

Tone of Vungle

TOV

Vungle

↳ It's not just
about **what**
we say.

↳ It's also
about **how**
we say it.

Welcome! We came up with this guide to help you “*speak Vungle*” and capture our vibe in every communication you share internally, with partners, on social media, and more.

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Who we are



↳ We are the trusted guide for growth & engagement.

↳ We promise better performance through better creativity.

↳ We transform how people discover and experience apps.

Our promise to our clients

We're for apps great and small

We work with apps of all shapes and sizes, everywhere in the world. Our clients gain access to audiences who matter, so their apps can grow faster and go further.

We're 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.

We consult, optimize and repeat

We track effectiveness and gain knowledge about successful ads with our advanced expertise and data collection. We're always optimizing our client's performance and use our knowledge and unique insights to their advantage.

We do 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.

We're 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.



We're tech,
but that
doesn't mean
we're robots.

Instead,
we're...



Professional and purposeful

There is purpose in everything we do and everything we say. We're on a mission to make lives easier for app developers and brands looking to reach new audiences.

That means that when it comes to talking to others, we need to make the words work harder, so the audience doesn't have to.

Personable and people-focused

From time to time we can use our personable side, especially when we want to get attention. Let your words bounce and the language touch.

It helps show we're human and stops us being boring or taking ourselves too seriously.

Talking Vungle



We are professionals
with personality.
So let's sound like it



We can't say we make life easy for our customers if the words we use are complicated, distant, and vague.

At the same time, being overly friendly is a little weird and unprofessional. So stay cool.

↳ In essence be engaging, helpful, authentic, and unmistakably Vungle.

Here's what
we sound like:

Analytical

Smart, sincere, scientific,
and successful.

Creative

Upbeat, friendly,
witty, and
personable.

Creatively captivating

We're a positive, personable group of people, so go ahead and let that shine through.

Down-to-earth messaging makes us feel more relatable and imaginative. Plus, energetic writing is more enjoyable to read. But like all humor, timing is everything.

Let your language bounce

Sound excited (but not too excited) and have some energy. What we do is really cool, so let it show

Find your flow

Keep the flow interesting. Mix it up. Combine short sentences with longer ones. This better matches how people actually speak and is easier to follow.

Use “you” and “us”

Vungle doesn't “do things for clients.” Instead, we “build things for you.” This has a better effect and creates a sense of guidance and partnership.

Don't get carried away

We're friendly to people, but don't get overly familiar with your language. We are cool, collected, and creative — not desperate to be liked.

Analytically awesome

What we do is smart; there's no doubt about that. But let's show that to people, instead of just telling them.

Let our work speak for us. Keep language smart and succinct. Audiences don't look for buzzwords; they look for clarity.

Avoid jargon when you can

No: Vungle is executing a new actionable solution to increase clients' DAU.

Yes: Use powerful new features to reach more people, every day.

Simpler is better

If a simpler word exists, use it. This can be as easy as switching "in order to" with "to."

CDTOA

Or, Cut Down On The Acronyms. They can be handy sometimes, but use them sparingly. Not everyone knows the same ones as you do.

Less is more Combine #2 and #3?

Long sentences are hard to keep track of; paragraphs lose their rhythm and just don't read well. If there's a simpler way to say something, say it.

Remember:

People will relate to us more if we sound like normal human beings. It's not just business to business.

**It's human
to human**

How to nail it



Write like Vungle

Take action with your verbs

No: 'Leading to higher levels of engagement.'

Yes: 'Reach more of the right people.'

Start sentences with “And,” “But,” and “So.”

These words link ideas and make your writing flow.

AVOID BLOCK CAPITALS

No need to shout.

Limit the screamers

Too many exclamation marks are exhausting. Take it easy.

Play

Use wordplay from time to time. A bit of wit can go a long way. For example:

To reinforce quickly getting started: *Ready. Set. Grow.*

To bring A/B testing to life: *Take the guesswork out of what works.*

Don't be cheesy or controversial

Credibility and integrity first. We are smart and witty, not over the top.

