Adkomo
Smart Ad Technology



We are Adkomo, a global Performance Marketing Agency

Lead Generation

We help you capture high-quality leads to fuel your business growth and drive conversions.

App promotion

Drive app downloads and engagement with strategies designed to promote your app across multiple platforms.

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www.adkomo.com
frederic@adkomo.com

Adkomo
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GROW YOUR BUSINESS WITH US

Founded in 2018 in Barcelona, Adkomo is a global **Performance Marketing Agency** that empowers brands to engage and convert customers across all devices.

1. Performance driven
2. 10+ years experience
3. 100% managed

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LEAD GENERATION

Adkomo utilizes **proprietary tech and algorithms to deliver real-time**, pre-qualified leads that are custom-made for brands across a wide range of industries such as Insurance, Finance, Home Improvement and Telecom.

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LEAD GENERATION

OUR SERVICES



PERFORMANCE MODEL

Predictable pricing for each lead, providing cost transparency and control over your marketing budget.



DESIGN TEAM

Designs optimized for conversions, ensuring visually appealing and effective campaigns tailored to your brand.



CUSTOM FILTERS

Filter leads by criteria like age, location, and demographics to match your target audience perfectly.



PREMIUM NETWORK

Exclusive access to trusted, high-quality traffic sources for better conversion rates and brand protection.



LEAD SCORING

Prioritize high-quality leads based on engagement and intent, increasing conversion rates and sales efficiency.



TAILORED CAMPAIGNS

Campaigns tailored to your business goals, driving targeted results for lead generation, from branded to white label landing page.



IN-HOUSE MEDIA BUYING

Direct media buying for optimized placements, maximizing ad reach and return on investment.



AUTOMATION

Automate marketing processes for lead nurturing, SMS follow-ups, and scaling, ensuring efficient communication.

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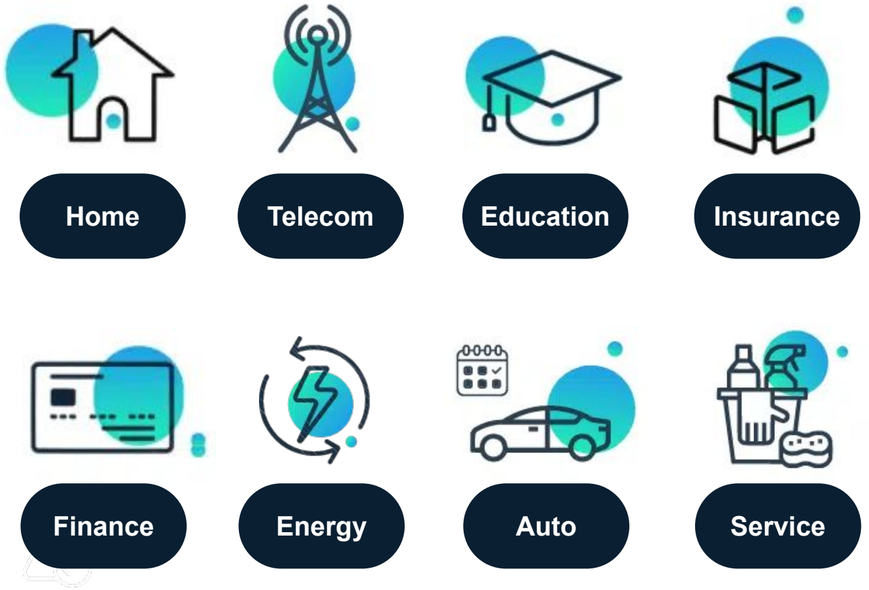
LEAD GENERATION

OUR MARKETS

COUNTRIES



TOP VERTICALS



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Adkomo
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OUR CHANNELS

Email Marketing

Email Marketing is one of the most effective marketing channels for acquiring new prospects, generating new leads, increasing notoriety, and increasing e-commerce sales revenue.

Adkomo manages email databases directly from renowned media sources/companies totalling more than **80M+ emails across the globe.**



Internal Media Buying

Ads on Social Media had a worldwide revenue of $153 billion in 2021. This is expected to grow by 62% to over $252 billion in 2026. Search advertising generates the majority of this revenue.

