

A large, light gray watermark of the RTB Demand.com logo is centered on the page. It consists of the text "RTB" in blue and "DEMAND.COM" in orange, with "DEMAND.COM" in a smaller font size below it. The watermark is surrounded by two large, light gray circular arcs that intersect at the top and bottom, creating a stylized frame.

RTB DEMAND
DEMAND.COM

Mission & Vision:

- **To provide a safe environment to our Advertisers/Publishers and provide brand safety to platforms both on buy/sell side when scaling up the business and meeting objectives for our publishers/advertisers.**
- **We partner with content providers, demand players and tech platforms. RTB Demand harnesses programmatic buying and selling across the ecosystem.**

From the Founder's Desk:



- **Shreyans Chopra is the Founder and CEO at RTB Demand Group. Having graduated from University of Pennsylvania, he started working as a Technology Analyst in Goldman Sachs.**
- **Over the years, he has pivoted his experience and run several startups successfully in the Financial and E-commerce space.**
- **He has garnered 10+ years of experience in building Worldwide Advertiser & Publisher Ad Network from scratch.**



Global Presence:



Global Mobile Reach:

➤ For Demand Partners

- Worldwide Direct in-app gaming traffic/Media Buying/SDK traffic/open RTB 2.3.
- Automatic Fraud control CR/Duplicate IP/KPI control, sub-publishers id controls etc.
- Integrated with Fraud score, ForensiQ, TMT, 24matrix and other fraud tools.
- Direct integration with Tracking partners like KOCHAVA, Apsalar, Appsflyer, TUNE, IGA Works, etc.
- Direct in-app publishers and SDK publishers for campaigns.
- Ability to optimize on KPIs, put post-install event post back to reach high ROI and performance.

➤ **For Supply Partners:**

- **WW Direct Offers/Best Payouts along with high margin.**
- **Real-time reports with the install, retention rate, KPI and other parameters.**
- **Top Direct Advertisers WW.**
- **Payment Term - NET 30.**
- **Machine learning to churn best offers for you.**
- **Smart Link for CPI/CPA.**

Driving Global Mobile App Distribution

 Targeted Users

Apps Distribution 78K

 Machine Learning

Mobile Publisher 3000+

 Global Ecosystem

Top Publisher Earning \$ 200K+

 Variety of Formats

App Downloads 2.6M

 High Value users

Global Events and Our Presence:



Performance Buying:

- Focused on CPI and CPA sales, subscription, 1 click, and 2 click sale based flows.
- Can integrate with 3rd party tracking providers, API etc.
- Work on S2S for integration delivers you the volume you are looking for.
- Meet backend goals via automatic machine learning optimizing traffic sources.
- Personalized assistance.
- Delivery via direct publisher integration, RTB exchange etc.

Supported Formats:

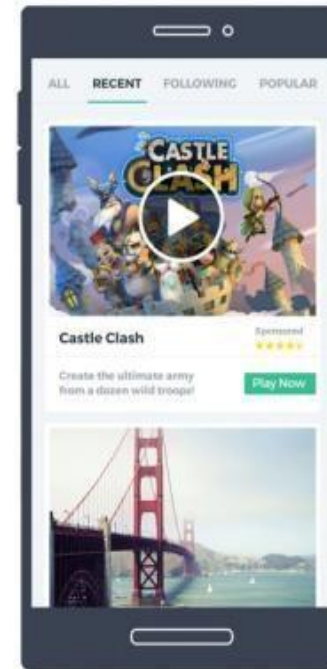
Standard Banner



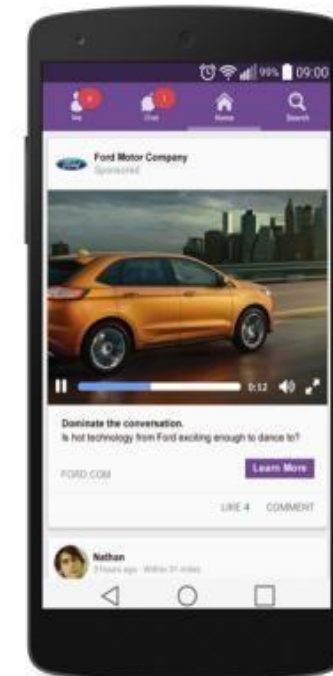
Native-in-Feed



Interstitials
Rich Media





Video




Video/ Impact Solutions

For Supply Partners :-

- High Quality Content that knows how to :-
-  Engage the user.
-  Monetize publisher revenue.

For Demand Partners :-





- Over **2** billions monthly impressions available.
- Fraud free traffic verified by Fraud Detection Tool- Fraud score , forensiq , 24matrix.
- High ROI 

Programmatic Opportunities

For Supply Partners:

- Programmatic and Direct Deals.
- **Open RTB 2.3** Integration for native, video and banner.
- In app and SDK.
- Header bidding/Standard IABs and other Rich media Integrations.

For Demand Partners:

-  Insight in seconds.
-  Real time Results.
-  Instant Reach
-  Fraud Detection Tool — Fraudscore.

Support Targeting



Geography



Device



Device OS/Browser



Category



Real-time Report



Wifi/Carrier Targeting



Exchanges/Publishers



Cherry Pick App/Site

Our Inapp Inventory



Solo Launcher



UC Browser

UC Browser



KK Launcher



Go Launcher



DU Battery Saver



Drift Mania



Bahamut



Beauty Plus



Super Launcher



Pop News



SHAREit



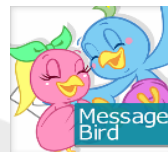
Touchpal



Selfie
Master



360 Security



Message Bird



Apus Launcher



POP Star



Photo Editor

Top Advertisers



The background features a large, light gray watermark logo. It consists of two concentric circles. Between the circles, the word "INTERB" is written in a bold, sans-serif font, and below it, "DEMAND.COM" is written in a smaller, all-caps, sans-serif font.

Thank
DEMAND.COM
you