With

Use sincerity in difficult moments

While wit can be a powerful tool, there is a time and a place for it. When something goes wrong or we have a serious message to say, be sincere.

Words

Hello, fellow human!

We're personable people, so write as if you're talking to someone in-person. And avoid B2B bluster.

Test this by reading what you've written out loud. Does it sound like something you'd actually say? If not, try humanizing your language.

Don't Say	Instead Say	Don't Say	Instead Say
However	But	We will	We'll
Purchase	Buy	We have	We've
Require	Need	We would	We'd
Obtain	Get	You will	You'll
Utilize	Use	You have	You've
Endeavour	Try	You would	You'd
Notify	Tell	Will not	Won't
In order to	To	Do not	Don't
Assist	Help	That will	That'll

Writing online? Make it click.

Language

Attention spans are tiny. Divide your writing into smaller chunks with subheadings. Be economic with language.

Structure

When structuring your work, think of an inverted pyramid — the most important information first, the broader base of detail later.

Legibility

Go easy on the eyes; it's harder to read from a screen. Don't go crazy with **bolding**, *italicizing*, underlines and CAPITALS.

Quality

Spell check and proof everything. Little mistakes can sneak through.

Clarity

Ambiguity isn't good. Your writing should get to the point quickly.

Don't forget about any keywords you have, but don't go crazy. Readability comes first.

Accessibility

Don't let your copy rely too much on imagery. Use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully.

Path-find

Provide links in the body copy, or at the bottom to related content. Give readers somewhere to go after they have read your content.

Credibility

Don't make email subjects look spammy. Avoid words like 'free' and 'win'.

Also avoid spelling mistakes, text-speak, abbreviations and acronyms, as these might get snagged by spam filters.

We're a social bunch.

Here's how we do it

Social media is where we can really shine. Here, we can be reactive, personable, snappy, and knowledgeable. On our social channels, we post content that's entertaining, and informative (without being heavy or technical).

- Product releases
- New or recycled blogs
- Sample creatives
- Event announcements and updates
- HR spotlight pieces (e.g. publicly visible promotions)
- Industry news or awards
- Shareable white papers or quickstart guides
- Thought leadership pieces
- Infographics, data snippets, stats, or quotes
- Occasional fun things like inspirational messages from execs or GIFs of Clara (our AI dog)

Twitter

Why we love it

Massively mobile, more direct. Helps us reach and connect with indie developers, brand marketers, and Vungle insiders.

Awesome for timely announcements, creative showcasing, events, and shooting the breeze.

How we use it

Always with images, aware of trending news, personal, conversational, responsive, and with CTAs where appropriate. Short, snappy, with punch. Be witty, personable, and human.



Linkedin

Why we love it

A great chance to engage with other industry leaders and clients with more big-picture content.

Perfect for thought leadership pieces, recruitment, and creative showcasing.

How we use it

Retaining our ToV at all times, but with a higher level of refinement, when compared to tweets. Longer-form, but still succinct and informative. All about sharing, connecting, and engaging.





Facebook

Why we love it

Perfect for general branding and reach. A billboard to demonstrate our balance of creative and analytical.

Also serves as a repository of images and content which can be browsed, shared, and liked by anyone.

How we use it

This is a good middle ground between LinkedIn and Twitter. Informal, but with a clear touch of thought leadership and useful information. Content can be both short and medium-form.