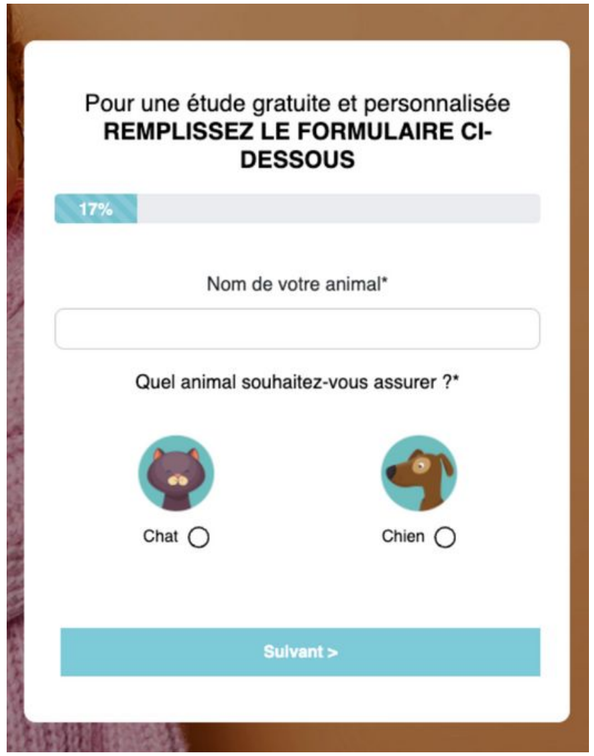
Adkomo's internal media buying team runs advertising campaigns across the most performing ad networks.

Google Ads · Outbrain · Taboola · Meta · TikTok

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LEAD GENERATION

FORM BUILDER



OUR CUSTOM-BUILT FORM TECHNOLOGY ENSURES EFFICIENT COLLECTION OF HIGH-QUALITY LEADS.

OPTIMIZED LEAD COLLECTION

Forms are tailored to each campaign's needs and audience, ensuring relevant questions and higher conversion rates.

IMPROVED LEAD QUALITY

Strategically designed questions filter out unqualified leads, ensuring that only high-intent and valid leads are delivered.

SECURITY AND COMPLIANCE

Secure technology that complies with regulations such as GDPR for managing personal data.

EFFICIENCY

Fast deployment without reliance on third-party tools, reducing both costs and turnaround time.

FLEXIBILITY

Forms are adaptable to any industry, language, or campaign type (e.g., insurance, leasing, test drives).

DATA VALIDATION

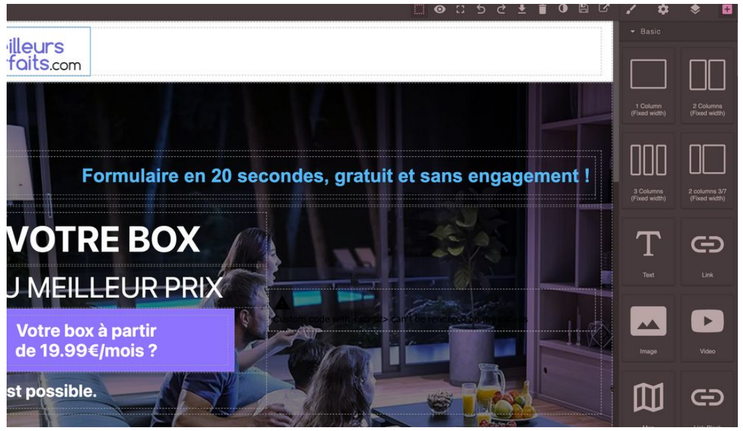
Built-in validation to ensure data accuracy and enhances the quality of leads, saving time for both clients & their sales teams

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LEAD GENERATION

LANDING BUILDER



OUR LANDING PAGE BUILDER ALLOWS THE QUICK CREATION AND OPTIMIZATION OF LANDING PAGES

SPEED AND EFFICIENCY

Rapid development of customized landing pages, significantly reducing campaign launch times.

