ExoClick, the innovative ad company was founded in 2006 by current CEO Benjamin Fonzé, he runs the company with his brother Adrien who is COO. ExoClick has been in business for over a decade, achieving substantial year on year growth because tech always comes first. By continually reinvesting our profits into new products and our proprietary ad serving platform, we ensure that our clients have the best tools in order to maximise their revenues.

Our team consists of over 70 talented experts made up of 33 different nationalities, each experienced in their own local markets which gives us an edge over our competitors. As we have grown as a company we have created an ExoClick family, working together in a highly dynamic and professional environment. We have offices in:

- Barcelona (Spain)
- Madrid (Spain)
- Valencia (Spain)
- Dublin (Ireland)
- Porto (Portugal)
- Tarragona (Spain)
- Buenos Aires (Argentina)
Working with ExoClick

We serve +8.5 billion geo-targeted ads each day, to a global network of 65,000 desktop/mobile publisher platforms.

We offer two products for monetising traffic: an Ad Exchange and an Ad Network.

There are 3 ways to work with ExoClick: Self-service, automation using our platform API and Programmatically with OpenRTB.

Our proprietary software offers 20+ different ad formats, optimized targeting and behavioural retargeting, day parting, access to real-time statistics and strategic big data analysis tools to further improve ROI.

Our customer service department is available 24/7 and can be contacted at help@exoclick.com.

Please visit www.exoclick.com or contact advertising@exoclick.com for more information.
## Top 30 GEOs daily Ad Impressions (in millions)

<table>
<thead>
<tr>
<th></th>
<th>GEO</th>
<th>Impressions</th>
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<tbody>
<tr>
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<tr>
<td>30</td>
<td>Singapore</td>
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</tr>
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</table>
**Top Channels**

- Mobile: 73.3%
- Desktop: 22.4%
- Console: 3.8%
- Smart TV: 2.4%
- Tablet: 2.1%

**Top Ad Formats**

- Banner: 67.6%
- Native: 24.5%
- Push Notifications: 3.4%
- Popunder: 2.4%
- Instant message: 10.5%

**Top Video Formats**

- Video Slider: 48.5%
- In-Stream Video: 40.9%
- In-Video Banner: 10.5%

**WiFi vs Carrier**

- Wi-Fi: 57.1%
- Carrier: 42.9%

*Percentage of total impressions*
Advertisers

- +8.5 billion daily impressions
- Extreme traffic targeting
- Track your conversions
- Multiple ad formats
- Real-time bidding system
- Behavioral targeting
- Cost control
- Security
- Automation tools
Publishers

- Global coverage
- On time payments
- 24/7 customer service
- ExoClick SaaS Technology
- Multiple formats
- Real-time statistics
- Fluid Player
- Ad Block solution
- Referral program

We offer publishers the following payment methods:

- PayPal
- Paxum
- ePayments
- WebMoney
- Wire transfer
Ad Formats

- In-video Banner (VAST)
- In-Stream Video
- Outstream Video
- Video Banner
- Video Slider
- FullpageInterstitial
Native Interstitial

Native Recommendation

Native Exit

Push Notifications

Instant Message

Display Banner

Email Clicks

Direct Links

Popunder
New! Multi-Format Ads

Serves multiple ad formats: banners or native widgets in just one placement, pitching the banner and native ads against each other and serving the ad with the highest bid in the ad zone.

Creative: Banner jpg, png, gif max weight 150KB, Native jpg, png (300×300) max weight 150KB, text: title and description

Bidding: CPM, CPC
Members Area

For Advertisers
Massive network of publishers, innovative technology and advance optimization tools

- Reach engaged, active and qualified high quality members area users
- Buy display banners reaching CTR's upwards of 5%
- Worldwide traffic, with top GEOs: North America, DACH and Europe
- Ideal for Dating, Cams, Nutra, Tutorials and Games offers

For Publishers
Generate new advertising revenues by monetising your membership zones

- Net new revenue streams without impacting UX or user retention
- Fully transparent insights and revenue reporting
- Dedicated account manager, 24/7 support, security and compliance
- Weekly on time payments
Verticals clicks percentage on Members Area

- Dating 52.55%
- Cams 11.76%
- VoD 8.41%
- Nutra 8.32%
- Tutorials 7.65%
- Games 3.71%
- E-commerce 2.29%
- Casino 0.32%
- Sweepstakes 0.21%
- Free video 0.14%

Average Daily Impressions 40,335,818

Top 10 GEOs Daily Ad Imps. (in millions)

1. United States 15.7
2. United Kingdom 2.5
3. Germany 2.3
4. France 1.9
5. Canada 1.8
6. Spain 1.7
7. Czech Republic 1.6
8. Italy 1.5
9. Poland 1.1
10. Sweden 1

Devices impressions

- Mobile 52.1%
- Desktop 42.2%
- Tablet 5.5%
- Smart TV/Console 0.3%
Email Marketing

For Advertisers
Reach and convert new leads via email marketing with our micro targeting technology
Use emailed newsletter blasts
Get qualified Email Clicks coming from double opt in users
Worldwide Email Clicks with top GEOs: N. America, DACH & Europe
Highly cost effective clicks with measurable results
Our API allows you to block duplicate emails, specific Sub ID’s, etc

For Publishers
Net new revenue streams with your opt in email list
Access to the industry’s largest network of active advertisers
Detailed optimisation tools
Smart link redirecting the click to the best buyers
Dedicated account manager and 24/7 support, security and compliance
On time and reliable payment schedule
Average Daily Clicks

433,281

Top 10 GEOs Daily clicks
1. United States 212,481
2. United Kingdom 30,454
3. Canada 20,056
4. Italy 16,798
5. Brazil 14,318
6. Australia 14,309
7. France 11,731
8. Spain 9,579
9. Germany 9,007
10. Netherlands 7,540

Devices impressions
- 68.3% Mobile
- 28.3% Desktop
- 3.4% Tablet
Automation Tools

Our automation tools help you scale up your campaigns, improve your ROI and free up your time.