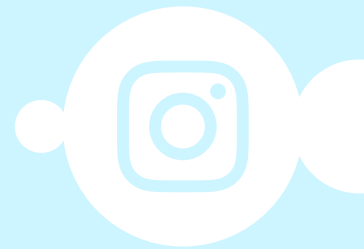
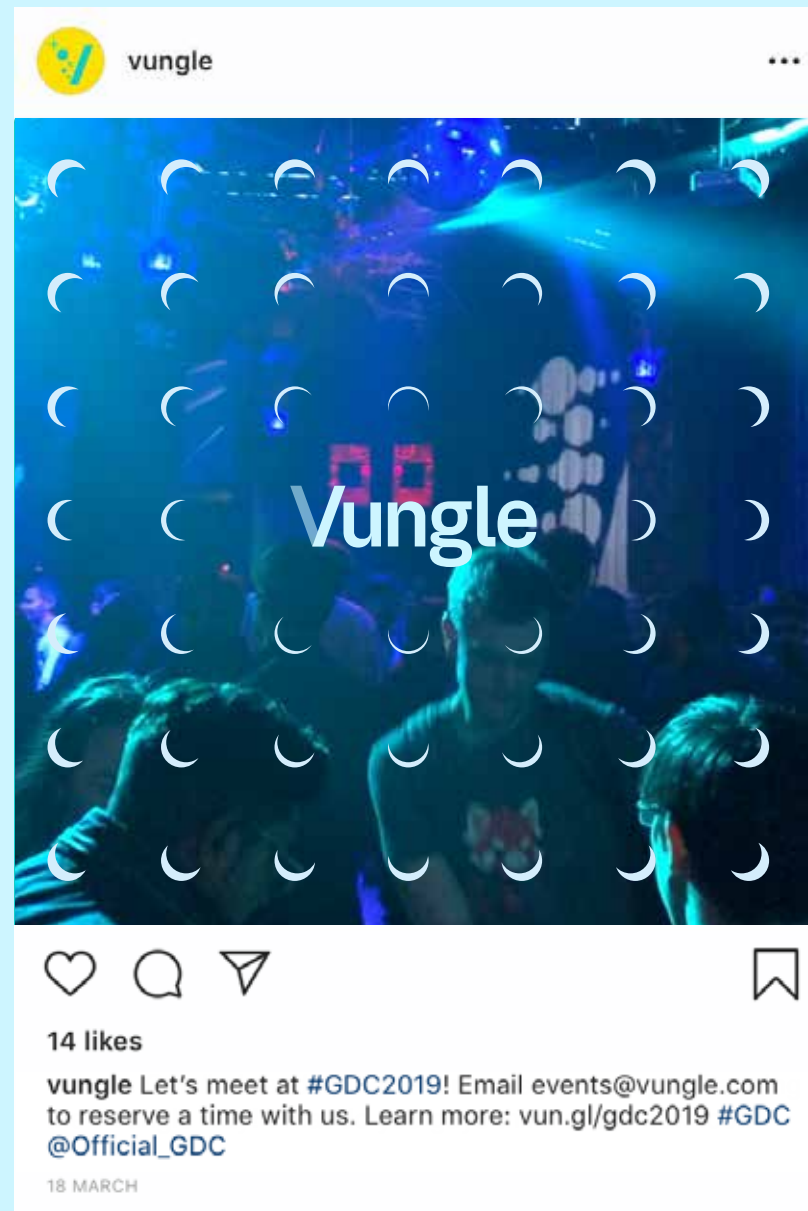
Instagram

Why we love it

Sometimes pictures are worth a thousand words, and Instagram is where they live. Visual-based — for infographics, charts, team photos, and event invitations

