
VODACOM – VIDEO PLAY

SONY – ALBUM OF THE DAY

ROUGE PLAY - APP INSTALLATIONS

TIM KIDS - APP SUBSCRIPTIONS

CASE STUDIES



VODACOM LEAD GENERATION CAMPAIGN

BRANDING CAMPAIGN

OBJECTIVE

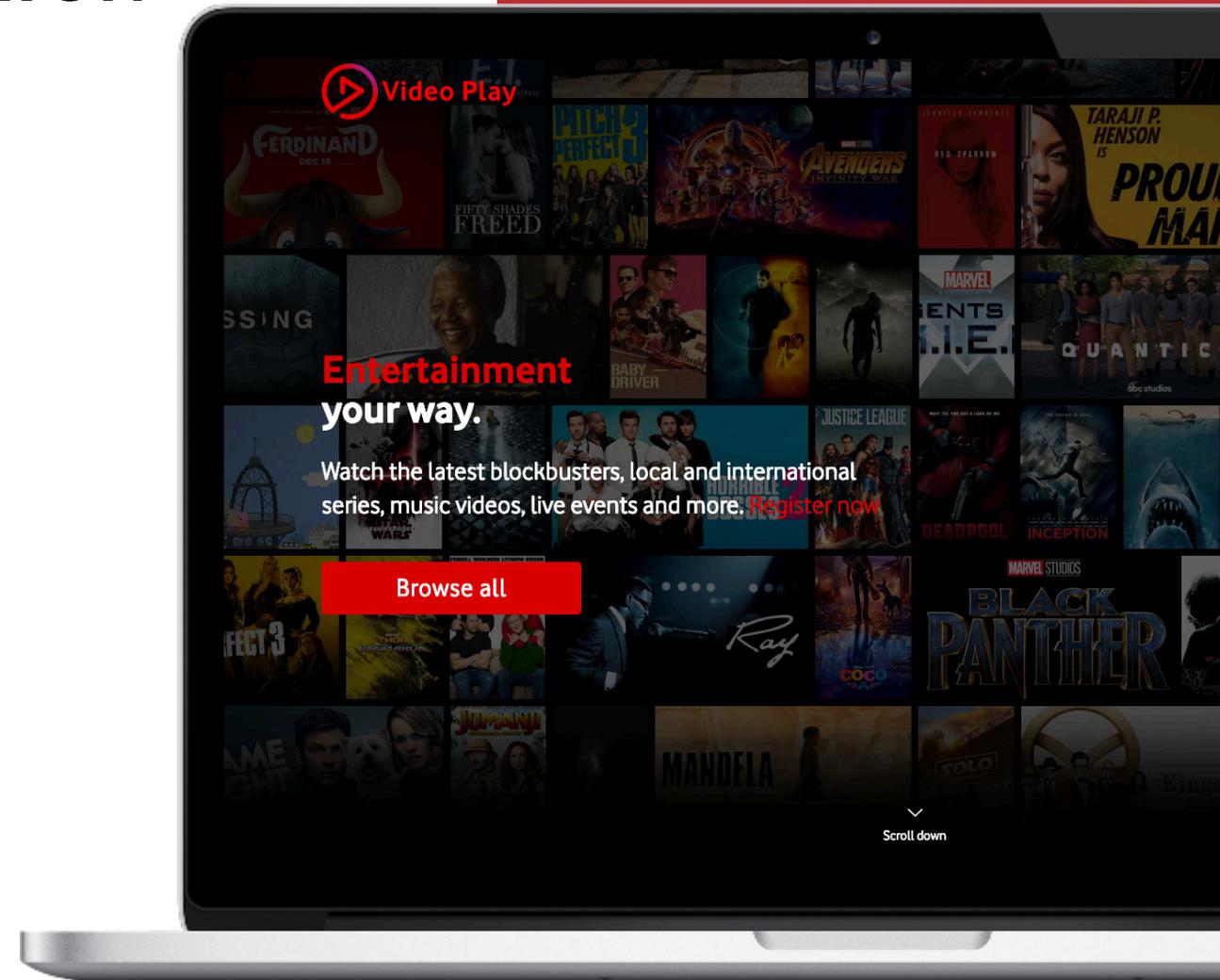
MAXIMIZE TRAFFIC AND
INCREASE REGISTRATIONS BY
AMPLIFYING BRAND
VISIBILITY

STRATEGY

CROSS CHANNEL INVESTMENT
CAMPAIGN BASED ON DIFERENT
BUSINESS KPIS, REGARDLESS THE
MEDIA BUT LOOKING FOR THE
BEST PERFORMANCE.

