



Vungle brand book Final designs



Vungle

We create in-app ad experiences that are inspired by insight and crafted with creativity.

—

Our data-optimized ads run on over 1 billion unique devices to drive engagement and increase returns. And we operate globally, with publishers and advertisers that range from indie studios to powerhouse brands.

Whether it's helping developers monetize their app through innovative and contextual ads, or getting advertisers in front of the right audiences, we're the leaders of mobile marketing.

Our formula is beautifully simple, but highly refined
— we put creativity in, and get performance out.

vungle.com



Hello, we're Vungle

—

We're a global ad tech company that uses creativity and science to transform how people discover and engage with apps.

This book is all about what makes us Vungle. Our love for science and creativity, our journey so far, and our future as we continue to change the world of mobile marketing.

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04—05



CREATING

↳ Enter ad-tech

—
Mobile advertising makes the the amazing app economy possible.

Opening the door to new revenue streams, ad-tech helped to fund the ambitions of trailblazing app developers and accelerate the fortunes of already established players.

Today, as a pioneer and market-leader of ad-tech, Vungle plays a major part in enabling the app world to keep moving.

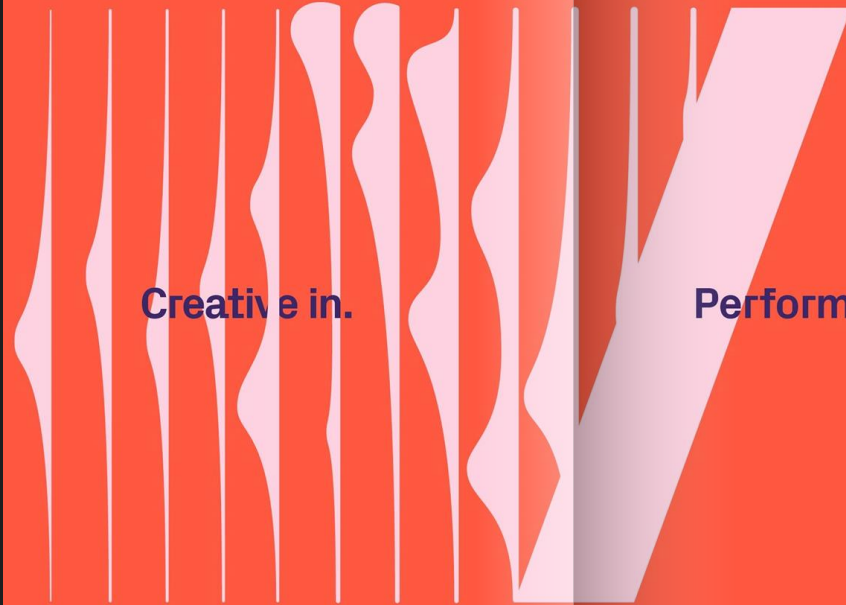
A vibrant world where bedroom developers can become global businesses, and global businesses are able to adapt to the constantly evolving needs of today's consumer.

POSS
IBIL
ITY.

[illegible]

08—09

This is how we do it



Creative in.

Performance out.

↳ Our formula is simple,
but not many can
make it work.

—

We don't claim that
it's a unique equation,
but when it comes to
delivering on it, we're
experts of effective
creativity.