CONTINUOUS OPTIMIZATION

Advanced A/B Testing functionality to improve conversion rates by analyzing user behavior.

SECURITY AND COMPLIANCE

Secure infrastructure for data storage and management, fully aligned with legal regulations.

DIRECT INTEGRATION

Landing pages seamlessly connect with our internal forms, ensuring smooth and precise data collection.

MULTI-CHANNEL ADAPTABILITY

Optimized for traffic sources such as Google Ads, Facebook Ads, TikTok, and Native Advertising.

HIGHER LEAD QUALITY

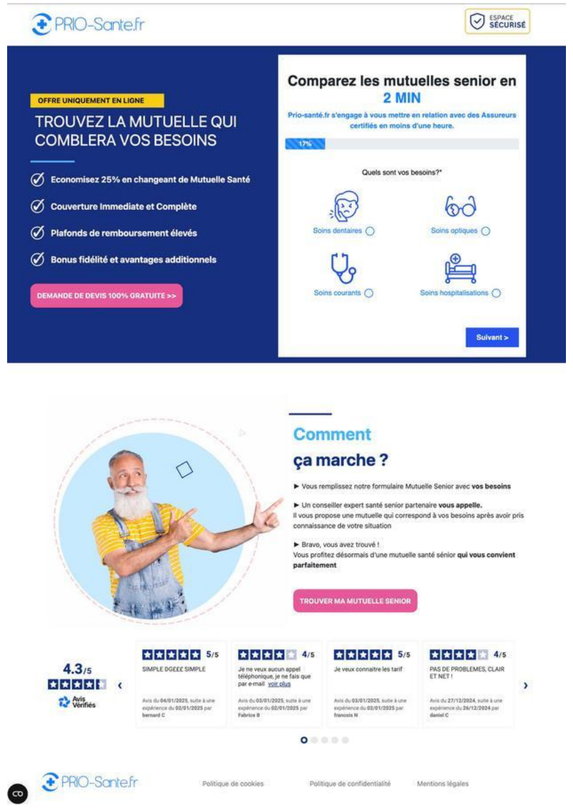
Landing pages are designed to capture high-quality leads with clear messaging and optimized UX/UI.

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LEAD GENERATION

SENIOR HEALTH

500K LEADS COLLECTED | **100+ CAMPAIGNS** | **100+ LANDING PAGES**



OBJECTIVES: To acquire high-quality leads highly interested in changing their health insurance providers.

SOLUTIONS: We deploy a multichannel lead generation strategy with hundreds of active campaigns to optimize our reach and achieve our lead generation goals efficiently.

Google Ads

Search, Video, and display networks to reach a wide audience.

We use Meta to target specific audiences.

Taboola outbrain

We run discreet, content-integrated ads via Taboola and Outbrain.

We conduct targeted email and push notification campaigns.

RESULTS: Our expertise in lead generation for health insurance has enabled us to generate more than 500,000 highly qualified prospects, ready to compare and switch insurance policies.

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LEAD GENERATION

ENERGY

15-17% contract rate

5k Months leads





OBJECTIFS: To acquire high-quality leads who are genuinely interested in exploring new energy solutions or switching providers..

SOLUTIONS: We implement a multichannel lead generation strategy, running hundreds of active campaigns to maximize reach and drive lead acquisition efficiently.

Google Ads — Search, Video, and display networks to reach a wide audience.

We use Meta to target specific audiences.

Taboola Outbrain — We run discreet, content-integrated ads via Taboola and Outbrain.

We conduct targeted email and push notification campaigns.

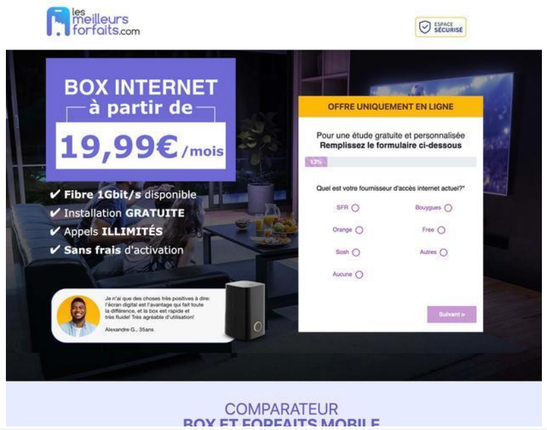
RESULTATS: Leveraging our expertise in energy lead generation, we have successfully connected over 500,000 highly qualified prospects eager to explore and switch energy providers.

