



MOBILE-FIRST PERFORMANCE AGENCY

A bit about Cookies

Our Company



Founded in 2013



HQ in Rome



15 passionate and skilled people



Running performance campaigns and providing digital content distribution in Europe, Middle-East, Africa, Asia, Latam

Key Steps



January 2018: Certified as Google Partner specialized in Mobile and Display Ads.



May 2019: Acquisition of a minority stake of Opticks, a leading anti-fraud platform for Advertisers and Media Agencies



March 2020: Listed by the Financial Times and Statista as one of the fastest-growing companies in Europe*

**FT 1000: Europe's Fastest-Growing Companies 2020*



Our ecosystem

CLIENTS

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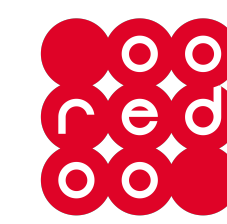
onmobile

intigral



CARRIERS

TIM



O₂

VIVA



zain

MEDIA PARTNERS

facebook

Google



Display & Video 360



mopub

APPRECIATE®

smadex

TECH SUPPLIERS

Google Cloud

AFFISE



kibana



databox

Opticks



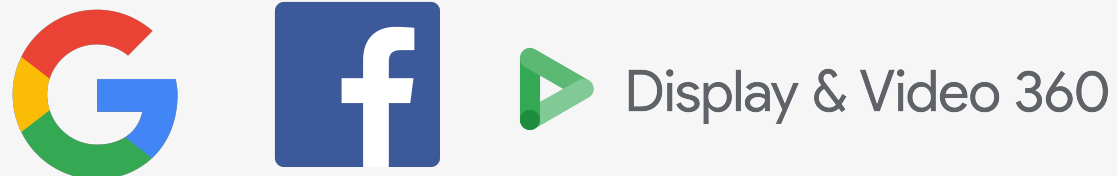
Cookies Digital

Our Mobile-First Performance Agency

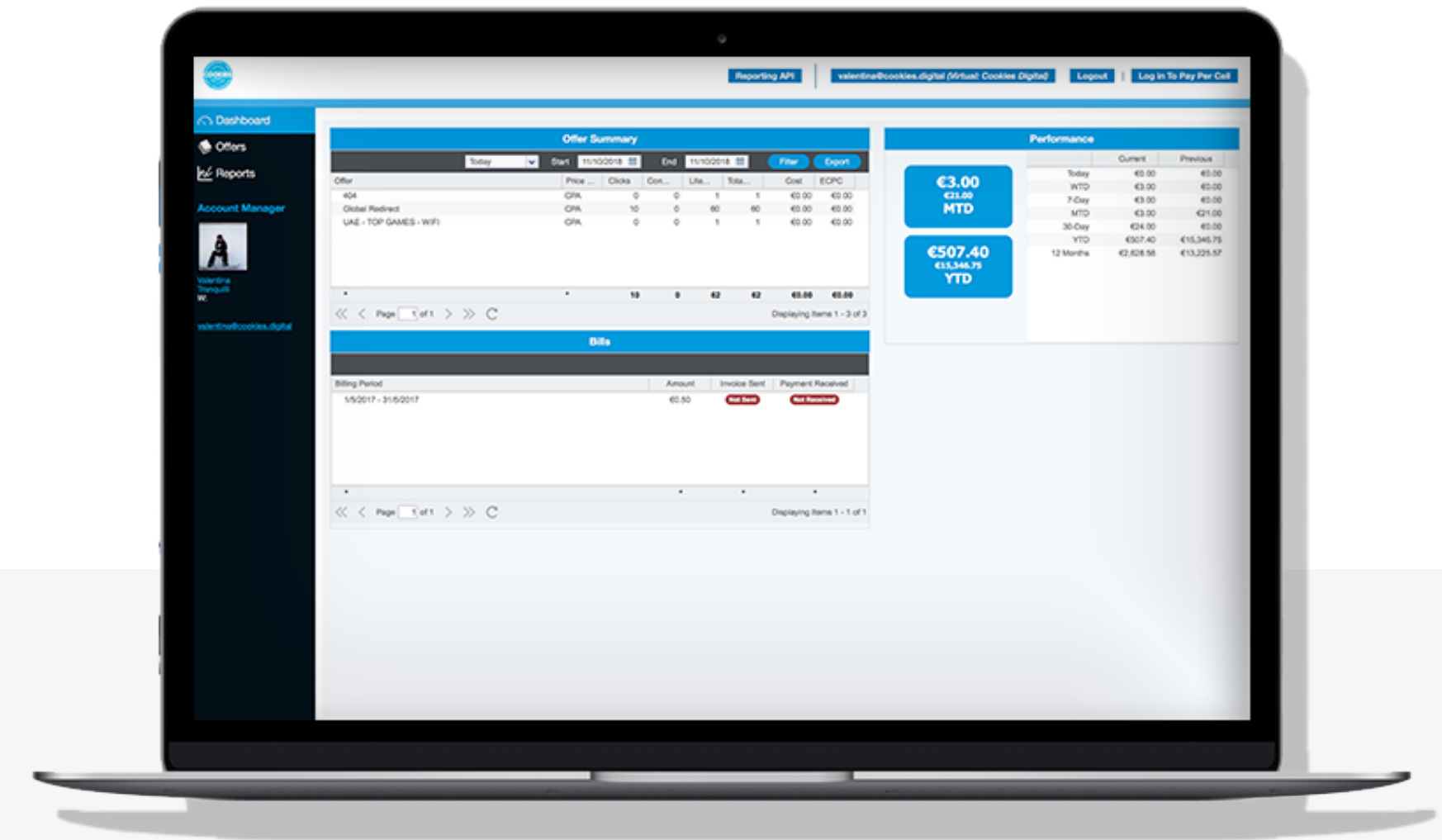
Cookies Digital is the Business Unit of Cookies Factory focused on **performance campaigns for digital products**.