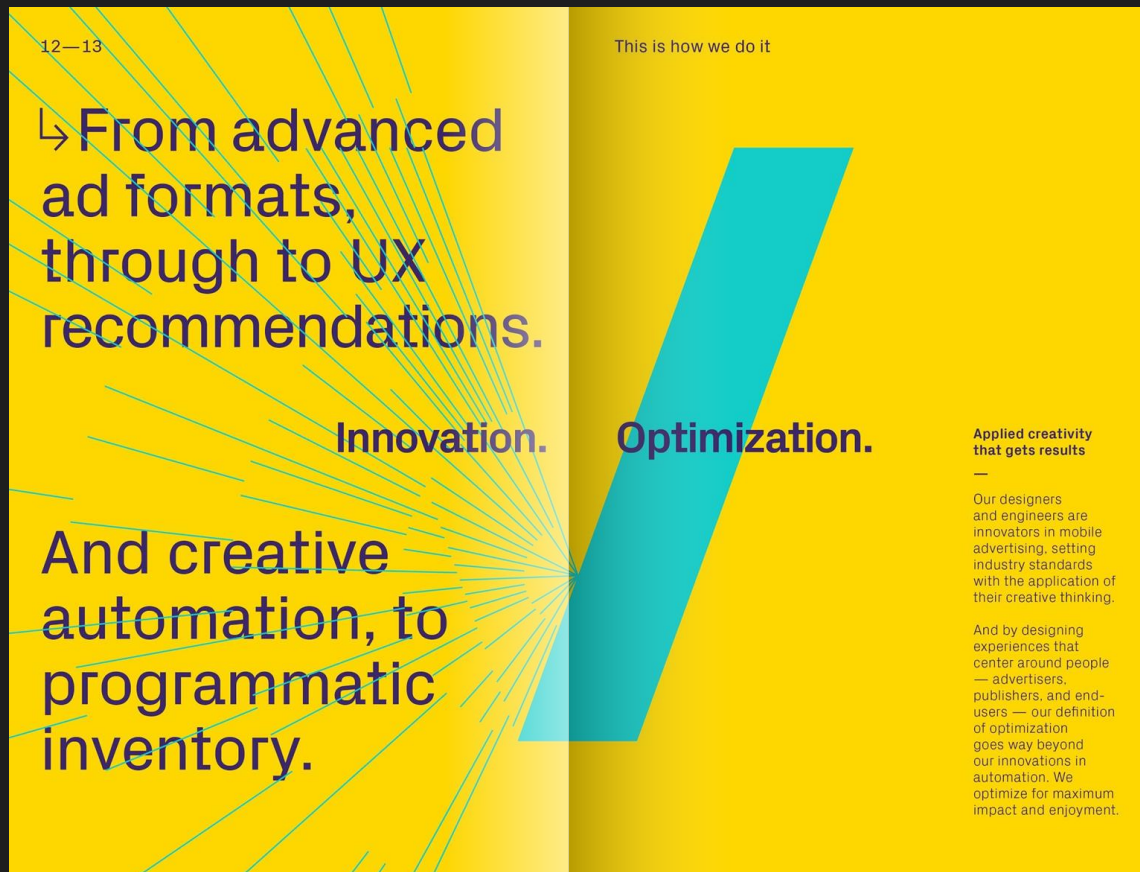
We've been distilling
our approach since
day one, and we
continuously sharpen
it to maximise our
creative performance.

10—11

This is how we do it

↳ **We dream bigger. Aim higher. And get better results. We demand more. More innovation. More opportunity. To discover. To unlock. To inspire. For our clients, and their customers. We put creativity at the heart of everything we do. Which means users come first, always. User experiences optimized for audience engagement. Ad-tech that maximize results.**

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14—15

Numbers that speak for themselves

We're proud of our work,
but sometimes you need
to cut the tech-talk and
get to the bottom line.

The beauty of our
approach means that
you don't have to be a
creative expert to feel
the impact of high-
performing ad-tech.

Keeping it simple means
that our clients can
engage more users, more
powerfully, more easily.