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LEAD GENERATION

TELECOM

10000 LEADS / MONTH | **100+ CAMPAIGNS** | **100+ LANDING PAGES**



Foundever France
10 November 2023

★★★★★

L'équipe Adkomo est au top, avec des leads de qualité qui permettent de bien transformer. Le prix est intéressant et l'équipe Adkomo est ouverte aux nouvelles propositions.

OBJECTIVES: To acquire high-quality leads highly who are genuinely interested in exploring new telecom solutions or switching providers.

SOLUTIONS: We deploy a Robust mix of digital platforms to maximize our reach

Google Ads — Search, Video, and display networks to reach a wide audience.

We use Meta and Tiktok to target specific audiences.

Taboola Outbrain — We run discreet, content-integrated ads via Taboola and Outbrain.

We conduct targeted email and push notification campaigns.

RESULTS: The results speak for themselves. We've successfully generated over 5000 pre-qualified leads per months, each actively seeking new or better telecom solutions

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MOBILE USER ACQUISITION

Elevate your app's visibility, supercharge lead generation, and boost sales with our **cutting-edge, Mobile app performance-oriented solutions** meticulously designed to align with your unique requirements.

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MOBILE UA

OUR SERVICES

PERFORMANCE

We offer CPI, CPL, and CPA pricing models, ensuring predictable costs across different performance campaigns.

DESIGN TEAM

focus internal team + AI tools for design that converts

OMNI CHANNEL

We run incent, non-incent, rewarded, OEM partners, and video ads across multiple platforms for a holistic marketing approach.

PREMIUM NETWORK

Access to our exclusive premium network of trusted traffic sources, ensuring higher conversion rates and optimal brand safety.

FRAUD PREVENTION

We use internal tools plus 24metrics solutions to detect fraud, ensuring high-quality users with reliable engagement.

TAILORED CAMPAIGNS

Custom mobile app campaigns for mobile apps, optimizing installs and post-install engagement to drive app growth.

IN-HOUSE MEDIA BUYING

In-house media buyers fore the best ad placements, optimizing campaigns for reach, engagement, and return on investment.

AUTOMATION & AI

Automated rules optimize traffic sources, scale app installs, boost post-install events, and maximize overall app performance.

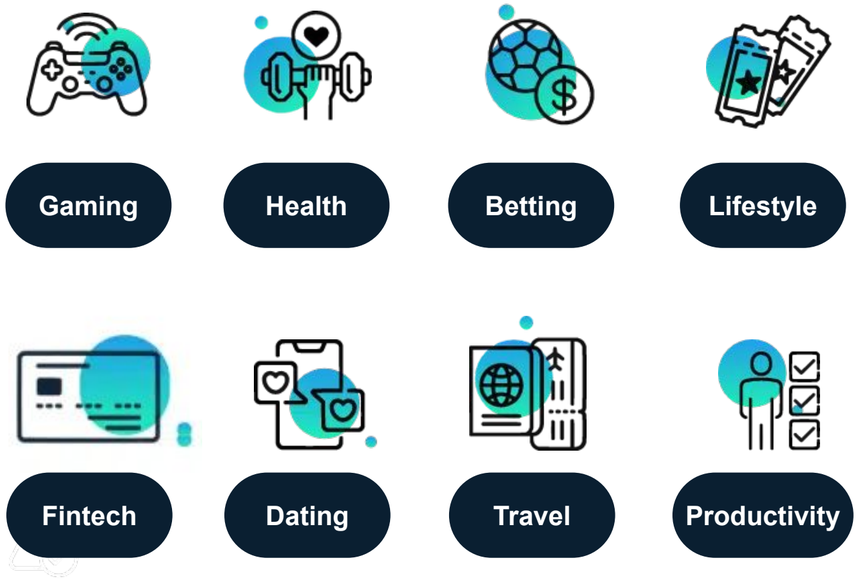
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OUR MARKETS

COUNTRIES



TOP VERTICAL



OUR CHANNELS

PERFORMANCE PLACEMENT

We centralise all your media buys so you can focus on your core business

OEM

Boost installs with **OEM** partnerships.

