

# About Moloco

Moloco provides machine learning-powered performance advertising solutions to empower businesses of all sizes to grow through operational machine learning. With Moloco's machine learning platform, eCommerce marketplaces and app advertisers can maximize the value of their 1st party data and achieve their growth goals.

## Fast Facts

- Founded in 2013
- HQ in Redwood City, CA
- 9 offices worldwide
- 500+ employees with over half in R&D

## Key Leaders

- Ikkjin Ahn, Co-founder & CEO
- Sehyuk Park, Co-founder & CIO
- Sunil Rayan, CBO
- Tal Shaked, Chief ML Fellow
- Brandon Maultasch, CFO
- Brendan Browne, CHRO

## Moloco Products

### Moloco Cloud DSP

- A mobile ad platform for performance marketers to acquire and re-engage mobile app users.

### Moloco Retail Media Platform

- A monetize engine that enables commerce platforms launch their own ad business.

### Moloco Monetization for Streaming & OTT

- A full-funnel advertising solution that enables content owners to set up their own advertising business.

## Awards & Recognition



# Moloco is a machine learning company helping mobile app businesses scale



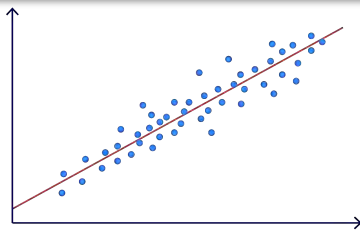
We operate an end-to-end machine learning system at a global scale.

Our **20+ deep neural network models** utilize many of the same model architectures as ChatGPT, BERT and Stable Diffusion.

We are one of the **fastest growing ad tech companies in history**. This is due to **three differentiating factors of our DSP**:

## 1 Performance is incredible due to our robust machine learning models

### Most DSPs - Linear Regression

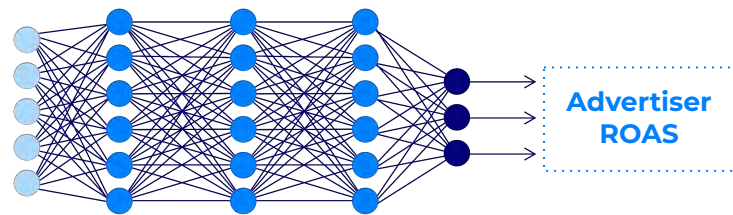


**Bidding** Limited adaptability w/ rigid models

**Targeting** Minimal accuracy using historical trends and limited inventory

**Budgeting** Fixed budgeting allocation

### Moloco - Deep Neural Nets



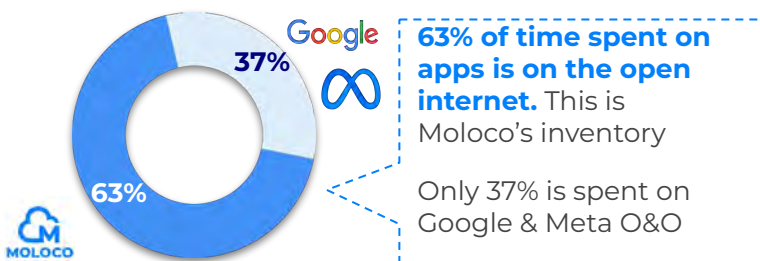
**Unprecedented performance** by combining first-party & contextual signals for unique advertiser models

**Automatic targeting** across 35+ exchanges to help you acquire more diverse, high-value users

**Flexible budgeting** that dynamically allocates weekly spend to maximize ROAS

## 2 Scale is immense because the open internet is Moloco's inventory

### Time spent on mobile apps



### Inventory Details

**Unbiased inventory:** Moloco doesn't own supply, so we focus solely on getting you the best ROI w/ access to **35 exchanges**

**Scale:** Serve **75B impressions** every month

**Global Reach:** Access to **5.7B+ devices** and **2M+ apps** in **139 countries**

## 3 Trust and transparency are core company values at Moloco



### Trust

- Data is **never shared** between advertisers
- Data is **encrypted** in transit and at rest
- **Dynamic anti-fraud** controls & received IAB Gold Standard award



### Transparency

- Moloco provides **publisher-level data** for advertisers
- For richer insights, you can leverage **log-level data** for deep analyses

# GameHive exceeds ROAS target by 20% with data-driven user acquisition from Moloco

## Result

- ✓ **Diversified User acquisition funnel** with multi-channel growth strategy
- ✓ **Over delivered ROAS target by 20%** by discovering high-value audience
- ✓ **Built a sustainable profit center** by stabilizing their title game's user growth



## Challenge

- GameHive aimed to broaden their UA funnel and achieve an aggressive ROAS target for the Tap Titans 2 launch.
- This required them to go beyond their initial strategy of relying on social media advertising channels.

## Strategy

- GameHives allocated 10% of their monthly budget to Moloco as a new acquisition channel to acquire incremental, high-value users.
- Moloco offered comprehensive user data including in-game event metrics, enabling GameHives to make data-informed decisions that maximized user value beyond standard retention and monetization metrics.



"Moloco helped us use our data to acquire the kind of valuable users we needed to hit our ROAS targets. They've allowed us to reach new audiences that wouldn't have been possible otherwise. Working with them has been great!"

-Nick Cullen, User Acquisition Manager, GameHive

## About GameHive

Founded in 2009, Game Hive is a pioneer in creating the best game experiences across multiple mobile platforms. They have racked up an impressive collection of publishing wins with casual mobile titles like Beat the Boss and Tap Titans, and well-optimized programmatic growth has been key to their success.