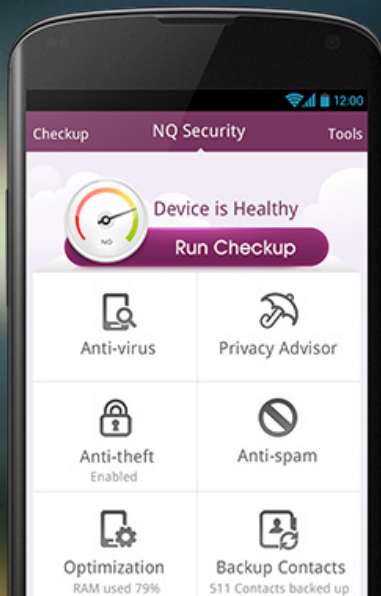


## Case Study

# MobPartner and NQ Mobile Join Forces to Drive Revenue and Protect Mobile Users



With over 370 million registered user accounts in over 150 countries, NQ Mobile is the leading mobile security and productivity company. It offers a variety of free and premium apps that protect your mobile phone from malicious malware, data theft and privacy intrusions.

NQ Mobile joined forces with MobPartner in early 2012 as an advertiser seeking MobPartner's help with driving new user downloads of its NQ Vault, NQ Mobile Security, and NQ Easy Finder products on Google Play. Soon after, NQ Mobile expanded this partnership to include MobPartner monetizing NQ Mobile's app traffic.

### MOBPARTNER'S CHALLENGE:

#### Increase NQ Mobile's User Base and Monetize Its App Traffic

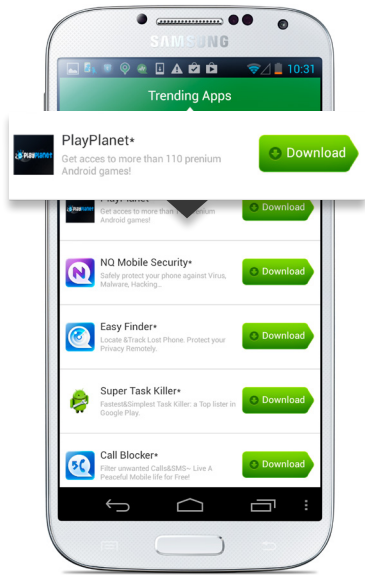
NQ Mobile approached MobPartner seeking:

1. **A strategy for increasing its user base.** NQ Mobile had lofty acquisition goals and it sought a partner with proven performance marketing experience to help drive new app installs.
2. **A performance network that didn't require NQ Mobile to integrate a third-party SDK (or other custom code) into its apps.** As a data security and privacy company, NQ Mobile's corporate policy strictly prohibits this as third-party SDKs pose a data security threat.
3. **An expert account management team that could assist NQ Mobile with optimizing its campaigns.** The platforms NQ Mobile previously worked with all promised this service, but the response time to its inquiries was slow if NQ Mobile was lucky enough to receive a response at all.
4. **The ability to pick and choose the advertisers displayed in its applications.** As a leader in mobile security, NQ Mobile is limited in the types of ads that can appear within its apps, so its preference is to personally choose campaigns that are in-line with its audiences' interest. However, NQ Mobile found few platforms that would agree to do this.

## MOBPARTNER'S SOLUTION:

### Build on the Framework Created by the MobPartner Account Management Team to Drive Continued Success

NQ Mobile was assigned a dedicated account manager who worked with the company to understand its business objectives and devise a plan for meeting its needs. The key elements included:



- Setting up a custom server-to-server connection between NQ Mobile and MobPartner to safely and securely transfer data between the two companies. NQ Mobile and MobPartner used this “pipeline” to closely monitor campaign performance and traffic validation reports until NQ Mobile was comfortable with the results.

- Integrating non-intrusive MobPartner ads in NQ Mobile's Trending Apps modules. MobPartner worked with NQ Mobile to develop a list of campaigns both deemed appropriate to promote within these modules.

- Training the NQ Mobile team on the MobPartner account management user interface. They are now able to access and generate custom reports on their own.

### A Satisfied Customer

*“It was a great honor and pleasure meeting the talented MobPartner team. We spent time creating a detailed plan and setting specific goals. The MobPartner team was very professional during the entire process and, as a result, we have exceeded our goals and created a bright business relationship in the process.”*

#### Lesley Yang

International Business  
Development Manager, NQ Mobile

## THE RESULTS:

### Unprecedented Growth Driven by Planning and Cooperation

Thanks to detailed planning and close cooperation between the two companies, NQ Mobile's advertising campaign is available in 46 countries, has generated more than 3.5 million app downloads, and is seeing higher than average conversion rates in the travel (5.5%) and mobile utilities (4.9%) verticals. What's more, NQ Mobile's monthly revenue is up 1,258% since deploying its publisher account, it has promoted over 50 MobPartner campaigns, and its average conversion rate is nearly 2%.

## MOBRESULTS

### AS AN ADVERTISER<sup>1</sup>:

- +3.5 million app downloads
- 9.4% conversion rate (peak)
- 46 countries (campaign availability)

<sup>1</sup>June 2012 through September 2013

### AS A PUBLISHER<sup>2</sup>:

- 1,258% growth in revenue
- +35K installs generated
- 55 MobPartner campaigns promoted

<sup>2</sup>March through Sept. 2013

## ABOUT MOBPARTNER

MobPartner is a trusted global partner in performance-based mobile advertising. It helps advertisers acquire new, high-quality mobile users, and provides publishers with the expertise, guidance and technology to monetise their global mobile traffic and maximise their revenues on a consistent and long-term basis.

MobPartner's highly efficient in-house platform, unique tracking tools, and dedicated team of mobile marketing experts are used by more than 200 advertisers worldwide, including the world's most influential publishers. Its campaigns reach 200 million consumers each month, and it works with some of the biggest consumer and mobile brands, including GameLoft, DeNA, Glu, Gamelnsight, Amobee, Cellish, Europcar, and Kayak.

MobPartner was founded in 2007 and is headquartered in Paris, France, with offices worldwide. For more information, please visit [www.mobpartner.com](http://www.mobpartner.com).