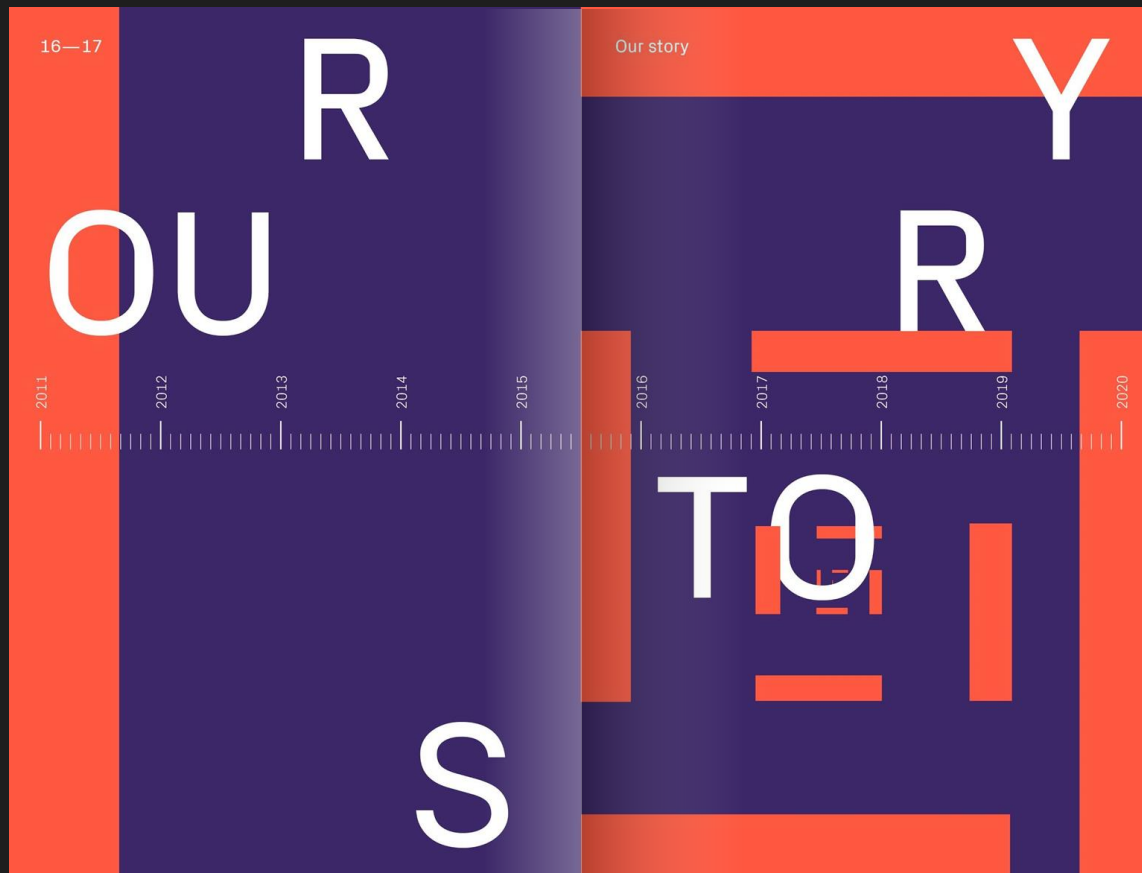
Beautiful.

This is how we do it

↳ 5 billion videos,
served monthly,
on 1 billion
unique devices.

Results.

Trusted by more
than 60,000
mobile apps,
globally.



18—19

Mar 2011

Mar 2011

Vungle set up shop

After the App Store launches, we see a need — developing a platform for in-app video ads. We enter the game as one of the first players in ad tech, focusing on stellar user experiences. People like it. And we keep 95% of our first clients over the years.



