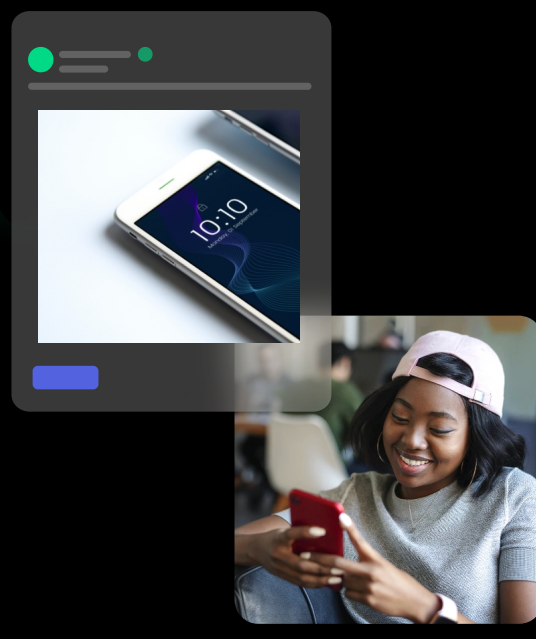


Retargeting Solutions



About us

Start.io is a mobile marketing and audience platform. Start.io (formerly StartApp) empowers the mobile app ecosystem and simplifies mobile marketing, audience building and mobile monetization. Start.io's direct integration with over 500,000 monthly active apps provides access to unprecedented levels of global first-party data, which can be leveraged to understand and predict behaviors, identify new opportunities and fuel growth.

30B

SDK downloads

500K

Monthly active apps

2.4B

Monthly active users

191M

Cell towers

30B

Events analyzed per day

Retargeting at Start.io

Start.io's 1st party data and global scale enable retargeting and reengagement of the most relevant users, delivering unparalleled results for our customers.

The scope of our data allows us to offer flexible audience building options to meet your specific retargeting needs:



Audience

Built using Start.io's own 1st-party data and our insight into your key users, we can create dynamic audiences for your retargeting campaigns



Event-Based Audiences

Combine your data with ours to build audiences of users that have triggered an in-app event like "add to cart", "book now", and more

Our solutions



High Reach

Premium global network of over 500K monthly active apps & our programmatic supply



Granular Targeting

Demographic, geo, app install, behavior, social, device, and more

Case study

Following the success of iCash's app install campaigns, Brain Finance sought the expertise of the Start.io team to drive an increase in loan purchases. The company wanted to retarget users who did not complete the loan purchase process or to get users who previously purchased a loan to apply for reloaning. The client aimed to keep the cost of acquisition per user (CAC) between \$20-\$30.

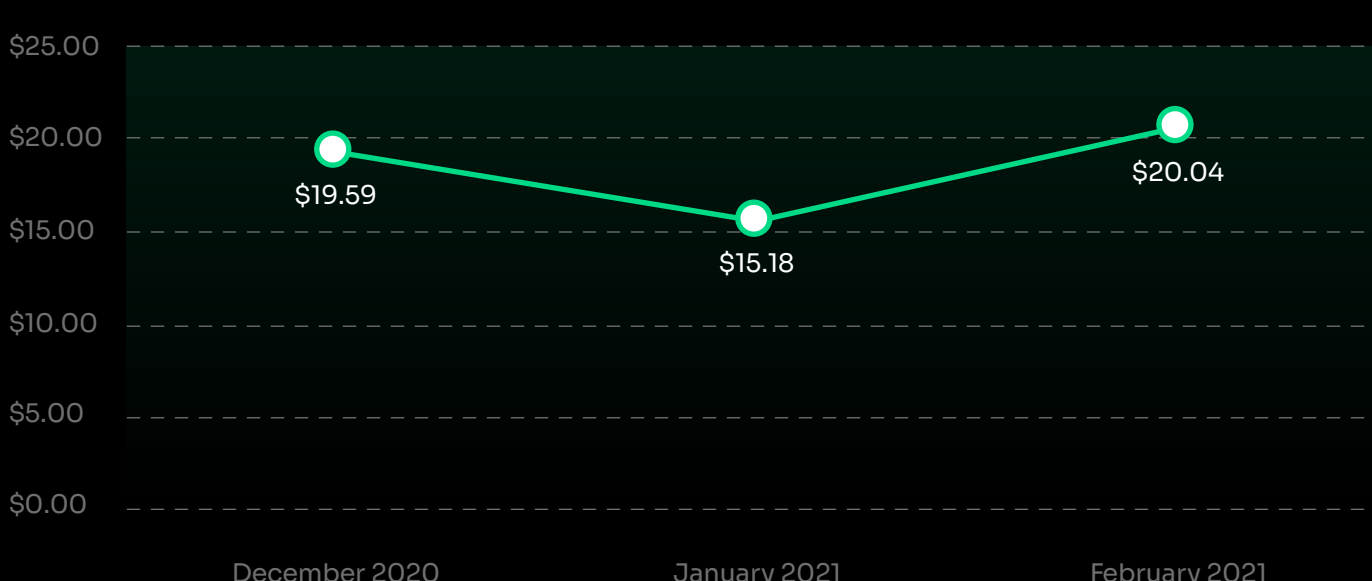
+300

New conversions/month

15%-43%

Events analyzed per Day

Re targeting - cost per loan (KPI - \$20 < cost per loan > \$30)



For more information on setting up your ad creatives, email your account manager or Start.io self-service support at: info@start.io