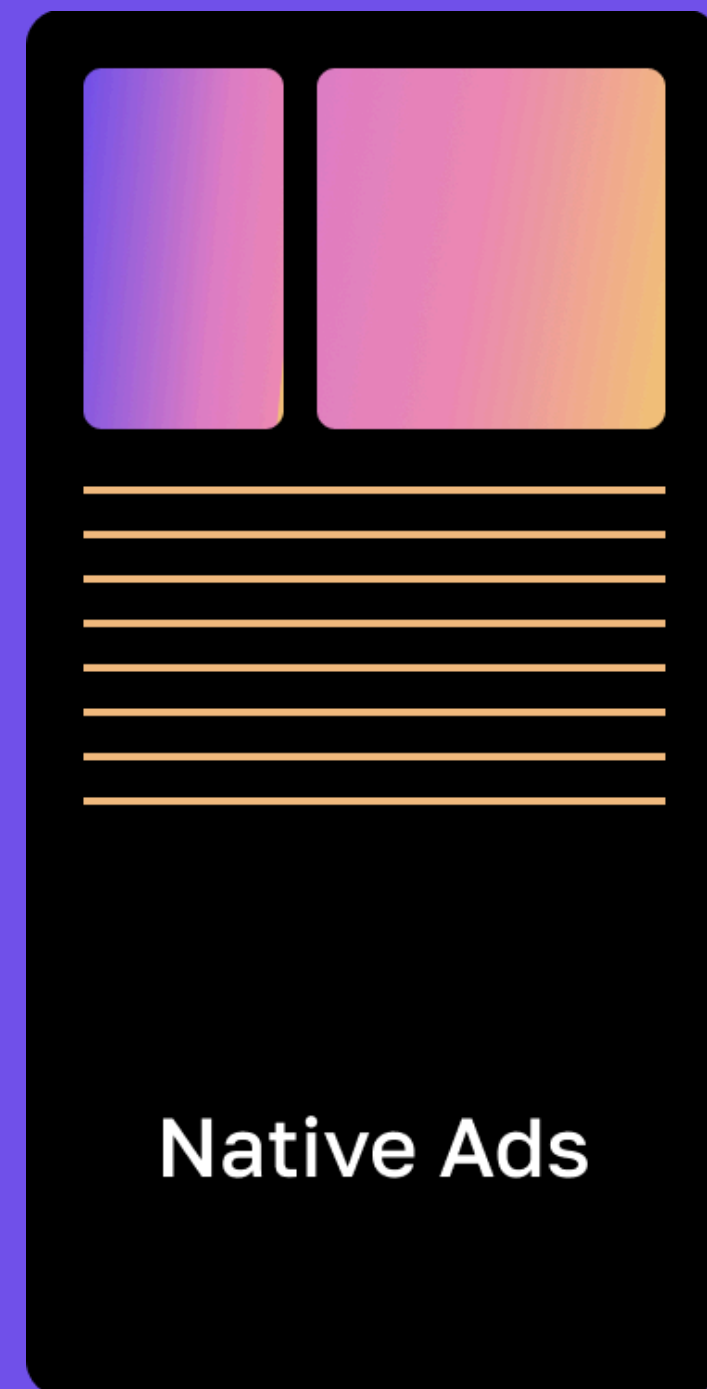




## Specialized assistance

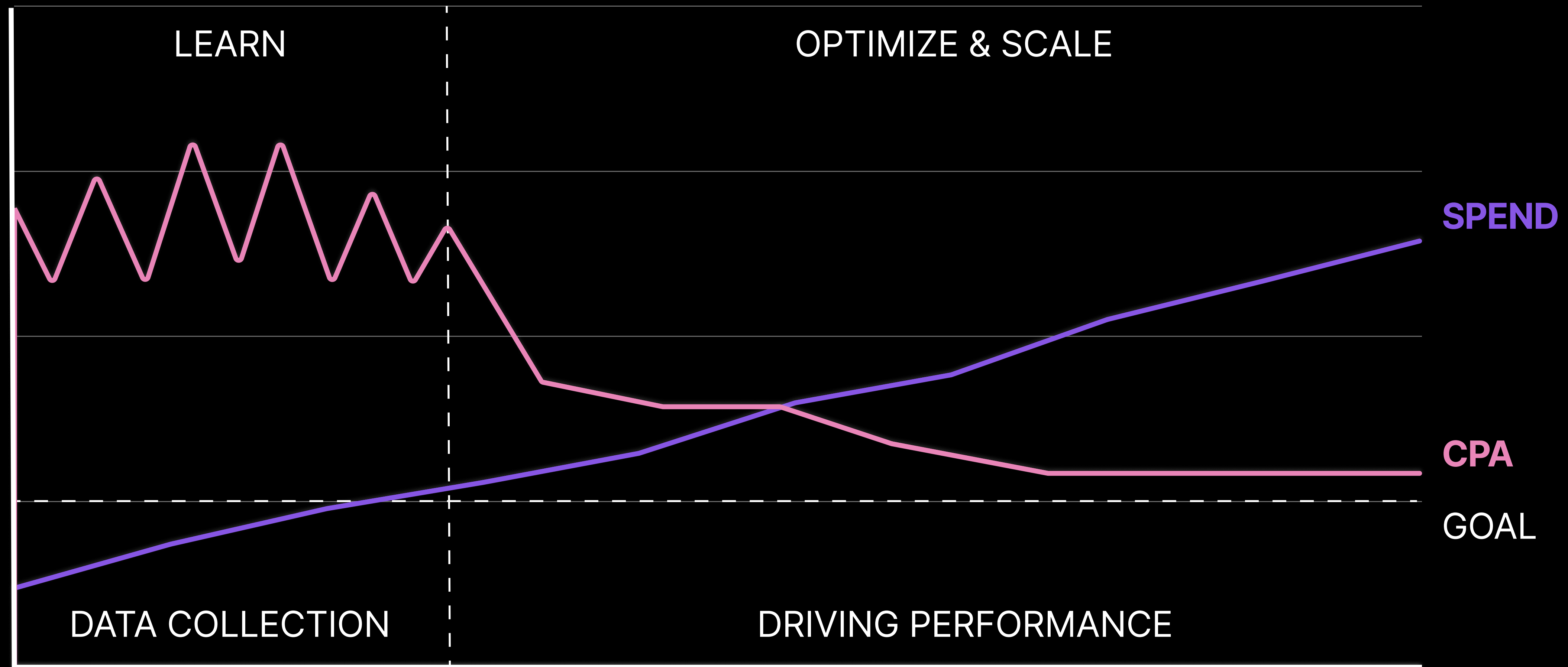
We are fully transparent and accessible at all times via email. Our commitment to delivering high-quality service is paramount, and we prioritize providing an individualized approach to each client.