2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

Feb 2012



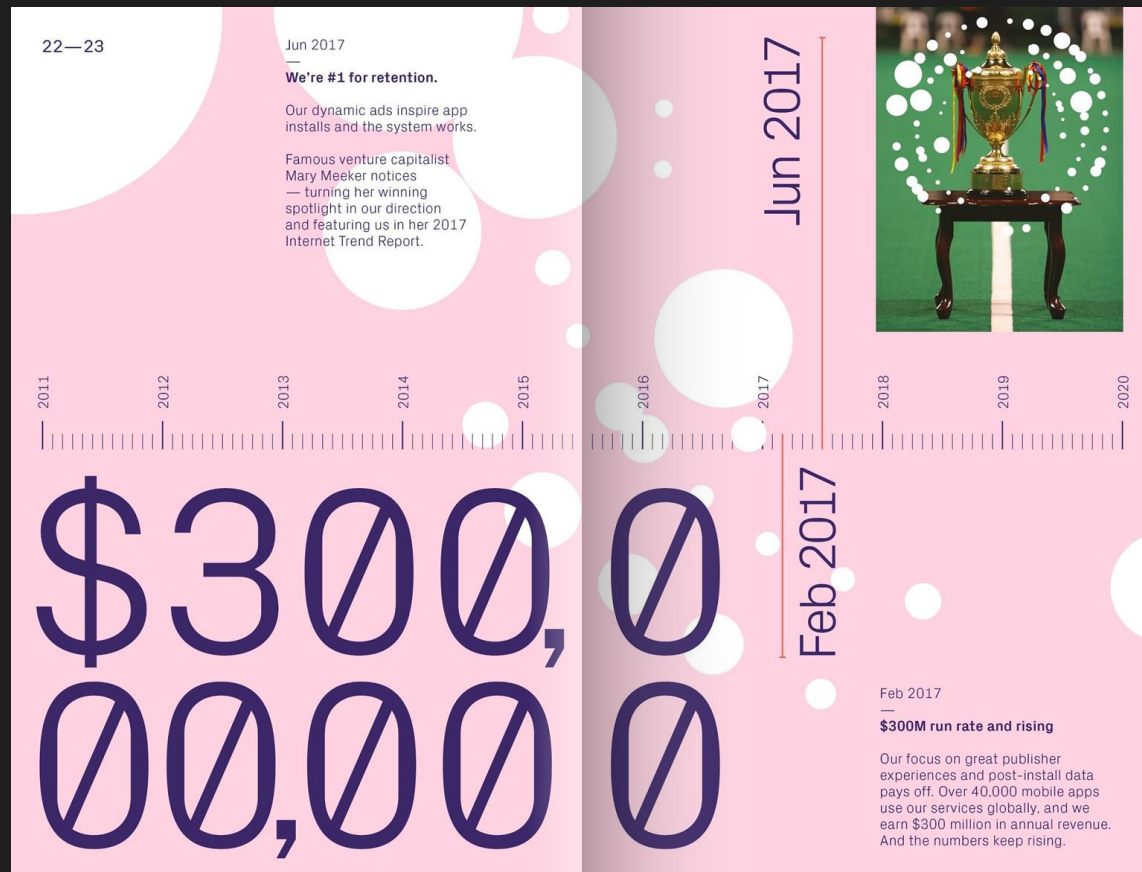
Going up

Feb 2012

Video goes vertical

Mobile screens went vertical, and so did we. Our first vertical video launches, forever changing the face of mobile ads. With people holding their phones vertically over 90% of the time, more intuitive videos make more engaging experiences. And conversions skyrocketed.







Sep 2018

Welcome to our HQ, California

We're the leading performance marketing platform for in-app video ads — serving 1 billion video views and 5 billion impressions each month. Ad tech keeps growing and we're on the move, expanding into our new HQ in Silicon Valley.