Our target is provide to our clients high quality users globally, maximizing their ROI and KPI's.

A dedicated Media Buying team focused on users' acquisition on Premium channels such as Google, Facebook, Programmatic.



Since January 2018, Cookies Factory has been certified as Google Partner specialized in Mobile and Display Ads.



A proprietary Ad Platform connected with +50 AdNetworks, Affiliates, Publishers and Media Buyers.

APPRECIATE®

 smadex

 mopub

 pocketmath



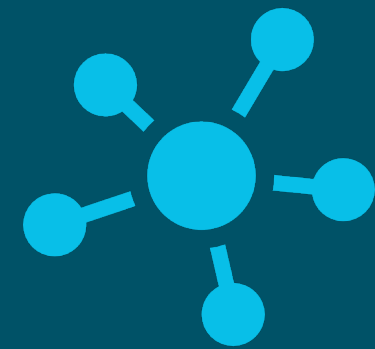
Cookies Digital

Our Technology

We combined the best advertising technologies on the market, providing to our clients different solutions designed for their needs.



DSP Accounts
for
programmatic
buying



Affiliate
Management
Tool



Tracking
Platform



URLs' routing
tool for
monetization
of remnant
inventory



Analytics &
Reporting



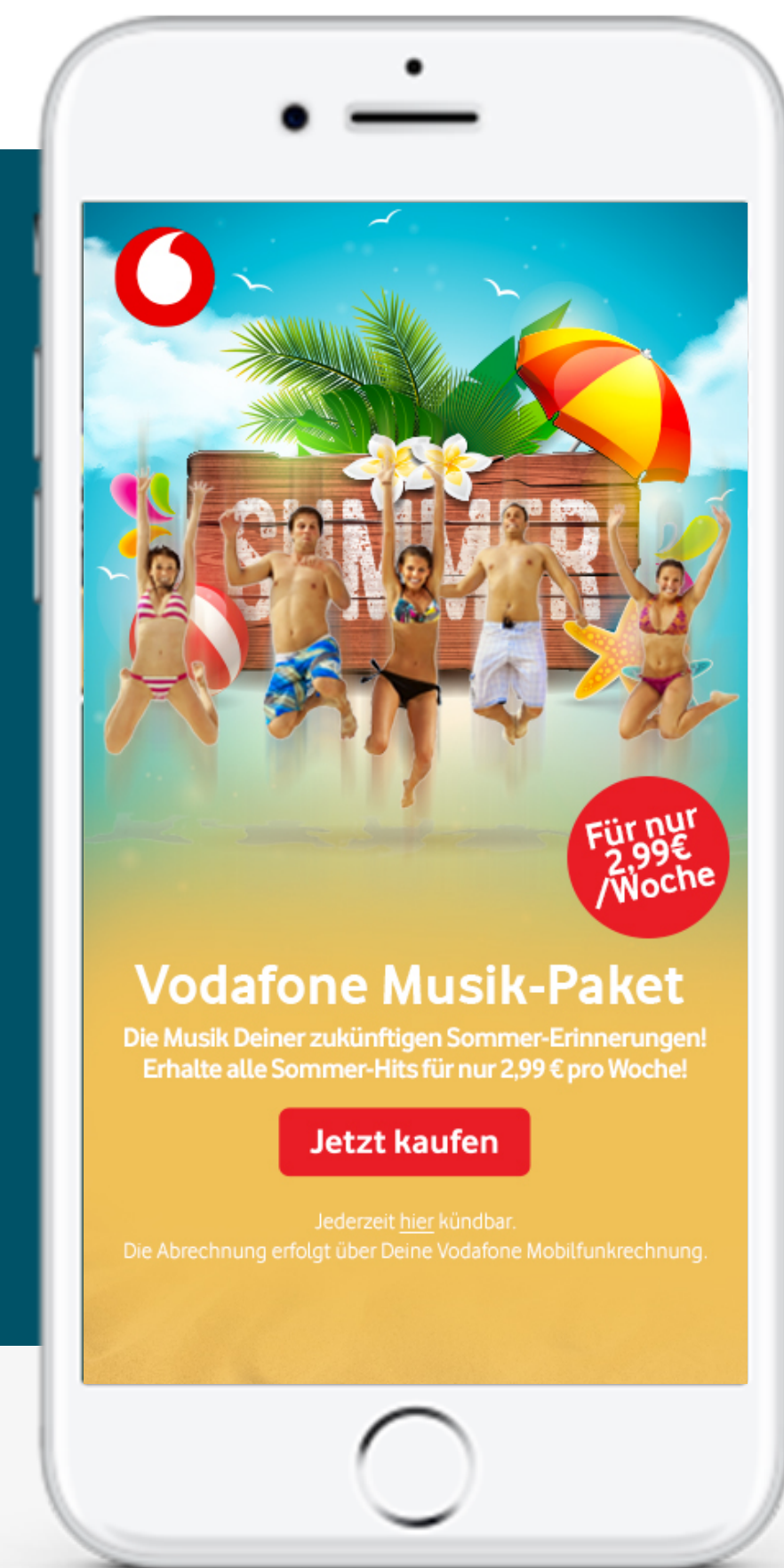
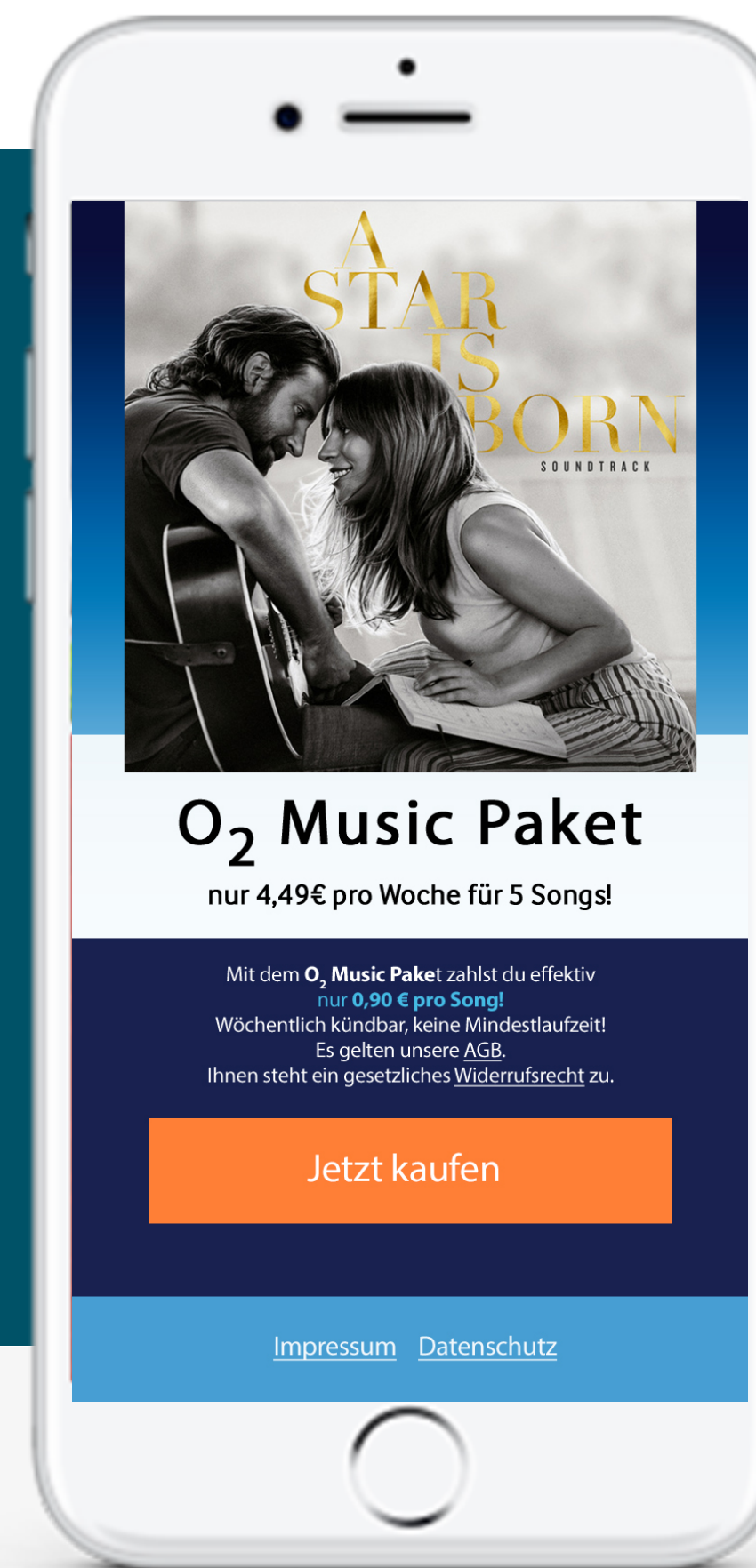
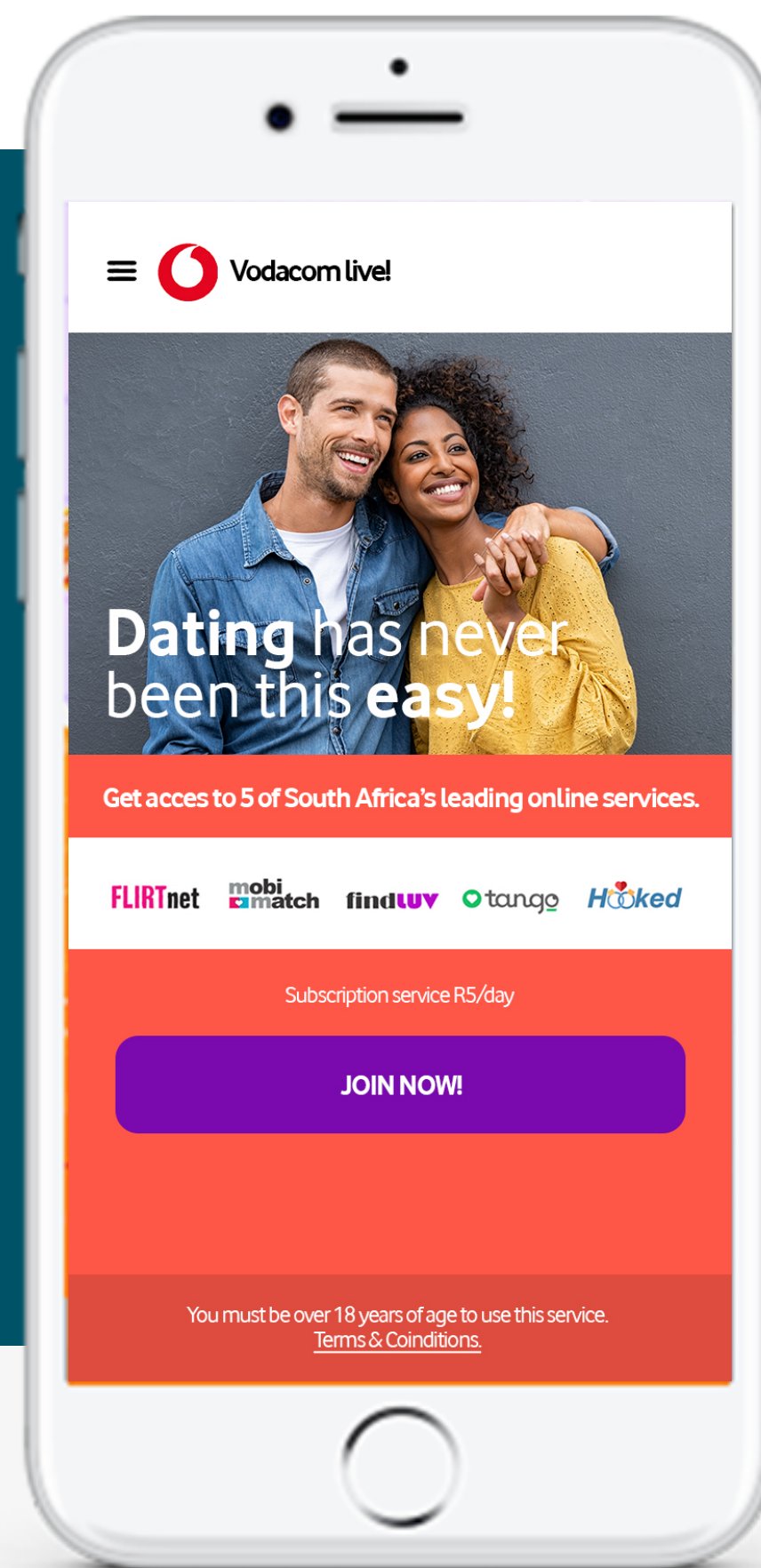
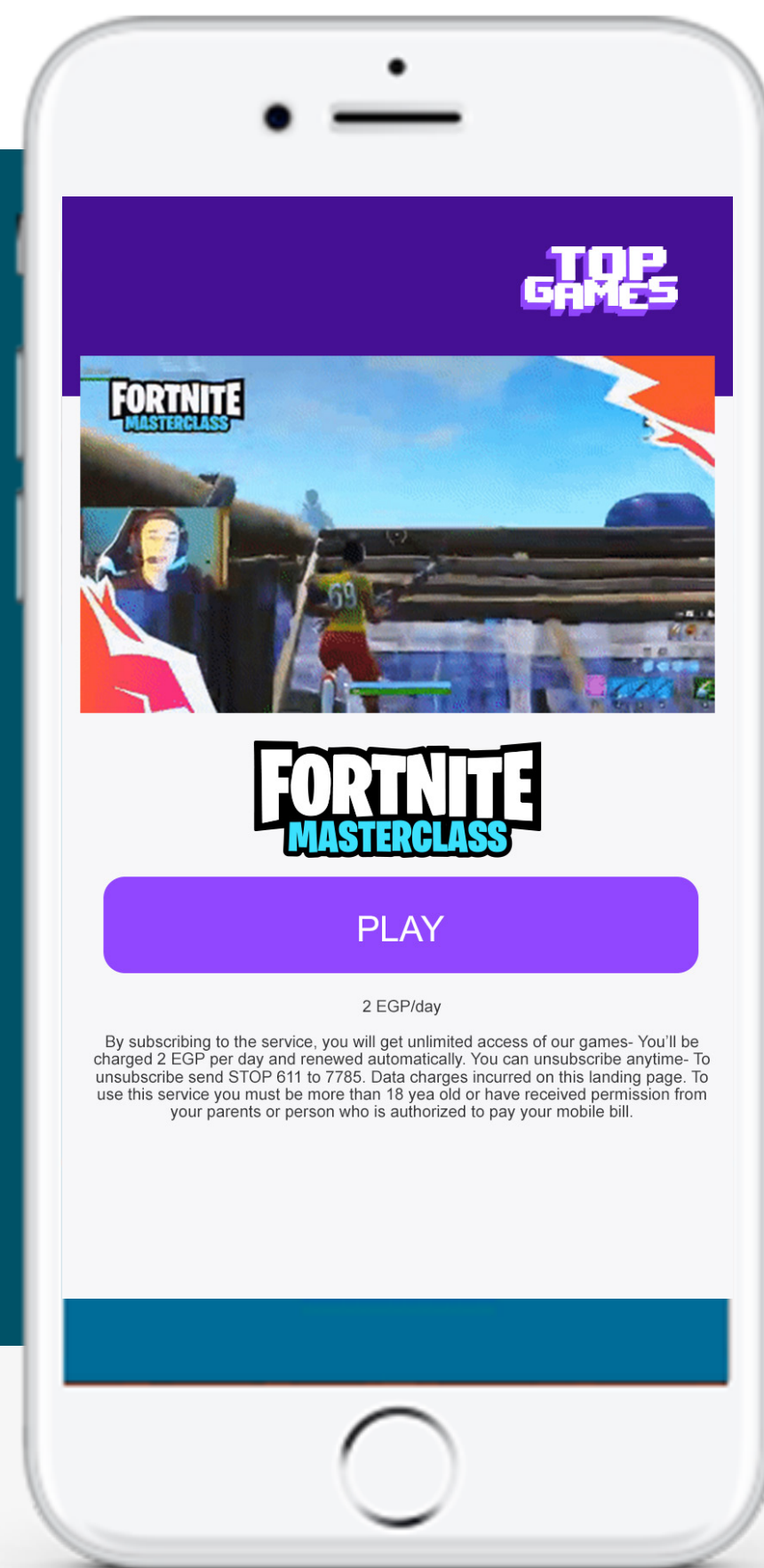
Anti-frauds
Solutions



Cookies Digital

Our Landing pages

Our marketing team supported by our graphic designers and Front-End developers are the best in the market to build an emotional experience for the final customer



In May 2019 we acquired a minority stake in Opticks, a Spanish company specialized in online fraud detection.

Opticks is a technology company committed to detecting fraud in the mobile marketing and digital industry worldwide. Their ever-evolving machine learning tools allow key players in the mobile advertising field to monitor their traffic sources and make decisions regarding suspicious activities before they reach their products. This enables customers to make smarter decisions and optimize their digital spend for higher quality traffic.

The operation aims to create an operative and strategic partnership, supporting the growing plan and competitive positioning of Opticks.

How Cookies can support partners?



MEDIA BUYING

Benefits:

- 1) Boost volumes for high quality users
- 2) optimize internal resources (marketing and finance) with a unique reference for advertising operations and payments



DIFFERENT BUSINESS MODEL ACCORDINGLY WITH CLIENTS'

We can work at CPA, CPC, CPM, Agency Fee (for Google management services) or Revenue Share model



FRONT-END

We can develop for our partners all creative formats (ads and landing pages) and direct front-end integration with VAS offers in order to optimize the layout and boost the conversion rate



Thanks

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