DISPLAY

Targeted ads **maximize** UA.

VIDEO

Immersive videos **boost** app installs.

REWARDED

Rewarded ads **boost** engagement

MANAGED PLACEMENT

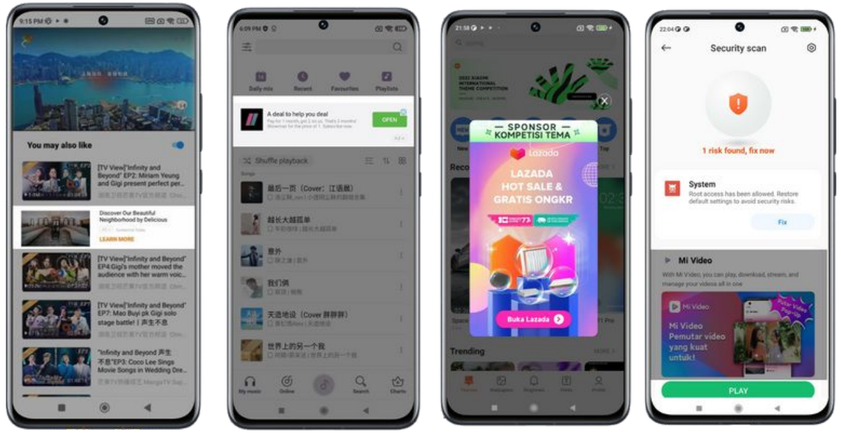
We invest millions annually in Google Ads, Meta, Microsoft Ads and TikTok. Leverage our expertise in user acquisition while you concentrate on your core business.

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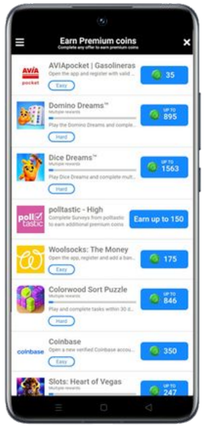
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OUR CHANNELS

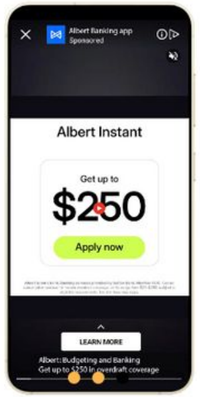
OEM PLACEMENTS



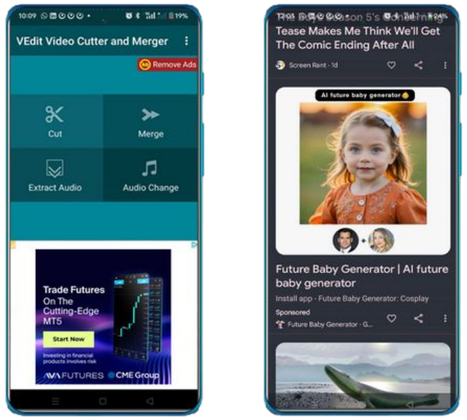
INCENT PLACEMENTS



VIDEO PLACEMENTS



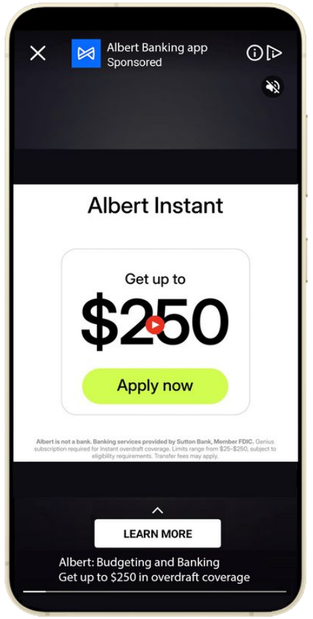
DISPLAY PLACEMENTS



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FINTECH APPS

500K INSTALLS | **100+ CAMPAIGNS** | **100+ LANDING PAGES**





OBJECTIVES: The primary objective of our bank and finance mobile advertisers is to substantially increase their user bases by driving high-quality installs.