SF HQ

2016

2017

2018

2019

2020

Jan 2018

Self-service starts a new era

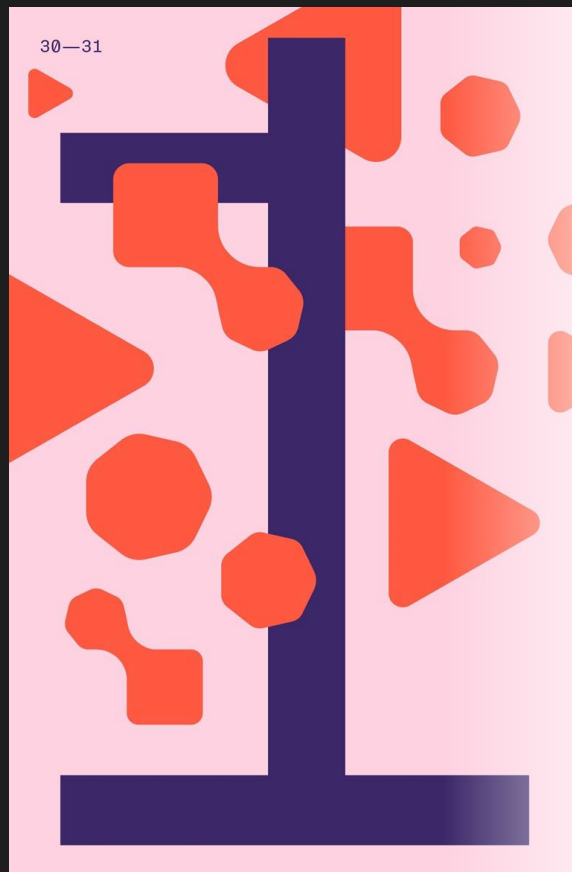
With custom discovery tools, we make apps grow further, faster. Our new self-service platform helps advertisers create their own custom campaigns — getting better results, in real-time.

Jan 2018









What we believe in

↳ **For all apps,
great and small**

We work with apps of
all shapes and sizes,
everywhere in the world.

From our self-service
platform, to our tailored client
consultancy, we fine-tune what
we do to meet the unique needs
of advertisers and publishers
whoever, and wherever they are.

32—33



What we believe in

↳ **Always
impartial,
so we all
win together**

We support everyone
equally and don't publish
our own content, or prioritize
our own interests.

We're team players, and
like to win, together.

2 / 5



34—35

What we believe in

↳ **Consult.
Optimize.
Repeat.**

We track effectiveness and gain knowledge about successful ads with our advanced expertise, technology and algorithms.

We're always optimizing our client's campaign performance and use our knowledge and unique insights to their advantage.

3 / 5

36—37

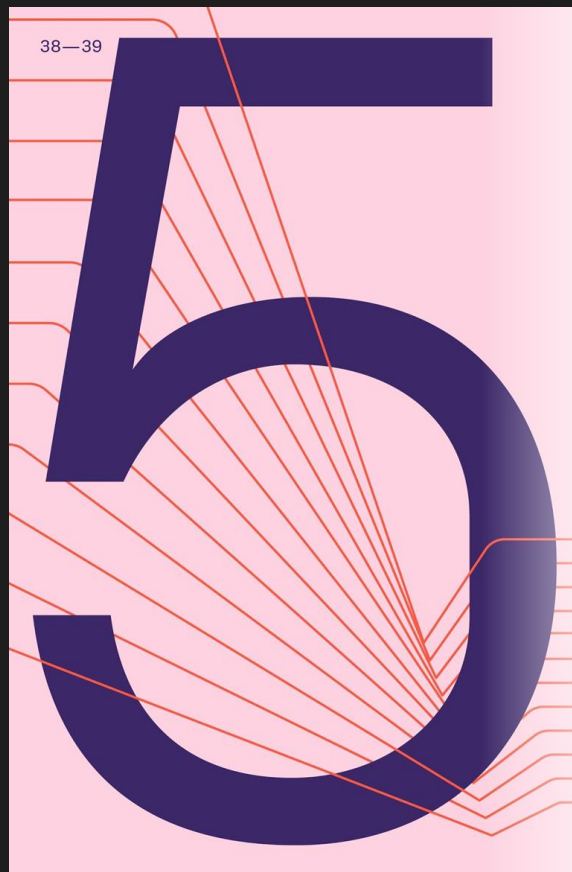
What we believe in

↳ **Everything
with integrity**

We're committed to the highest standards of quality, transparency, and integrity.

We uphold our values and don't cut corners or hide information, so our clients can rely on us. Always.

