

BLACK FRIDAY

DOMINATE THE ATTENTION OF HOLIDAY SHOPPERS ON MOBILE

Embrace the mobile shopping revolution this holiday season.

With mobile usage nearly doubling during Black Friday, it has undeniably become a major mobile shopping event. Are you prepared to capture the attention of eager holiday shoppers where they are spending the most time?

68%

OF BLACK FRIDAY SHOPPING HAPPENED ONLINE IN 2022

Source: Drive Research

MOBKOI: YOUR GATEWAY TO MOBILE ADVERTISING SUCCESS

Partner with MOBKOI to revolutionize your Black Friday and Cyber Monday digital advertising strategies. Ensure your brand enjoys maximum share of screen and attention with MOBKOI's sophisticated, high-impact formats that stand out in the clutter.

KEY BENEFITS OF PARTNERING WITH MOBKOI:

- DOMINATE THE SCREEN**
MOBKOI's polite and engaging formats cut through the noise, giving your brand the spotlight it deserves.
- HIGH-IMPACT PLACEMENTS**
Access guaranteed, contextually-relevant ad placements at scale through our publisher-direct model.
- UNCOMPROMISED BRAND SAFETY**
Ensure top-tier brand safety and performance with comprehensive reporting and full site-list transparency.

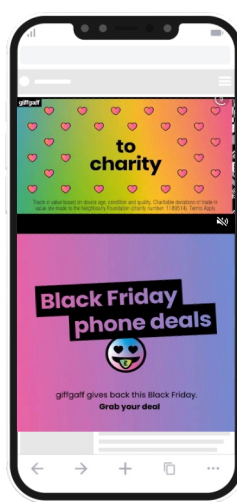
EXPLORE OUR DYNAMIC FORMATS:

INTERSCROLLER



Seamlessly blend your message into the mobile shopping journey.

UNISCROLLER



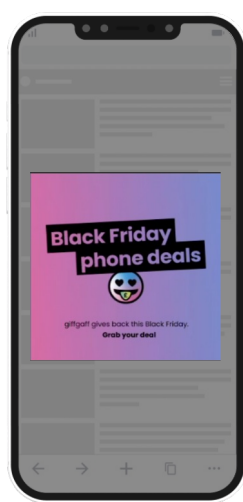
Engage users with scroll-activated creativity.

SUPER HERO



Elevate your brand to superhero status with attention-grabbing ads.

UNIBANNER



Make a bold statement with our versatile banner format.

REACH MOBILE SHOPPERS ACROSS CONTEXTUALLY RELEVANT SITES & CONTENT

Run campaigns across premium, vetted sites spanning diverse verticals, or zero in on a specific vertical to connect with your audience's passions.

Available Verticals: Business & Finance, Entertainment & Sports, Automotive, Technology, Beauty & Lifestyle and more!

SAMPLE SITES FOR HOLIDAY CAMPAIGNS

BEAUTY & LIFESTYLE VERTICAL

COSMOPOLITAN

VOGUE

ESPN

Bustle

GQ

marie claire

TECHNOLOGY VERTICAL

WIRED

ars TECHNICA

Forbes

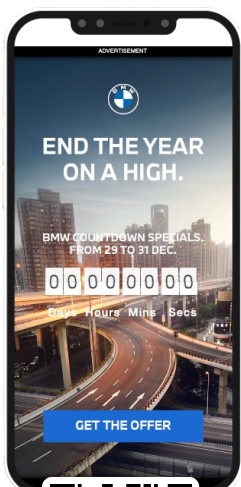
POPULAR SCIENCE

GEAR PATROL

The New York Times

ELEVATE YOUR PRESENCE WITH CUTTING-EDGE CREATIVE FORMATS

With our innovative formats, high-impact placements, and commitment to brand suitability, your ads will dominate the mobile shopping landscape like never before.