How we use it

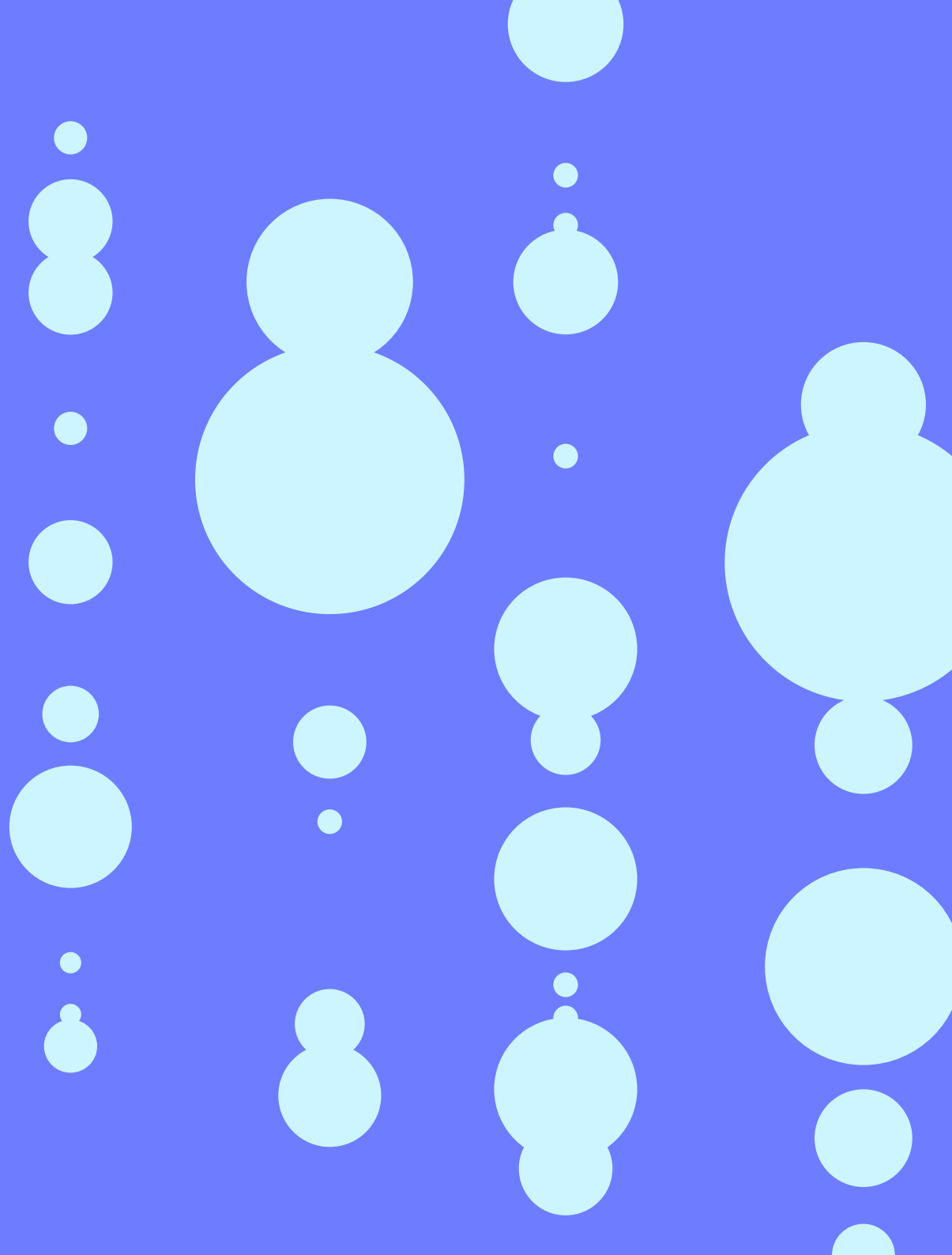
Posting beautiful infographics, visualized data and candid pictures from the Vungle offices and events. Awesome for showing the human face of the company, together with the tech chops.



