

appladder

performance marketing partner





Appladder is your trusted, reliable, and long-term partner.

Let's face it, old marketing strategies are no longer valid. ATT, SKAd, install frauds, pandemic, you know the routine.

We are the solution. With us, you will forget about all the marketing problems. We value your time and money as much as our reputation and commitment to excellence.

We have a strategy and knowledge we want to share with you.



User Acquisition Management

Mobile ad networks management

Setup and management of the most efficient and scalable mobile ad networks aiming at ROAS or CPI.

 unity ADS  ironSource **Vungle**  APPLOVIN

Ad networks management

Result-oriented ad campaign management with strict KPI control.

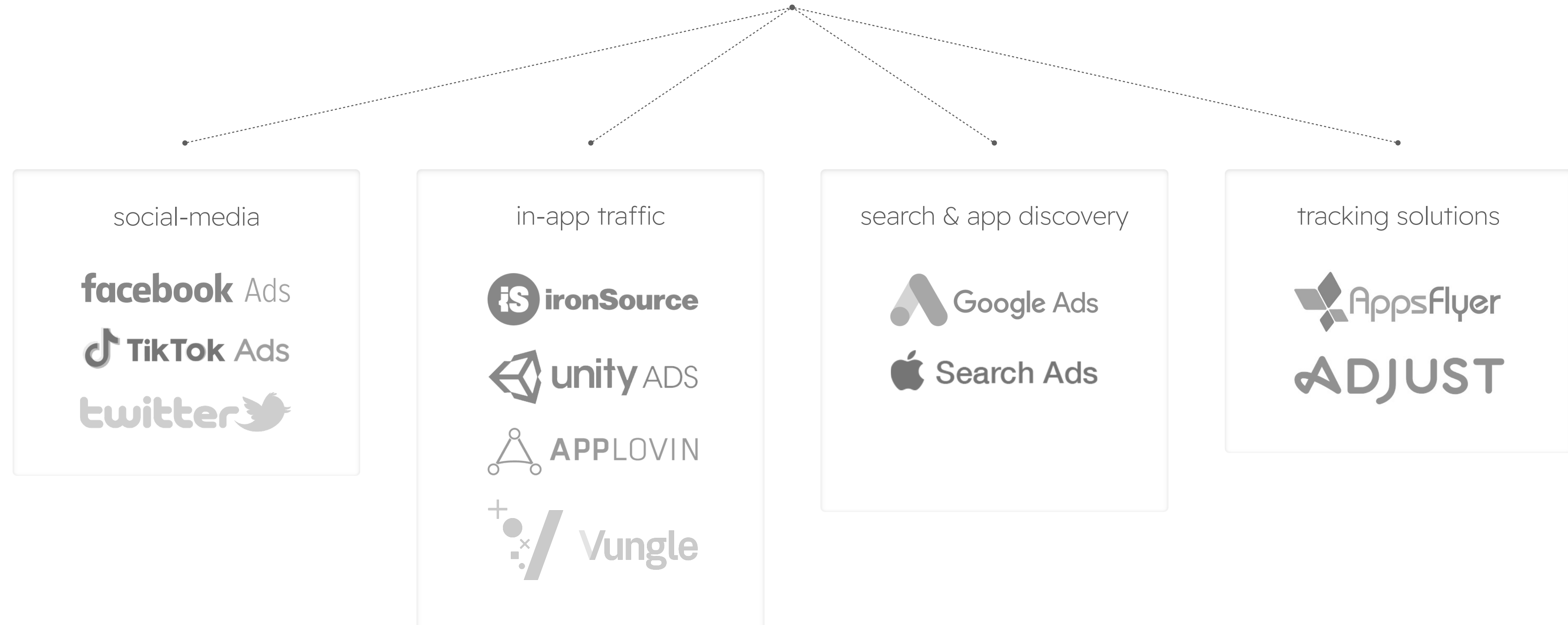
 Search Ads  TikTok Ads **facebook** Ads  Google Ads **twitter** 

Performance design

Subscription-based performance ads production with a monthly fixed price that covers all UA team needs.

appladder

app marketing tools ecosystem



Expand and Diversify

We offer access to a rare skillset of the Appladder media-buying team. We mean all the fraud-free platforms with a solid audience: Unity ads, IronSource, Apple search ads, Twitter, etc. We've spent hours in meetings with the best ad ops to learn how to succeed.



Min. budget: \$350/OS/GEO/DAY

Optimization:

Volume rank: ☒ ☒ ☒ ☐ ☐

Tracking:



Min. budget: \$500/OS/GEO/DAY

Optimization:

Volume rank: ☒ ☒ ☒ ☒ ☒

Tracking:



Min. budget: \$500/OS/GEO/DAY

Optimization:

Volume rank: ☒ ☒ ☒ ☒ ☒

Tracking:



Min. budget: \$500/OS/GEO/DAY

Optimization:

Volume rank: ☒ ☒ ☒ ☒ ☐

Tracking:

Grow and Optimize

You can't imagine an in-house media-buying team without these competencies, but sometimes it's pretty hard to find a teammate with an excellent skillset. The Appladder team worked for the official marketing partners of these ad networks.