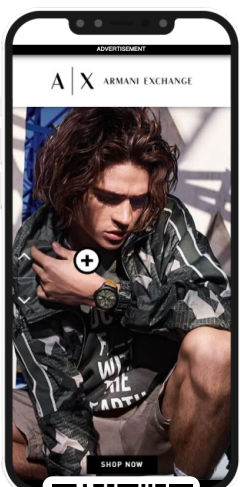
COUNTDOWN

Use a live countdown timer to build suspense & excitement before the start of the big sale



VERTICAL VIDEO

Best practice for delivering video assets on mobile and to tease the audience before the anticipated event



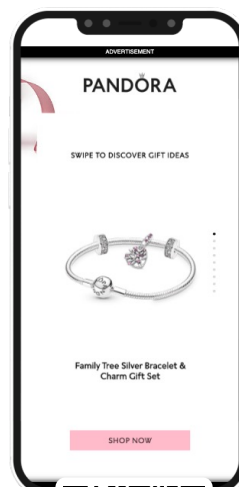
SHOPPABLE

Generate e-commerce sales with units designed to provide a shoppable experience



AMAZON BASKET

Direct link to the user's amazon basket for a seamless purchase journey



SWIPE TO LIKE

Explore products by swiping left & right with the final choice displayed on the end card

COMBINE CREATIVE TYPES FOR A DYNAMIC HOLIDAY CAMPAIGN

It takes a lot for a digital campaign to stand out during the noisy holiday season. Let us build you a dynamic campaign that increases excitement, engagement, conversions and loyalty through strategically-timed creatives.

PRE-BLACK FRIDAY

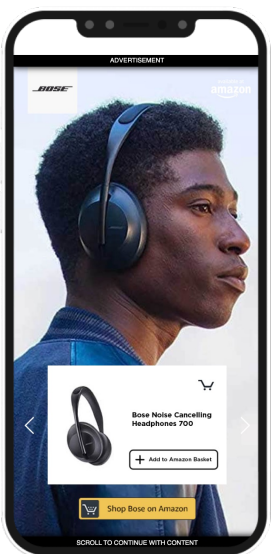
COUNTDOWN & BUILD UP



Start campaign with a countdown timer and a store locator feature to guide customers to physical locations.

DURING BLACK FRIDAY

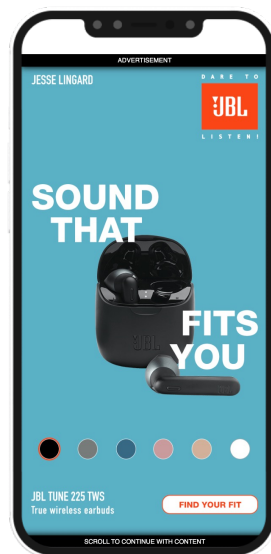
AMAZON ADD TO BASKET



Then, leverage 'Add to Basket' functionality and shoppable elements to streamline the shopping experience during the peak Black Friday / Cyber Monday frenzy.

POST-BLACK FRIDAY

ENGAGE CUSTOMERS



Continue to engage your audience after the sales event with content cards, animated displays, and a visual selector – ensuring a lasting and visually appealing connection with the brand.

BEST-IN-CLASS CAMPAIGNS THAT DELIVER RESULTS

MOBKOI delivers exceptional performance metrics, surpassing industry standards and guaranteeing top-tier brand safety – all verified by trusted 3rd-party measurement and validation partners.

14s

DWELL TIME

40 - 60%

VIDEO COMPLETION RATE
*Depending on video length

0.20 - 0.50%

CLICK THROUGH RATE

0.35 - 0.75%

ENGAGEMENT RATE

3RD PARTY VERIFICATION PARTNERS

celtra

MOAT

DV

IAS
Integral Ad Science

DoubleClick
Campaign Manager

LUMEN

READY TO GET STARTED?

Discover more about how MOBKOI can supercharge your Black Friday, Cyber Monday and winter holiday campaigns.

For more information, contact us today at marketing@mobkoi.com or visit our website www.mobkoi.com