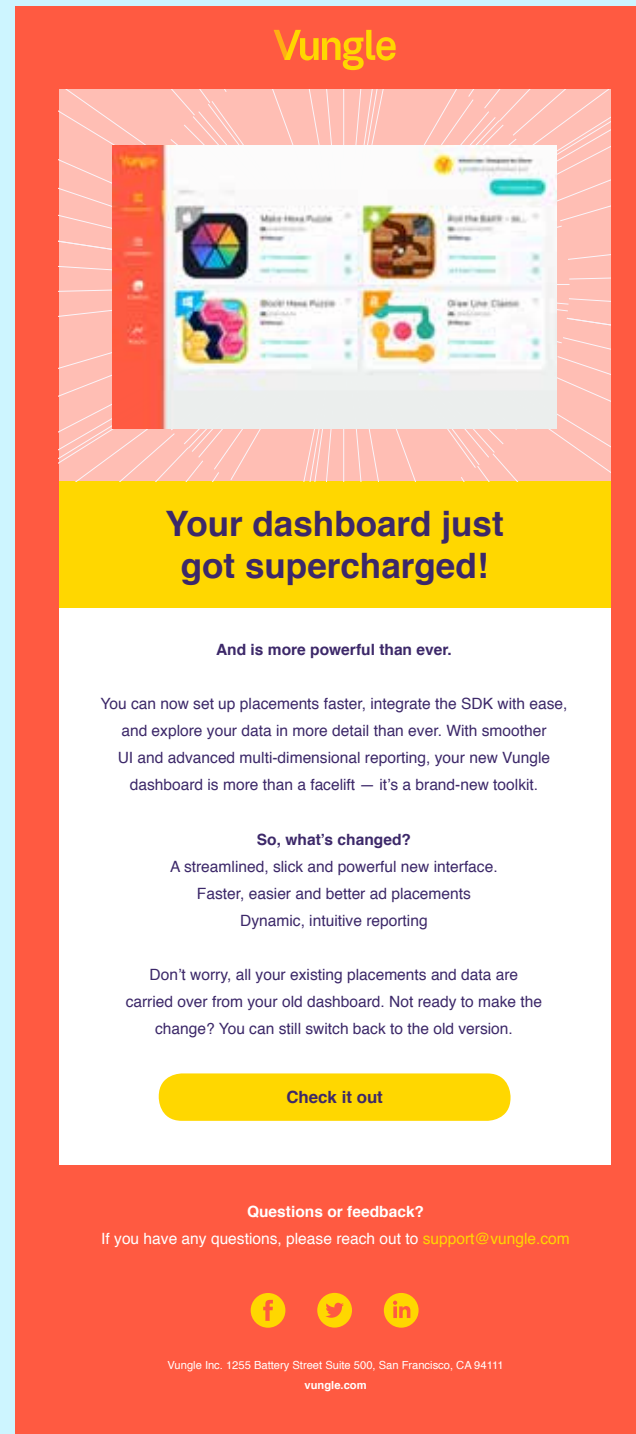
Owning our other online channels

Our website, newsletters and platform are also important touchpoints.

Whether it's a new visitor discovering us for the first time, a long-term customer getting the latest news, or a user keeping tabs on their campaign, we stay true to our tone.