Key performance indicators (KPIs) include:

- Number of installs
- User registration rates,
- Account creation,
- Transactions
- Bank accounts linked,
- Overall user retention.

SOLUTIONS: we run a multifaceted user acquisition campaign leveraging our internal media buying team. The campaign was executed across various Demand-Side Platforms (DSPs), ad networks and selected affiliates to maximize reach and efficiency.

RESULTS: Over 500,000 app installs generated for our advertisers

GAMING APPS

1M+ INSTALLS

3 YEARS ACQUISITION

Lumber



Gold & Globins



Vitaliy Korsak
20 May 2024

★★★★★

We've been working with this agency for a while now. Their team is professional and the services provided meet our expectations. Overall, a reliable partner for our marketing needs.

OBJECTIVES: The primary objective for Lumber and Gold & Goblins is optimizing campaigns to drive high-value user acquisition, leveraging both in-app purchases (IAP) and in-app advertising (IAD).

SOLUTIONS: We leverage top Mobile Measurement Partners (MMPs) like AppsFlyer to track campaign performance precisely. Our strategy spans DSPs, affiliate networks, direct and OEM placements, social media, and Google Ads, ensuring comprehensive reach and alignment with client KPIs.

epom ad server · unityAds · APPLOVIN · exoClick THE INNOVATIVE AD COMPANY · DemandScale · appnext an affle company

PubNative · smaato · NEXAGE · INMOBI · PubMatic

RESULTS: More than 1M app installs generated for both those two games

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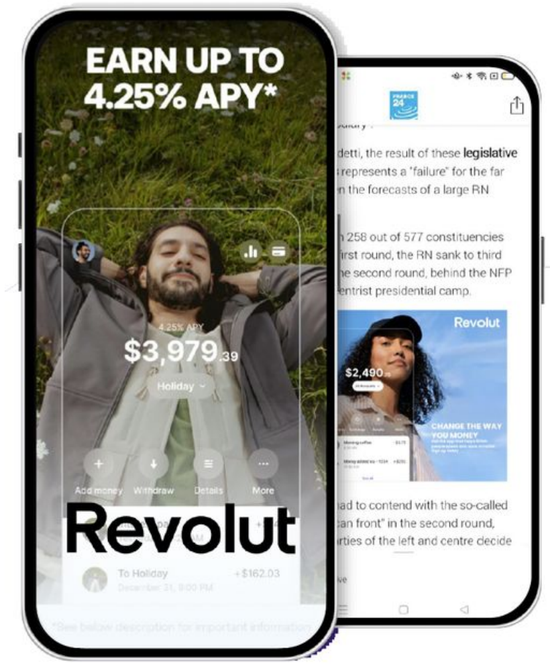
OEM TRAFFIC

206K+ INSTALLS

34% REGISTRATIONS

10.7% TRANSACTIONS

Revolut



OBJECTIVES: The primary objective is to increase app installs in EU, boost active user engagement, and drive high-intent installs.

SOLUTIONS: We leveraged leading Mobile Measurement Partners (MMPs) to precisely track campaign performance. Our strategy focused exclusively on OEM traffic, securing ad inventory directly from phone manufacturers on a cost-per-install (CPI) basis. This approach ensured comprehensive coverage and alignment with the client's KPIs

mi oppo HUAWEI vivo

RESULTS: More than 200k app installs wity a 34% install to registration and 10,7% install to transaction rate