- **The ExoClick Bidder**: A smart assistant that automates the optimisation of your campaigns by adjusting your bids by ad zone and blocking non-converting ones.

- **Automatic Landing Page Optimisation**: Automate the testing out of your creative and landing pages using our algorithms **Even**, **Fixed** and **Automatic Optimisation**.

- **Automatic Variations Optimisation**: 3 options to control the traffic sent to your variant ad creatives via **Automatic CTR**, **Even** and **Automatic on Conversion**.
SaaS Technology
for publishers

Run your own powerful programmatic ad platform. Enhance revenue, reduce latency with a single server-side header bidding call, all bidders compete equally.

Integrate your preferred networks, DSPs and SSPs, manage all 3rd party demand partners and direct deals from a single place and with no additional setup.

Create direct deals, manage relationships and payments individually from bidding partners, get a detailed report and billed based on the number of RTB queries and imps.

Proven server-side header bidding platform: low latency thanks to multi-datacenters deployment. Improve revenue, latency and user experience with a single call.

Easy
Integrate your preferred networks, DSPs and SSPs, manage all 3rd party demand partners and direct deals from a single place and with no additional setup.

Transparent
Create direct deals, manage relationships and payments individually from bidding partners, get a detailed report and billed based on the number of RTB queries and imps.

Reliable
Proven server-side header bidding platform: low latency thanks to multi-datacenters deployment. Improve revenue, latency and user experience with a single call.
Programmatic for advertisers

Bid on a per impression basis, eliminating wasted impressions and really target your customers. Our technology selects in milliseconds the highest bid in real-time and delivers your offer right to the site that your customer is viewing.
API Automatisation

With our platform API you can now automate all of the features that are inside our Admin Panel.

What can advertisers automate?

• Campaigns/groups, variations, offers, ad formats
• Targeting/blocking of targeting options, categories
• Goals
• Pull stats including adblock user data
• Daily budget, account funding, payment types
• Landing page name, url & traffic share algorithm

What can publishers automate?

• Ad formats and ad zones
• Sites, url verifications
• Block ad types & product categories
• Pull all stats including adblock user data
• Bidding prices per ad format/GEO, pricing models
• Payment types

How to use the API

• The API's interface is fast and easy to use
• Select a parameter and click “Try It Out” to generate code
• Read this blog post for an API walk through

Download technical documentation:

API INTERFACE  API MANUAL  PHP CLIENT
Server to server conversion tracking
Access global traffic sources, targeting features, big data and statistical analytical tools to filter results and optimise your campaigns.

Download conversion tracking manuals to integrate ExoClick’s API with third-party APIs.
Statistics
Unlock the power of big data with sophisticated filters and data analysis tools for increased ROI

Live stats
Close to real-time data, updated every 60 secs.

Data granularity
Possibility to change the granularity of the daily statistics to see graphs by day / week / month / year.

Export all your stats
CSV Exports available for all statistics.

Quickly visualize statistics
Via bar graphs, pie charts and a world map graph for country specific visualization.

Deep analysis
Analyse clicks, impressions, click through ratios, eCPM, ad zones, earnings and costs filtered by: Date, Hour, Country, Variation, Site, Device, OS, Browser, Language, Category and Mobile Carrier.
Worldwide Impressions growth from +10% to +40%, depending on the GEO breakdown.

eCPM from ad blocker users is similar than it is for non ad blocker users.

Average worldwide revenue growth from +10% to +40% or higher, depending on the quality of the traffic.

Conversion rate for ad blocker users and specifically for the popunder ad format is higher. Initial data shows a +42% higher performance.

WHAT IS NEVERBLOCK?
NeverBlock is a proven ad block circumventing solution that maximizes your revenues instantly. The unique technology ensures that your advertisements still get shown even if a user has ad blocking software installed and switched on.

HOW DOES NEVERBLOCK WORK?
NeverBlock’s technology bypasses ad blockers to recapture all your ad revenue and works on all browsers and on all platforms and devices. The solution is free to all ExoClick clients and is a simple process of placing a line of code on your website.

MORE INFO
Compatible with video advertising industry standards VAST and VPAID

Integrate our Wordpress Plugin and CDN hosted player

Support for dynamic frontend frameworks including Vue.js, React and Angular

Enables easy manipulation of a number of player properties after initialisation

Video streaming support for MPEG dash and HLS streaming protocols

Experiment with VR content and ad formats
Featured in the Deloitte Fast 500 **three years consecutively** (2012, 2013 & 2014)

Certified as a **Great Place to Work** in Spain (2016)

Ranked at #812 in the Inc. 5000 list of **fastest growing** private companies in Europe (2016)

European Business Awards - Spanish **National Champion** (2016)

Ruban d'Honneur Award for **The Business of the Year** with a Turnover of €26-150m (2016)

Ranked at #523 in the **FT 1000 Fastest Growing European Companies** (2017)
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