And we're ready to share our knowledge.

facebook Ads

Min. budget:	\$500/OS/GEO/DAY		
Optimization:	☐ ROAS	☐ tCPA	☐ CPI
Volume rank:			
Tracking:	☐ MATCHING	☐ SKAN	

TikTok Ads

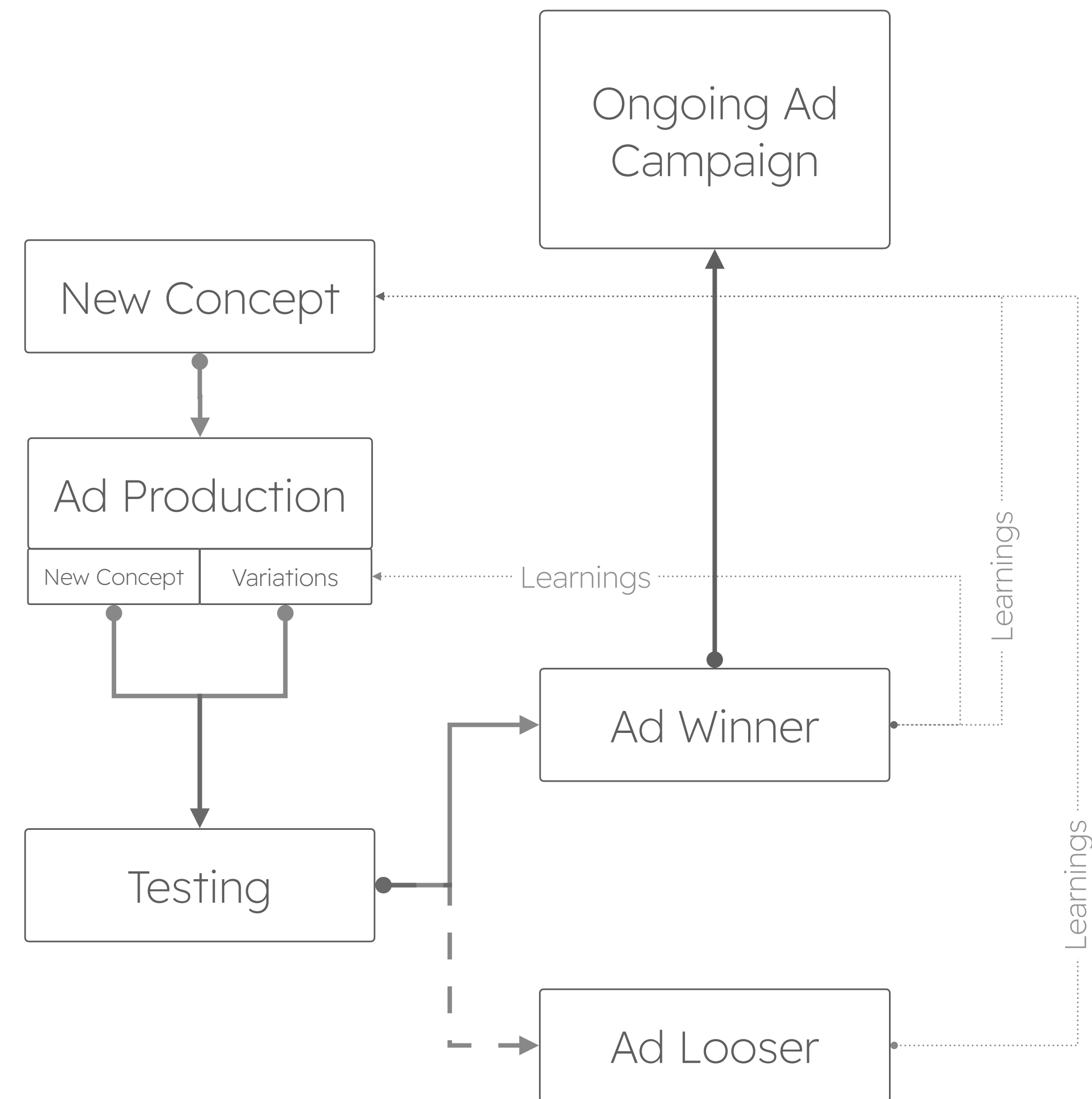
Min. budget:	\$500/OS/GEO/DAY		
Optimization:	☐ ROAS	☐ tCPA	☐ CPI
Volume rank:			
Tracking:	☐ MATCHING	☐ SKAN	

Google Ads

Min. budget:	\$500/OS/GEO/DAY		
Optimization:	☐ ROAS	☐ tCPA	☐ CPI
Volume rank:			
Tracking:	☐ MATCHING	☐ SKAN	

App Marketing Motion Design

Years of close cooperation and hundreds of brainstorming sessions helped us develop a perfect performance design flow that covers all needs of our user acquisition team. As testing and creating new ads is an infinity loop, we offer motion-design services with a paid subscription model.