RESULTS

CPL IMPROVED BY 75% IN 19 DAYS



Album
of the day

ALBUM OF THE DAY APP

Get great deals on great digital music every day.
Deals last for only 24 hours. Download albums to
your iPhone and iTunes.

SONY

SONY - APP INSTALATION

CAMPAIGN: ALBUM OF THE DAY

OBJECTIVE

MAXIMIZE THE NUMBER
OF APP INSTALLATIONS

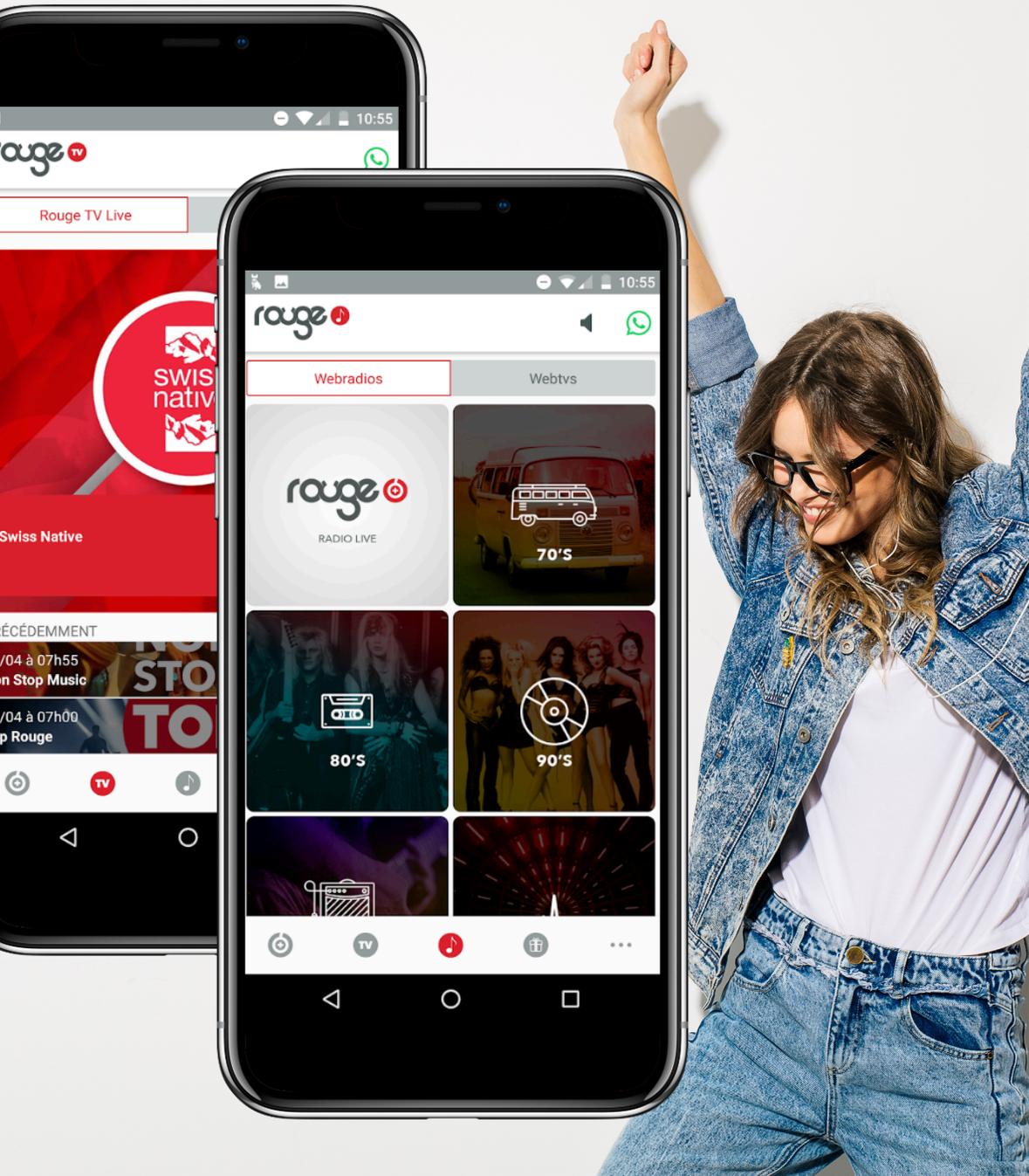
STRATEGY

PURE SOCIAL MEDIA CAMPAIGN
BASED ON AN EXTREMELY
ACCURATED SEGMENTATION <

RESULTS

108% OBJECTIVE
INSTALLATIONS DONE IN 3
WEEKS WITH A CPI BELOW THE
OBJECTIVE (2,5€)

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ROUGE FM - APP INSTALLS

CAMPAIGN - LAUNCHING RADIO APP

OBJECTIVE

200K APP INSTALLS.

STRATEGY

TRANSVERSAL MOBILE STRATEGY:
INCLUDING DISPLAY, SEARCH, STORE,
AND YOUTUBE FORMATS

RESULTS

500 APP INSTALLED PER DAY
30% CPI IMPROVEMENT

TIM KIDS - APP SUBSCRIPTION

CAMPAIGN - DOWNLOADS KIDS APP

OBJECTIVE

IMPROVE THE TARGET
SEGMENTATION TO
OPTIMIZE THE CAMPAIGN
AND DOWNLOADS

STRATEGY

COMBINED CHANNEL STRATEGY TO
IMPROVE SEGMENTATION AND
BALANCE DOWNLOADS WITH
SUBSCRIPTIONS

RESULTS

MORE THAN 1,000 SALES DURING
THE FIRST WEEK
40% CPA IMPROVEMENT





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PERFORMANCE ADVERTISING



MORE THAN 10 YEARS LEADING THE MOBILE MARKETING INDUSTRY

TELECOMING IS A LEADING TECHNOLOGY DEVELOPER OF DIGITAL SERVICES MONETIZATION SINCE 2008.