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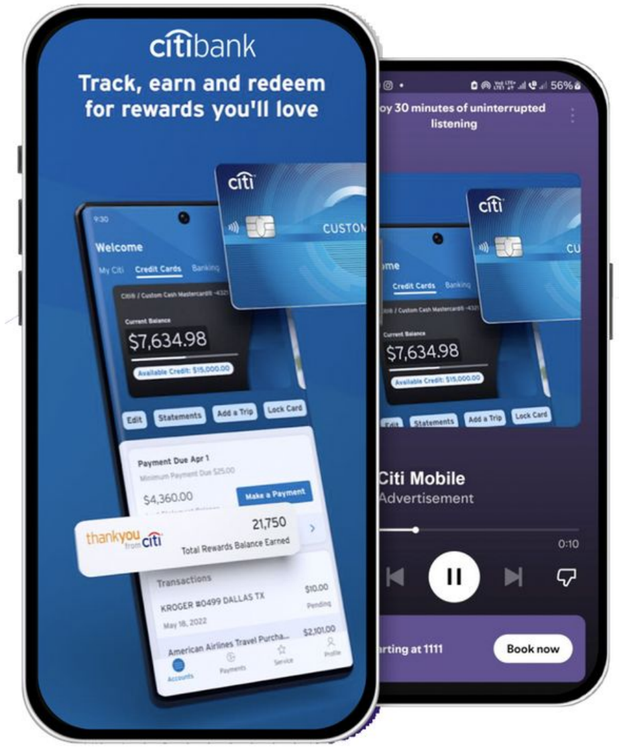
OEM TRAFFIC

58K+ INSTALLS

42,87% REGISTRATIONS

13.9% TRANSACTIONS

citibank



OBJECTIVES: The primary objective is to boost Citibank's app installs and bolster its visibility as a leading digital banking solution.

SOLUTIONS: Our media plan was executed on a cost-per-install (CPI) model, combining in-app and OEM placements for maximum reach and efficiency. By integrating ads directly into partner apps and leveraging OEM inventory, we ensured wide-scale visibility, targeted user acquisition, and performance-driven campaign outcomes

RESULTS: More than 50k app installs wity a 42,87% install to registration and 13,9% install to transaction rate

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THEY TRUST US

credit sesame
RPC RIGHT PLACE CALL
Albert
AppQuantum
FILIASSUR
santiane Des experts santé pour une complémentaire adaptée.
assurland.com
Mon Kit Solaire
meilleurtaux.com
ADM value
LFP
ecg groupe
free mobile
Sociaaal
AUTO1.com
Cash App
AremA energies
REPSOL
foundever
helloArtisan
A+ énergies
paybis
VATTENFALL
Premista GROUPE

Adkomo
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THEY SAY ABOUT US



Ben Fox
2024-05-03

★★★★★

The Adkomo team is great to work with. They are attentive, responsive and committed to driving quality users. I'm happy to recommend them.

Piers Murray
2024-07-10

★★★★★

We have used Adkomo's advertising to drive traffic to our website. They worked closely with us to optimise it so that it converts into sales effectively and provides a valuable...

Read more

Gunnar Militz
1 October 2024

★★★★★

At MCANISM.COM, we are fortunate to collaborate with a wide range of talented and dedicated publishers, but our partnership with Adkomo has been truly...

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Vitaliy Korsak
2024-05-20

★★★★★

We've been working with this agency for a while now. Their team is professional and the services provided meet our expectations. Overall, a reliable partner for our marketing...

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Jérôme Adam
2024-06-13

★★★★★

Une équipe au top, à l'écoute et qui cherche toujours des solutions pour s'améliorer.

Doohan Kerry
2024-07-10

★★★★★

The Adkomo team are great to work with, very responsive and are always up for creating new business! Hope to continue growing this partnership in the future :)



Timothé SERCLERAT
2023-11-07

★★★★★

Nous travaillons avec Adkomo depuis plus d'un an et sommes très satisfaits : des leads de qualité & une équipe sérieuse et très réactive. Je recommande !



Christophe Pottier
4 September 2024

★★★★★

De l'expertise, du suivi et de la gentillesse : l'equipe d'Adkomo est à notre écoute depuis maintenant 5 ans et nous sommes toujours aussi satisfait de travailler avec eux. Je...

Read more

Foundever France
2023-11-10

★★★★★

L'équipe Adkomo est au top, avec des leads de qualité qui permettent de bien transformer. Le prix est intéressant et l'équipe Adkomo est ouverte aux nouvelles propositions.