4 / 5

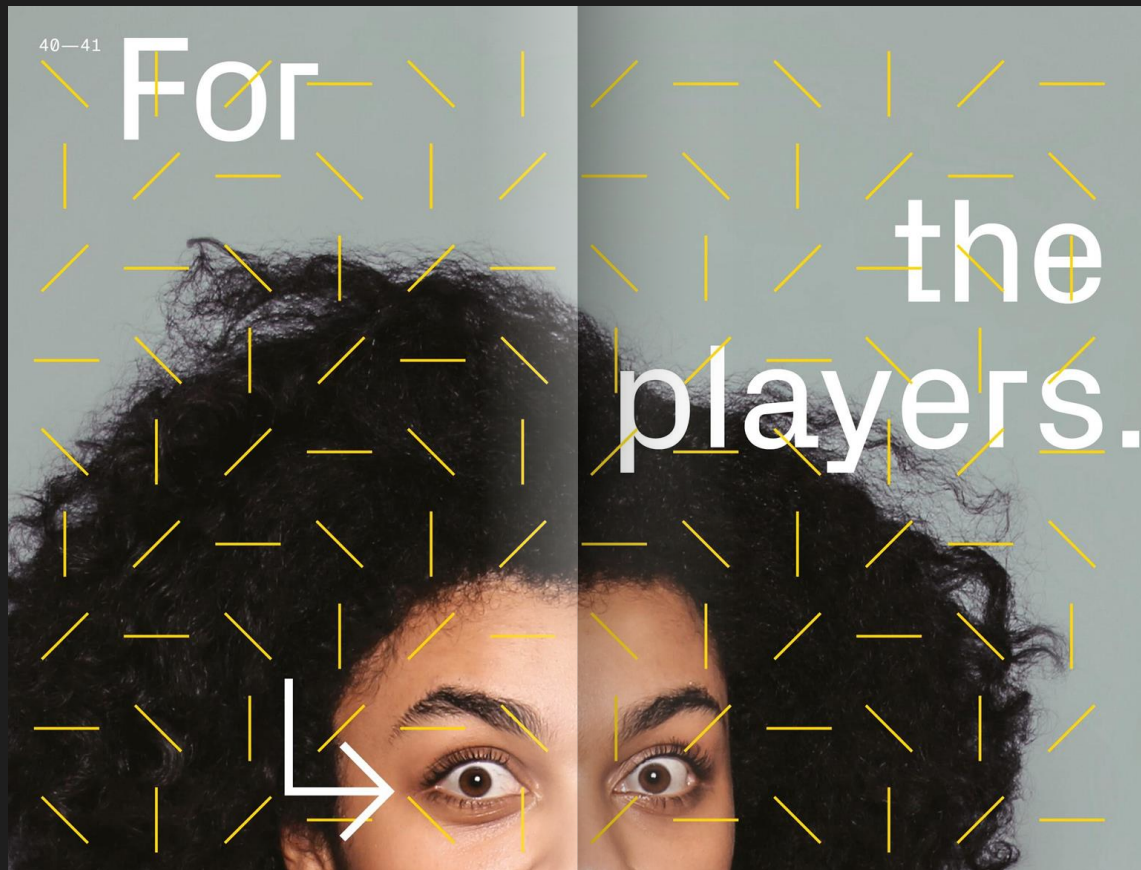


What we believe in

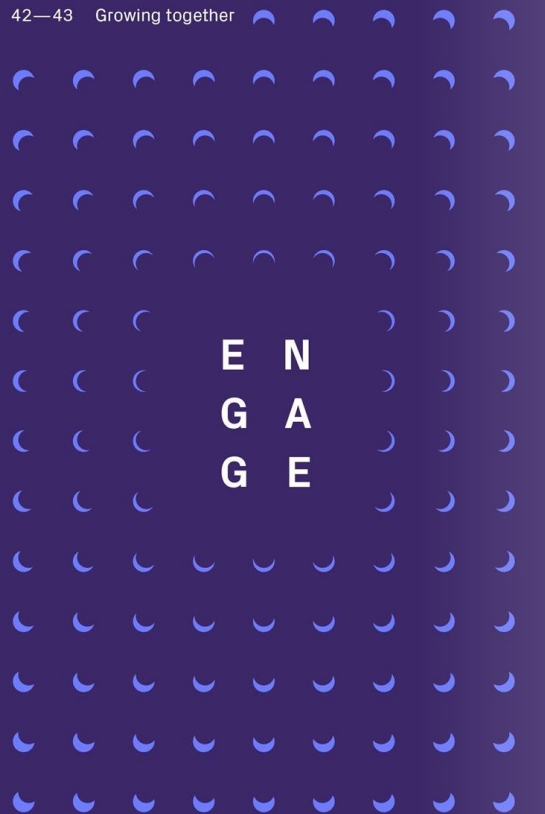
↳ **Powered by
creativity.
Driven by
performance**

We put creativity at the heart of everything we do, delivering the most engaging integrated ad experiences possible.

Our ad placements connect with real people, in real time.



42—43 Growing together



ENGAGE

↳ **Built on trust**

—
Trust we have earned
by consistently proving
how creativity connects
with people and drives
growth. By constantly
engaging audiences in
new ways, and expanding
them in the process.

Trust that we strive to build,
in everything we do. Trust
that is the foundation of
our longest relationships
— with clients that we have
helped to guide, toward
success, year-in, year-out.

Trust that is testament to
our proudest successes.

44—45 Inspiring change

FURTHER

FA S T E R

↳ On a mission

—
Our high-performance culture is driven by our mission to transform how apps discover and engage with people.