ROUGE ADTECH AGENCY IS THE FUSION OF TECHNICAL INNOVATION AND ADVERTISING TALENT TO DRIVE BRANDS LOOKING FOR THE MOST MODERN AND EFFECTIVE DIGITAL CAMPAIGNS

[VIEW MORE](#) 

A WORLDWIDE COMPANY

TELECOMING IS AN INTERNATIONAL COMPANY CURRENTLY OPERATING IN 48 COUNTRIES AROUND THE WORLD.

OUR SUCCESS RELIES ON A HIGHLY SKILLED PROFESSIONAL TEAM MADE UP OF 125 TALENTS.

OUR TECHNOLOGICAL EXPERTISE HAS LED US TO CREATE AN ADTECH PERFORMANCE AGENCY THAT GUARANTEES EFFECTIVE DIGITAL CAMPAIGNS WORLDWIDE.



ROUGE AGENCY, ADVERTISING IN A DIFFERENT WAY...

EXPERTISE

MORE THAN 10 YEARS PROMOTING
DIGITAL SERVICES

PERFORMANCE ORIENTED

EXPERTS ON MOBILE ADVERTISING
FOCUSED ON RESULTS

SAFE

WE WORK WITH THE CLEANEST TRAFFIC BOTH
ON MOBILE AND DESKTOP AND WE FIGHT
FRAUD WITH THE BEST TECHNOLOGY

MOBILE

INNOVATIVE STRATEGIES AND SOLUTIONS TO
LEAD THE MOBILE CONTENT INDUSTRY

TRANSPARENT

WE GUARANTEE TOTAL TRANSPARENCY
OF ALL YOUR INVESTMENTS.

TRUST

WE ARE OFFICIAL PARTNER OF THE MAIN
PLAYERS BECAUSE OF OUR COMMITMENT WITH
GOOD AND EFFICIENT ADVERTISING



PERFORMANCE ADVERTISING

CONSULTING - DASHBOARDING

MOBILE ADVERTISERS

AD WEB MOBILE & DESKTOP

APPS PERFORMANCE CAMPAIGNS

ANTIFRAUD - BRAND SAFETY

CASE STUDIES



CONSULTING

INNOVATIVE MARKETING STRATEGIES IN DIGITAL MEDIA

WE ARE NOT A TECHNOLOGICAL PLATFORM, WE ARE AN AGENCY. SO WE PROVIDE STRATEGIC CONSULTING SERVICES IN ADDITION TO TECHNOLOGY.