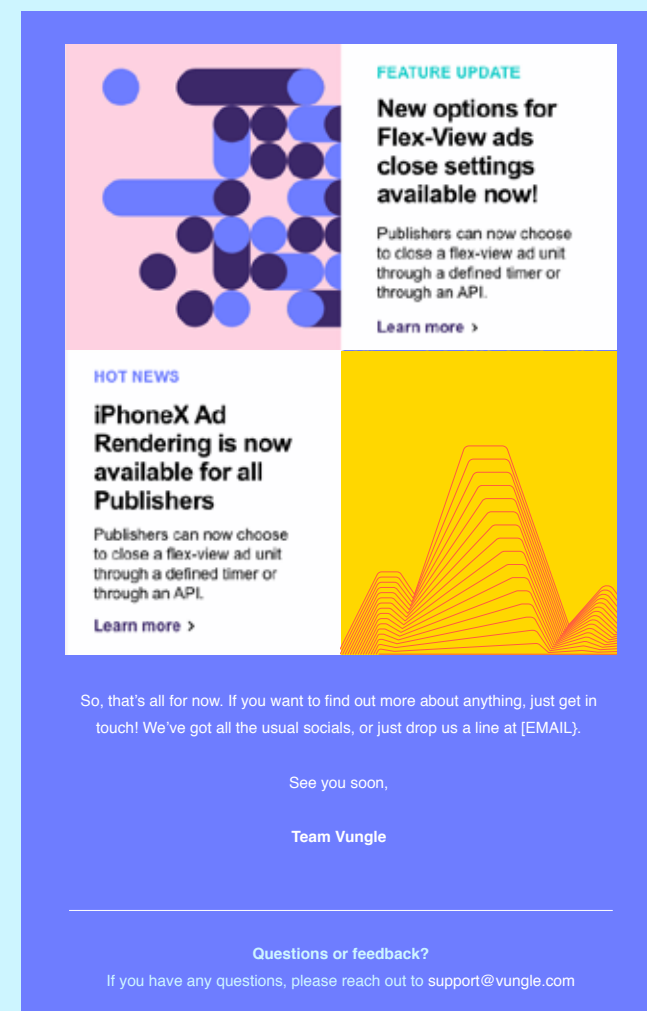
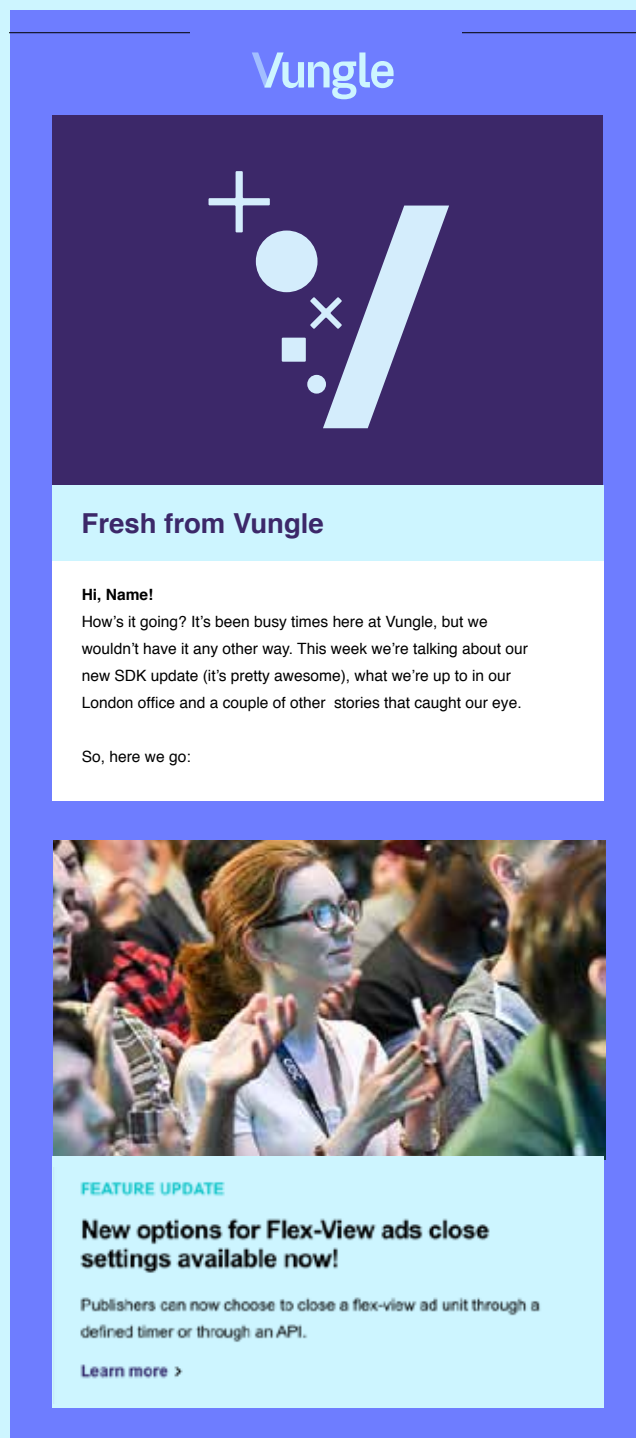
Product announcement email



- Excited about improving our customer's experience on the Vungle network.
- Confident in the strength and promise of the new product or feature.
- Friendly and upbeat.
- Succinct and punchy.
- Tech details kept at a minimum.

Newsletter

- Down-to-earth, bite-sized bits of information and updates.
- Self-aware, professional, and positive.
- Very few tech details.
- Copy is kept short and punchy.
- Lots of opportunity to click through to more info.
- Intro outlines what's coming up.



Dashboard announcement messaging

Vungle



New year, new UI.

**Better navigation, easier placement setup
and more detailed reporting.**

Now that's what we're talking about.