It's an inspiring goal that gets our clients further, faster.

It's what gets us up in the morning. It binds us together.

A mission that drives everything we do.

Our future

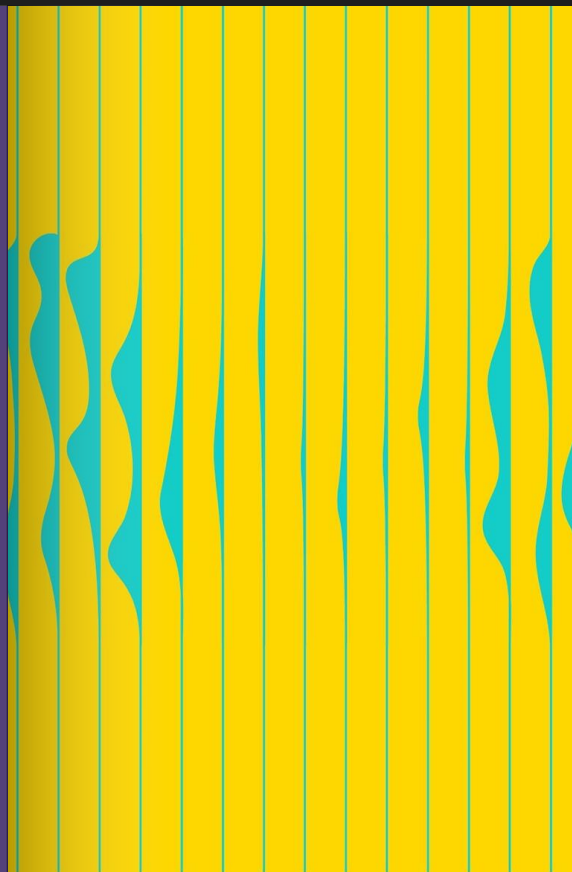
(Mission & vision and 'outro')

- Vision: To be a trusted guide for growth and engagement
- Mission: To transform how apps discover and engage with people
- **Outro: excitement for next chapter of Vungle, connecting emotionally with reader**



48—49

Let's Go



Front cover

- Creative options to be explored for front cover
- Will feel like a 'core' brand expression
- Likely featuring a V symbol (or possibly pattern)
- Likely to feature Mango and Aqua colours
- Will explore bold, impactful/provocative message/title options
- Back cover to include boilerplate about Vungle, contact details and CTAs

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Thank you

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