WE WERE CLIENTS BEFORE: OUR KNOW - HOW BRINGS YOU MORE AUDIENCE, MORE CONVERSIONS, MORE IMPACT, MORE INTERACTION, MORE LEADS...

DISCOVER THE NEW DIGITAL ADVERTISING OPPORTUNITIES PROVIDED BY TECHNOLOGY, DATA AND INNOVATION.

DASHBOARDING SERVICE

ROUGE PROVIDES FULL VISSIBILITY OF THE CAMPAIGNS LAUNCHED THROUGH AN AD HOC DASHBOARD.

OUR TEAM COMMITT ON SHARING OUR STRATEGY PROVIDING TRANSPARENCY IN OUR ACTIONS AND PLANS.

WE WANT TO UNDERSTAND HOW AND WHY YOUR CAMPAIGNS WORK THE WAY THEY DO.

And we want you too.





MOBILE ADVERTISERS

AD WEB MOBILE & DESKTOP

SEARCH ENGINES MARKETING - SEM

SOCIAL MEDIA- SMM

MEDIA BUYING MEDIA MARKETING

PROGRAMMATIC ADVERTISING - RTB



PREMIER

Google
Partner

**TELECOMING IS
RECOGNIZED BY
GOOGLE AS A KEY
REFERENCE PARTNER,
THANKS TO OUR GOOD
PRAXIS**

SEARCH ENGINE MARKETING SPECIALIST

MORE THAN 5 YEARS OF EXPERIENCE INVESTING IN GOOGLE
ACQUISITION – 100% FAMILY SAFE

WE WORK WITH THE LEADING MARKET PLAYERS.
OUR CERTIFIED INTERNAL TEAMS DEVELOP
STRATEGIC TARGETED AND CREATIVE CAMPAIGNS

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SOCIAL MEDIA

OUR HIGHLY EFFICIENT IN- HOUSE

ADVERTISING METHODOLOGY HELPS US

DELIVER SOCIAL MEDIA CAMPAIGNS

SUCCESSFULLY

**SMM:
A MATTER OF
SAFETY...**

ALL ADS GO THROUGH AN APPROVAL PROCESS TO ENSURE SAFETY AND APPROPRIATENESS FOR USERS.

THESE INCLUDE:

1. IMAGE QUALITY CHECK
2. MESSAGE APPROVAL
3. SOCIAL MEDIA ALGORITHMS CONTINUOUSLY FIGHT AGAINST CLICKBAIT
4. ADS NEED TO BE COHERENT WITH LANDING PAGE CONTENT

PROGRAMMATIC ADVERTISING



WE HAVE DEVELOPED OUR OWN DSP, ALREADY
CONNECTED TO 16 ADEXCHANGES.

THANKS TO THIS POWERFUL DSP OUR TRADERS
MANAGE HIGH BID VOLUMES HAVING FULL CONTROL
OVER THE VALUE CHAIN.

AXONIX

mopub

 DoubleClick
Ad Exchange by Google

smaato

smar⁺ AD
SERVER

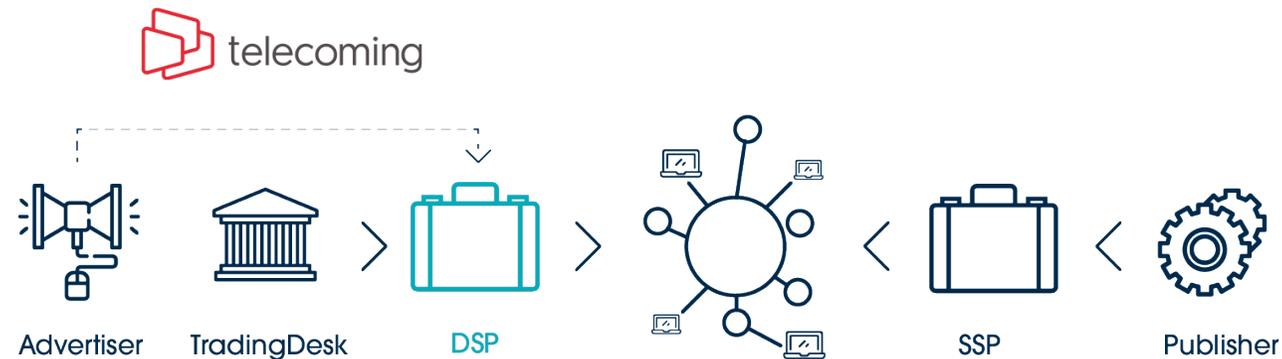
MobFox

DSP, IN – HOUSE PROGRAMMATIC VETERANS

WE ARE FASTER AND MOST PRECISE THAN THE REST!

