



FAQ - Everything You Need to Know

How will this acquisition enhance Vungle's ad network?

Together with AlgoLift, we will take our first market-facing step beyond user acquisition as we expand into true mobile marketing enablement. This acquisition will enhance our focus on being the trusted guide for our partners while broadening our product suite to include recommendation technology.

Our core capabilities -- driving high-quality users through industry-leading creative and decisioning -- will now be even stronger, and in turn, our partners will explore, grow and optimize at a whole new level. Holistically speaking, our partners, who have leaned on us to grow their businesses for many years, can now trust us to do much more.

From an access standpoint, this acquisition will also bring innovations in automation and recommendation technology to our self-serve platform - providing more actionable intelligence and control over how to best optimize campaigns while streamlining workflow, for partners across all geographies, budgets, and industries.

Finally, it will help position our partners to meet the upcoming privacy challenges we face in the form of iOS 14 (and potentially Google Android) with AlgoLift's strong probabilistic attribution approach.

Who is AlgoLift?

AlgoLift, founded in 2016 by Andre Tutundjian (previously Vice President of Analytics at Scopely) and Dmitry Yudovsky (Head of Data Science at Burstly, acquired by Apple), is an LTV-powered user acquisition (UA) automation platform for mobile marketers. They have built industry-leading algorithms and optimization technology that give advertisers actionable intelligence to target performance metrics such as Lifetime Value (LTV) and Return on Ad Spend (ROAS). Their automation platform uses machine learning and user-level predictive LTV modelling from sources across ad networks (including Vungle) and social (Facebook Audience Network, Google) to successfully maximize ROAS for mobile apps.

Who is AlgoLift? (*Continued*)

They bring strong relationships with many top gaming and non-gaming customers who have seen huge success - up to 150% increase in ROAS - due to their scalable solution.

They have also developed a solution to probabilistic ROAS/LTV that will enable our customers to maintain their campaign performance in a world without IDFA's.

We are excited to have the entire AlgoLift team of smart, industry experienced data scientists and analysts with deep UA experience, join the Vungle family. The team is currently based and will remain in Los Angeles, CA.

What benefits will the AlgoLift acquisition bring to Vungle's advertisers?

Vungle will be able to provide advertisers with deeper intelligence, privacy-friendly technology, recommendations and automation to drive an entirely new level of scale and performance.

- **Deeper Intelligence with Automated ROAS/LTV Buying** - Advertisers will be able to maximize ROAS on our network with a deeper understanding of user-level LTV powered by contextual data. Advertisers will be able to more strategically optimize their campaigns for greater performance and scale.
- **Privacy Friendly Technology** - Advertisers will be able to optimize performance despite iOS 14 privacy changes due to AlgoLift's ability to utilize anonymized data and machine learning to reliably predict LTV and maximize ROAS performance. This will be unique to our combined solution as other market products are less able to scale in a privacy centered world.
- **Contextual Recommendations & Automation** - Advertisers will now be able to spend more time strategizing and optimizing their campaigns due to deeper bid intelligence in the form of contextual source-level recommendations alongside the automation of repetitive manual tasks.

What benefits will AlgoLift bring to Vungle's publishers?

Publishers will benefit from higher revenue as advertisers maximize ROAS and scale. Together with AlgoLift, our ability to match the best long-term users with the right ads will significantly increase the value of publisher inventory. Furthermore, we are also currently looking at engagement data, such as churn and user segmentation, to see how we can further provide value for publishers -- we expect the existing product to be a starting point, with much more innovation to come.

Who are AlgoLift's best known customers and partners?

AlgoLift is currently working with top gaming customers including Jam City, Take-Two Interactive, SuperCell, Rovio, and FunPlus. They also bring a variety of non-gaming customers including Digit and Headspace that will open doors to us growing Vungle's non-gaming opportunities to help both gaming and non-gaming advertisers scale.

What success has AlgoLift had with their customers?

Using AlgoLift's predictive LTV modeling and automation tools, their customers have been able to scale spend significantly while increasing ROAS by up to 150%. Advertisers have been able to 10x spend while maintaining ROAS performance. Marketers have been able to save 30% of time spent per week on manual optimizations across all their active networks. AlgoLift's algorithms have predicted LTV accuracy within single digit percentage points margin of error one year into the future.

What is the market saying about AlgoLift?

"Over the last few years, the AlgoLift team has been developing cutting-edge predictive models that tackle the hardest questions in the digital marketing space. With this acquisition, the additional resources and reach made available to the team will help unlock their ability to materially elevate the standards of digital advertising, attribution and performance marketing."

– *Sinan Aral, Director of the MIT Initiative on the Digital Economy*

"Vungle's acquisition of AlgoLift is the most intriguing development in the mobile advertising space in the aftermath of Apple's decision to deprecate the IDFA. AlgoLift was one of the companies best poised to deal with the industry shift away from device identifiers and toward probabilistic and inferential targeting. By acquiring AlgoLift, Vungle is empowering itself to thrive in the new non-deterministic, privacy-centric advertising environment. Equipped with AlgoLift's impressive measurement models and probabilistic attribution methodologies, Vungle will be well positioned as the mobile advertising industry undertakes this privacy-centric evolution."

– *Eric Seufert, Media Strategist, Quantitative Marketer and Founder of Mobile Dev Memo*

Currently, AlgoLift is providing recommendations for Facebook, Google, and other ad network campaigns. Will AlgoLift keep offering this with Vungle?

Absolutely! Multi-channel marketing enablement is a key initiative for Vungle. AlgoLift has developed a strong set of recommendation tools using algorithmic market models to understand the predicted future performance of user acquisition campaigns. The result of which brings Intelligent Automation to campaign management across social platforms and ad networks alike. With this acquisition, we will be able to expand our product suite and recommendation capabilities to provide a more comprehensive offering for our partners.

How will the acquisition contribute to Vungle's product offering?

One of our key product goals has been to enhance our self-serve platform with better automation and recommendation tools to allow advertisers to scale and maximize ROAS. As we integrate, our plan is to improve our level of service and our platform in the following areas:

- **Enhanced Campaign Recommendations** - AlgoLift's ability to identify user-level LTV using competitive data from social networks will enable us to look into solutions that will provide advertisers more granular and targeted multi-bidding recommendations at a publisher and sub-publisher level.
- **More ROAS Based Automation** - The combined offering will allow us to provide advertisers an automated solution using contextual data to buy against their downstream metrics.
- **Improved Data Insights & Reporting** - Functionality for deeper insights into campaign and optimization opportunities.

How will AlgoLift be integrated with Vungle?

We are more than excited to have the entire AlgoLift team join Vungle. The team is currently based in Los Angeles, CA and will remain in LA. Vungle will be officially adding an 8th office to our current list: San Francisco, London, Beijing, Berlin, Seoul, Tokyo, Singapore and now Los Angeles. You can continue to expect the same intelligent UA automation services brought to you by the amazing AlgoLift team, with many exciting things to come.

Interested in learning more?

We hope you find this information useful and as exciting as we do. We are looking forward to the many opportunities this new partnership will bring to our customers. We will continue to share updates. If you are interested in learning more or have additional questions, please email us at TransformUA@vungle.com.