The platform has been redesigned, remixed and re-Vungled to become your ultimate toolkit for monetization. Not ready to move on? No worries. The old UI is still there if you need it.

Happy tapping!

[Take a quick tour](#)

Questions or feedback?
If you have any questions, please reach out to support@vungle.com



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- Keeping up with the tone, even within the software.
- Punchy, personable, and human-to-human.
- Helpful and guiding.

How we talk in the real world

Vungle may be on mobile screens, but that's not the only place we hang out.

We're everywhere.

Posters, t-shirts, giveaways, conference rooms, swag items, brochures and water bottles, just to name a few.

We need to make sure our tone stays the same, wherever we are.

Here's what it looks like in different places:





Our tone may be light, but we're also where we need to be. At conferences, workshops and award shows, it's our chance to stand out amongst the gray and get ourselves noticed.

Personable, sometimes cheeky and encouraging. We want people to see us as friendly partners, rather than service providers.

For example, we can ask bold questions, human to human, to engage and dare we say, entertain.





The tech world is confusing, and we are here to help. Our wording reflects one of our key brand pillars, which is to be a helpful guide.

We invite people to ask questions, wherever we are, and want everyone to be well within their comfort zone; even if it's something new to them.

Discovery and exploration help to engage people. Gain their interest and let them take their journey.

Using intriguing language like this, especially when combined with other materials creates a much more effective and satisfying journey.



up

sum

To

Be human

People will relate to us more if we sound like normal human beings. It's not just business to business; it's human to human.

Be professional and personable

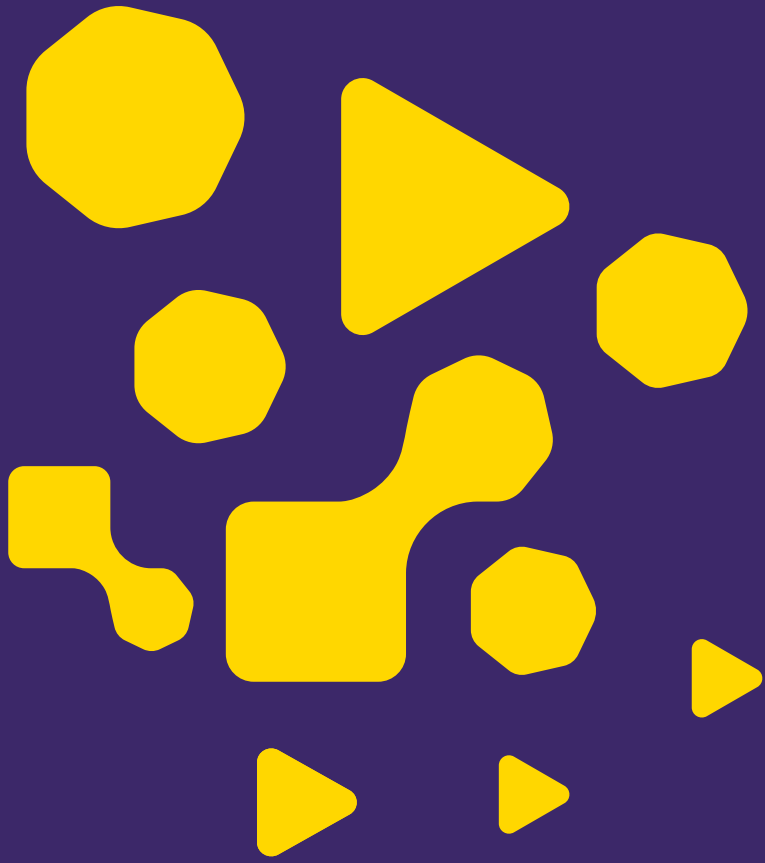
Find the balance between showing off the science and remaining down-to-earth. We are not a one-sided company.

Be creative and analytical

Two sides of the same coin. We put creativity in, our partners get performance out.

Be punchy

Keep things short and snappy. All killer, no filler.



go forth
and
Vungle

Now