- ✓ Transparent
- ✓ Assistance
- ✓ Companionship

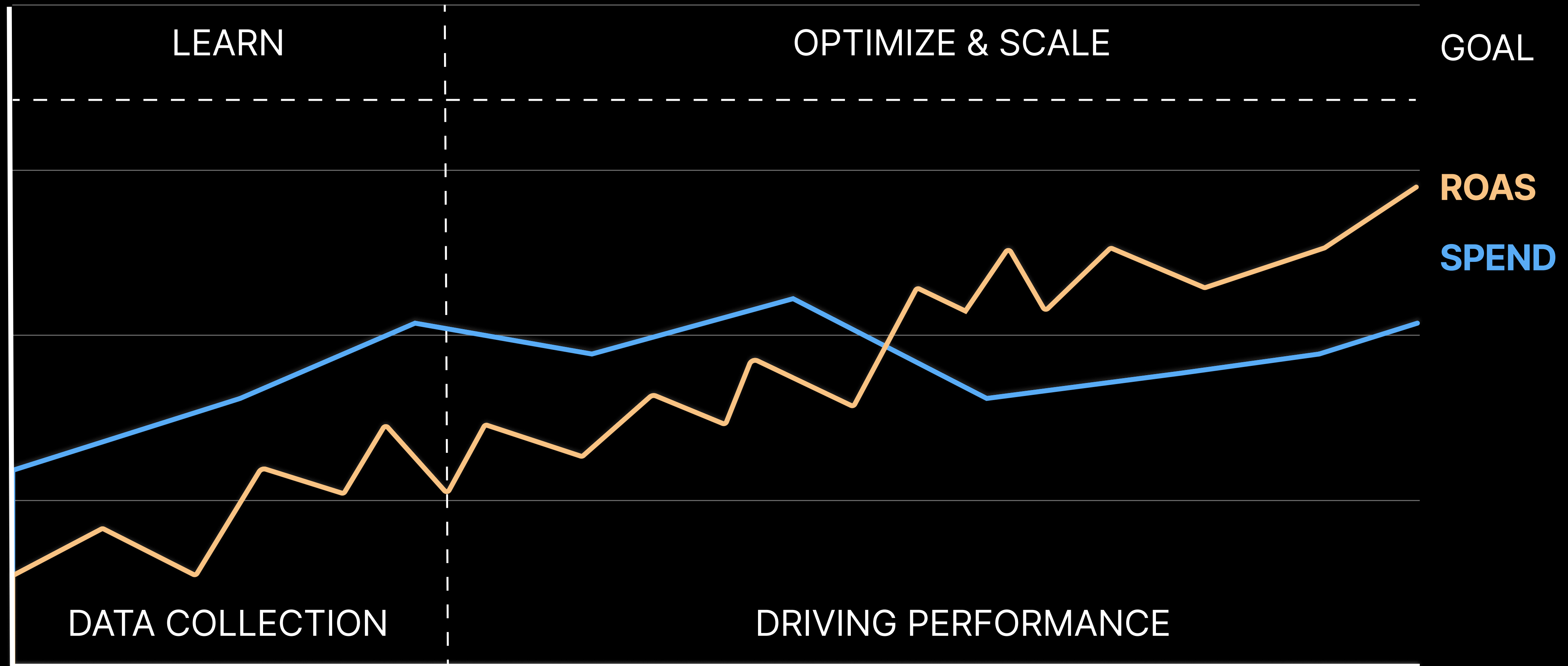


**Enhance Relevance with Diverse Ad Assets**

# What Your **CPA** Ramp-Up Looks Like



# What Your **ROAS** Ramp-Up Looks Like



During the Learn phase of our campaigns we recommend a low daily budget of **\$100-\$200 per campaign**, to ensure that the ML acquires enough data to scale.

**We recommend no less than \$10,000 per month for better optimization.**

Upon request, a credit line **may be established after 6 months** of cooperation. The credit line amount will be equal to the average expenditures of the previous 3 months. Payment is due on the 7th of the following month.



# What about Payment?

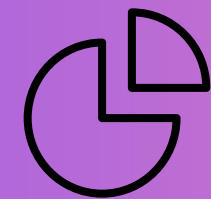
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