Global Operation

90% of all ad campaigns were started with worldwide targeting and focused on Tier1 countries.

Result-oriented

Positive ROAS & $CAC < pLTV$ are our main optimization metrics.

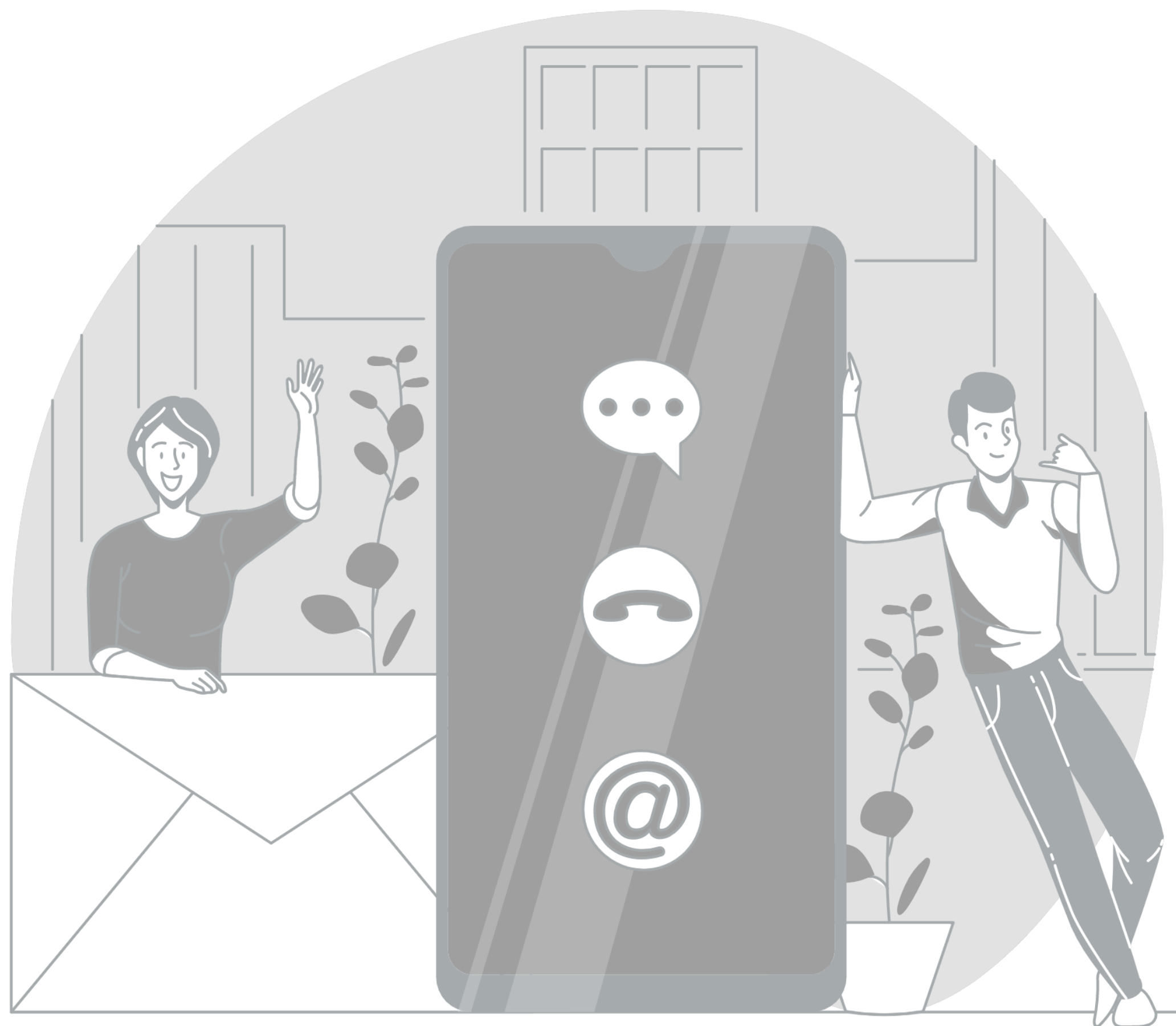
TOP networks coverage

Fraud-free platforms with a solid audience and the best in its class optimization algorithm.

HQ in Kyiv, Ukraine

We are located in one of the biggest IT hubs in Europe.





Thank You!

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