WE ARE FASTER: THE MARKET AVERAGE FOR A DSP TO BID IN AN AUCTION (RTB) IS OVER 100 MILLISECONDS. OUR DSP ONLY TAKES 45 MILLISECONDS.

MOST PRECISE: TECHNOLOGY DESIGNED FOR MOBILE PERFORMANCE MODELS.



BRAND SAFETY

KEEP YOUR ONLINE IMAGE
OUT OFF ANY REPUTATION RISK

FIGHTING FRAUD FROM THE BASIS

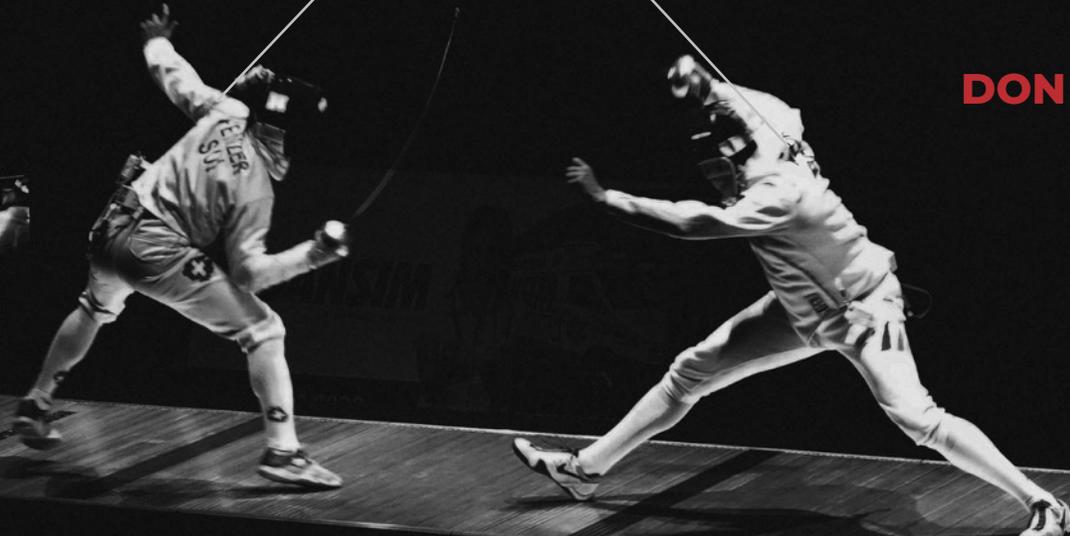
WE HAVE DEVELOPED A POWERFUL ANTI-FRAUD SYSTEM TO GUARANTEE BRANDS SAFETY

DIRECT TRAFFIC (RTB, GOOGLE, SOCIAL MEDIA...) IS MORE EXPENSIVE BUT IT ENSURES CLEAN CONTROLLED CAMPAIGNS.



HEINZER M. KNEIP C.
SUI + GER
13^{ET} 0:11 11

DON'T TAKE ANY RISK!





REAL TIME PROTECTION

MALICIOUS APPS' DETECTION, AUTO-CLICKS AND SUBSCRIPTION FLOW MANIPULATIONS WITH REAL TIME BLOCKAGE



WEB-BROWSER PROTECTION

MEASURES TO AVOID AUTO-SUBSCRIPTIONS, INCLUDING BROWSER PROTECTION (FRONT LAYER) AND API PROTECTION (BACK LAYER) WITH AUTOMATED ALARMS.



MALICIOUS TRAFFIC DETECTION

WE ACTIVELY BLOCK ALL OUR TRAFFIC FROM THE OFFICIAL FRAUDULENT APPLICATIONS LISTS.



BOT DETECTION

STABLE CONVERSION RATES ARE ALSO A SIGN OF NO FRAUDULENT ACTIVITIES..

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